

# IMPACT & PRESENCE

## Pocketbook



*2nd Edition*

A pocketful  
of tips, tools and  
techniques on how to create  
'brand you', build leadership  
presence and achieve impact

**Pam Jones &  
Janie van Hool**

"A brilliant toolkit packed with stimulating insight, thought-provoking self analysis, and practical tips. This is a 'must-read' for both the experienced and novice who are looking to further develop their presence and impact to shine through today's fog of mass communication channels."

**John Griffiths, Change Leader, Project One Consulting**

"Full of practical ideas to help you harness your strengths and present the best version of yourself."

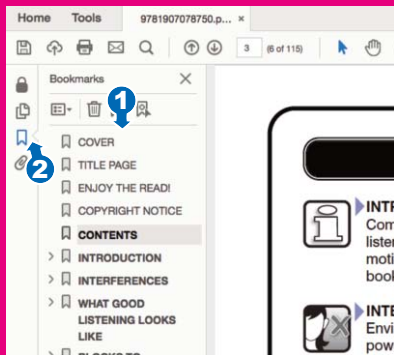
**Dr Dina Dommett, Dean, Ashridge Executive Education, Hult International Business School**

"I've just started out in my career and am finding the tips in this book hugely insightful and beneficial."

**Tilly Wickens, Financial Planning & Reporting Analyst, DS Smith**



© Pam Jones and  
Janie van Hool 2004, 2020  
This edition published 2020  
ISBN 978 1 907078 80 4

**IMPACT & PRESENCE**  
Pocketbook



# Enjoy the read!

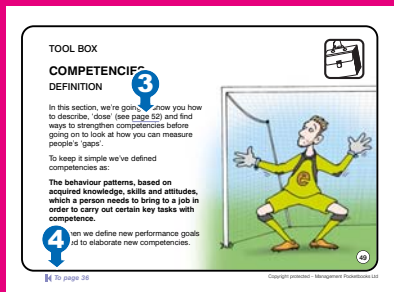
To help you move around this e-Pocketbook we have included a full **1 'Table of Contents'**, with links that take you instantly to the chapter or page of your choice. Be sure to reveal the Table of Contents within the navigation pane **2 (sidebar)** of your file viewer.

In addition, we have **3 embedded links** within the book itself, denoted by coloured arrows  and text that is underlined (or highlighted). These embedded links will get you swiftly from the Contents page to a specific chapter and from cross-references to other parts of the book. A link at the foot of the page **4**  will get you back to where you started.

The web browser or document viewer you use to read this e-Pocketbook may well provide further features (e.g. word search, zoom, page view options) to help improve your reading experience.

It is well worth spending some time familiarising yourself with your document viewer in order to get the best from this e-Pocketbook.

*Enjoy your reading!*





**COPYRIGHT  
NOTICE**  
Please Read

The contents of this electronic book (text and graphics) are protected by international copyright law. All rights reserved.

The copying, reproduction, duplication, storage in a retrieval system, distribution (including by email, fax or other electronic means), publication, modification or transmission of the book are **STRICTLY PROHIBITED** unless otherwise agreed in writing between the purchaser/licensee and Management Pocketbooks.

Depending on the terms of your purchase/licence, you may be entitled to print parts of this electronic book for your personal use only. Multiple printing/photocopying is **STRICTLY PROHIBITED** unless otherwise agreed in writing between the purchaser and Management Pocketbooks.

If you are in any doubt about the permitted use of this electronic book, or believe that it has come into your possession by means that contravene this copyright notice, please contact us.



**MANAGEMENT  
POCKETBOOKS**

Wild's Yard, The Dean,  
Alresford, Hampshire  
SO24 9BQ UK

Tel: +44 (0)1962 735573  
Fax: +44 (0)1962 733637  
sales@pocketbook.co.uk  
www.pocketbook.co.uk



# CONTENTS



## INTRODUCTION

5

Who should use this book?, impact & presence – why are they so important?, presence, authenticity & impact, who makes an impact & how?, start right now, three key elements



## GAINING CONTROL – THE INNER THINKING TOOLKIT

13

Questionnaire, understanding yourself, identifying your strengths, overdone strengths, your values & inner motivation, stress responses, impostor syndrome, mindfulness, breathing, visualisation, energy flow, breathing in your presence, handling rejection, celebrating impact, power bases, finding and choosing a mentor, exercise, maintaining the inner engine



## IMPACT STRATEGIES

39

Impact questionnaire, what others see, posture, gesture, greetings, eye contact, warmth v strength, rapport, building empathy, using energy, creating rapport through content & language, tuning in to others (listening and questioning), language, sounding authentic, simplicity & clarity, impact the assertive way, being heard, voice workout and tips



## CREATING CONNECTIONS

69

The science of storytelling, how to build a story including basic plots and categories, advice for using social media to develop your online presence



## AREAS OF FOCUS

83

Meetings (face to face and virtual), small talk, remembering names, 15-second introduction, presentations (content and approach), virtual presentations, being in the spotlight, impact & influencing, interviews, impact & promotion

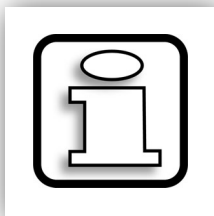


## ACTION PLANNING

103

Creating your plan, ways to get started, four action plans





# INTRODUCTION

## INTRODUCTION

### WHO SHOULD USE THIS BOOK?



This book is for people who want to maximise their presence and create a powerful impact on the people they meet and work with. It provides a wealth of tips and techniques, using questionnaires and exercises to help you assess your impact, and enhance your communication style and strategy.

The book shows you how to appear confident and use a dynamic style of communication, but also how to feel positive and self-assured in any situation. It takes a holistic approach, helping you to project an image that reflects your values and strengths.

The authors bring together experience from the worlds of business and theatre to provide a broad perspective on the benefits of taking control of personal impact.



## INTRODUCTION

### IS THIS BOOK FOR YOU?



- Do you want to create a personal brand that reflects who you are?
- Do you want to enhance your leadership impact?
- Do you want to take control of how others perceive you?
- Do you want to create an image that reflects your ability and potential?

If so read on.

*'You never know when  
you are making a memory.'*  
Rickie Lee-Jones



## INTRODUCTION

# IMPACT & PRESENCE – WHY ARE THEY SO IMPORTANT?



*'If you think you are too small to make a difference,  
you haven't spent the night with a mosquito.'*

African proverb

Your image and how you use it is central to others' perception of your abilities, skills and potential. It is amazing how quickly you make an impression on others.

You need to pay attention to your image because:

- To develop your career you will need to sell yourself to others
- People buy people
- While adapting to the environment you work in you need to stay true to yourself, and know how to do this
- There is a clear relationship between impact and self-concept; each feeds off the other
- Confidence is contagious, but so is lack of confidence
- Your personal presence will affect the climate around you, so make the impact a positive one

## INTRODUCTION

# PRESENCE, AUTHENTICITY & IMPACT



We are so much more than what we do.

How others experience you is a mixture of three important elements:

- **Presence – how you show up**  
Connecting with the thoughts and feelings of others
- **Authenticity – who you are**  
Staying true to your values, beliefs and who you are.
- **Impact – what you do**  
The influence you have and the lasting impression you make on others

These three elements will create the perception people have of you and the memory they will take away.