



## OVERVIEW

This one-and-a-half-day program is designed for participants to improve their professional presence.

By the end of this workshop participants will be able to:

- Describe the attributes of Presence
- Articulate how they want to be perceived
- Analyze unproductive relationships and their role
- Examine ways in which they currently break trust
- Write in a more structured and compelling manner
- Use language clearly and concisely
- Adapt their writing to different types of readers
- Assess and improve their verbal, visual and vocal skills
- Practice using “speaking in threes” to communicate more effectively
- Identify the problem with using jargon and buzzwords
- Recognize the impact of a fixed vs. growth mindset
- Manage feedback they receive more effectively
- Analyze the 13 most common behavioral flaws that limit a growth

## PROGRAM FLOW: KEY CONTENT AREAS

### Welcome

- Introduction, learning objectives

### Presence Model

- What You Know
- What You Show
- Commitment to Grow

### Perception Management

- You Own How You Are Perceived
- We Teach People How to Treat Us
- Three Words and Relationship to Personal Brand

### It Starts with Trust

- Three-Legged Stool
- Personal and Ethical

### What You Know

- Technical Credibility
- Reputation, Resume or Results
- Power of Vulnerability
- Table Practice

### What You Show – Writing

- What Our Writing Says About Us
- Who is the Reader?
- Structuring our Message
- Active vs. Passive Construction
- Making the Complex Simple

### What You Show – Presenting

- Visual (Presence, Gestures, Open Face)
- Vocal (Tone, Inflection, Volume)
- Verbal
  - Structure Presentation*
  - Curse of Knowledge*
  - Speaking in Threes*
  - Using Constructs—Practice*

### Commitment to Grow

- 13 Common Behavior Flaws
- Growth vs. Fixed Mindset Review
- Understanding “Triggers”
- Seeking and Managing Feedback

### Workshop Close