

# IMPACT & PRESENCE

## Pocketbook

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

**Pam Jones &  
Janie van Hool**



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# THE IMPACT & PRESENCE POCKETBOOK

By Pam Jones & Janie van Hool

*Drawings by Phil Hailstone*

"This little gem tells you all you need to know about making a positive impact. The user-friendly format and excellent content make it essential for anyone in business."

**Maura O'Mahony, Management Development Manager, Allied Irish Bank (GB)**

"Provides invaluable advice on how to develop yourself, great tips and hints on how to do it and useful exercises to get you started."

**James Moncrieff, Director, LMT Consulting**

"A fun, pragmatic approach developed by experts in their fields. Applicable in areas of business and personal life."

**Monica Kinder, Assistant Manager, Management Development, Allied Irish Bank (GB)**



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# CONTENTS



## INTRODUCTION

5

Who should use this book?, impact and presence – why so important?, what is it?, who makes impact and how, start right now



## GAINING CONTROL – THE INNER THINKING TOOLKIT

13

Questionnaire, understanding yourself, identifying your strengths, your values and inner motivation, stress responses, handling your inner critic, managing stress, breathing, visualisation, focus, getting in the zone, mood words, emotional state, handling rejection, humour, reviewing impact, critical incident exercise, positive inner dialogue, power bases, finding and choosing a mentor, maintaining the inner engine



## IMPACT FROM THE OUTSIDE IN

43

Impact questionnaire, outer impact, posture, techniques for improving physical presence, gesture, handshake, eye contact, creating atmosphere, enjoying your space, rapport, matching and mirroring, matching energy levels, creating rapport through content and language, flexing your style, listening, questioning, 'yes, and...', simplicity and clarity, being heard, tips for optimising your voice, sounding authentic, voice workout, modelling impact



## DEVELOPING YOUR PERSONAL BRAND

71

Identifying your brand, creating your brand identity and statement, your own brand, developing brand awareness, your brand image, packaging the brand, men, women, first impressions, extending your brand



## ADAPTING TO THE ENVIRONMENT

85

Meetings, small talk, remembering names, 15-second introduction, presentations, dealing with an audience, the kipper tie technique, impact and influencing, interviews, impact and promotion, assertiveness



## ACTION PLANNING

105

Creating your plan, ways to get started, action plans for inner and outer impact





# INTRODUCTION

## INTRODUCTION

### WHO SHOULD USE THIS BOOK?



This book is for people in business 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 make the most of yourself?
- Do you think you could make greater impact?
- Do you need to prepare yourself for a meeting or interview?
- Do you want to create an image which reflects your abilities?
- Do you want to enhance your leadership capability?

If so read on.

*'You never know when you are making a memory.'*

**Rickie Lee-Jones**



## INTRODUCTION

# IMPACT AND PRESENCE – WHY SO IMPORTANT?



*'It takes 30 seconds to make an impact.'*

Albert Mehrabian, *Silent Messages*, Wadsworth, 1971, 1985

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
- In a service economy people buy **you**
- 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
- You have the ability to create the atmosphere you work in through generating a positive impact

## INTRODUCTION

# WHAT IS IMPACT AND PRESENCE?

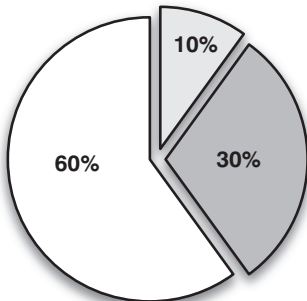


### **We are so much more than what we do.**

Career progression is not just about doing a good job, but about:

- Getting exposure with key people
- Visibility
- Personal credibility
- Networking
- Sending out the right messages
- Being positive
- Creating the right image

Your personal presence is the experience people have of you and the memory of you they will take away.



- What you do
- How you do it (image/style)
- How visible you are/who sees you