Welcome!

Please sit next to someone you do not know (i.e. a stranger)
Powerful Presence
Powerful Speaking

Stanley Zareff
Perception is Reality
Perception is Reality

• How do you think people perceive you when first meeting you?

• How do you perceive yourself?

• How do you want to be perceived?

• How do you accomplish the way you want to be perceived realistically?
What Creates Presence?

- CONVICTION
- Self-Assurance
- Energy
- Awareness

PRESENCE
First Impressions Exercise

In the table below are some personal characteristics. Take a few minutes to identify the following:

- **Circle 6 traits** that you think most accurately reflect **HOW YOU APPEAR** to people (How others perceive you when they first meet you).
- **Check 3 traits** that indicate the way you want to be perceived (**HOW YOU WANT TO BE PERCEIVED**).

This list is not exhaustive, so please feel free to add any that you believe might more accurately describe you.

<table>
<thead>
<tr>
<th>Friendly</th>
<th>Intuitive</th>
<th>Ambitious</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calm</td>
<td>Capable</td>
<td>Confident</td>
</tr>
<tr>
<td>Logical</td>
<td>Dependable</td>
<td>Determined</td>
</tr>
<tr>
<td>Energetic</td>
<td>Enterprising</td>
<td>Forceful</td>
</tr>
<tr>
<td>Frank</td>
<td>Playful</td>
<td>Idealistic</td>
</tr>
<tr>
<td>Conscientious</td>
<td>Methodical</td>
<td>Optimistic</td>
</tr>
<tr>
<td>Persistent</td>
<td>Practical</td>
<td>Risk-Taking</td>
</tr>
<tr>
<td>Humorous</td>
<td>Realistic</td>
<td>Reflective</td>
</tr>
<tr>
<td>Serious</td>
<td>Sympathetic</td>
<td>Tactful</td>
</tr>
<tr>
<td>Imaginative</td>
<td>Conceptual</td>
<td>People-Oriented</td>
</tr>
<tr>
<td>Precise</td>
<td>Honest</td>
<td>Organised</td>
</tr>
<tr>
<td>Adaptable</td>
<td>Curious</td>
<td>Rigorous</td>
</tr>
<tr>
<td>Anxious</td>
<td>Task-oriented</td>
<td>Shy</td>
</tr>
</tbody>
</table>
Communication Techniques
Elements of Effective Communication

To what extent do each of these factors play a role in effective communication?

• Content

• Body Language

• Tone of Voice

Source: Albert Mehrabian
Meaning from Communication

Source: Albert Mehrabian
## Main Elements of Communication

<table>
<thead>
<tr>
<th>Content (7%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTIVE LISTENING</td>
</tr>
</tbody>
</table>

### Body Language (55%)
- Eye Contact
- Smile
- Head & Body Motion
- Facial Expression
- Hands & Gestures
- Posture
- Mannerisms
- Appearance

### Tone of Voice (38%)
- Breathe & Pause
- Um, Ah’s – Fillers
- Voice Inflection
- Pace
- Tone & Pitch
- Volume & Projection
- Pronunciation
- Jargon & Acronyms
- Humor

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Albert Mehrabian – *Silent Messages*
Basic Steps to Improve Your Communication

- **Breathe**: pre-requisite to effective delivery
- **Slow down – come up for air**: pause for emphasis instead of using filler words
- **Rehearse**:
  - Practice out loud and often
  - Enlist peers to be your audience
  - Schedule at least 25% of prep time to rehearse
  - Rehearse with actual equipment and visuals
  - Don’t expect technology to work
  - Use slides as a guide, not a crutch
- **FIND YOUR PASSION**: self-consciousness / nervousness will fade away
Messaging
Basic Steps of Effective Messaging

• Who is my audience?

• What is my goal?

• How do I want to be remembered?

• What do I want the audience to take away?

• HOW DO I WANT THEM TO FEEL WHEN THEY LEAVE?
Successful Messaging

• Be On

• Be Brief

• Be Off
What should you take away today?

• There is nothing natural about naturally gifted communicators

• Presence is build through self awareness and awareness of others

• How you communicated is just as important as what you communicate

• Prepare. Practice. Persist
Suggested Reading

• THE EXCEPTIONAL PRESENTER by Timothy J. Koegel

• CONFESSIONS OF A PUBLIC SPEAKER by Scott Berkun

• THE PRESENTATION SECRETS OF STEVE JOBS by Carmine Gallo

• PRESENTATION ZEN by Garr Reynolds
Thank you!

ZAREFF CONSULTING
szareff@gmail.com
7128 288-7450