



CREATING PERSONAL PRESENCE

Look, Talk, Think, and Act Like a Leader

By Dianna Booher

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Contact: Polly Fuhrman

polly.fuhrman@booher.com

817-318-6000, X106

Cynthia Shannon

cshannon@bkpub.com

415-743-6469

Suggested Story Angles

Politics

- How much does personal presence count in electing our political leaders?
- Why do scandals involving politicians or CEOs affect the public's perception of a leader's ability to govern and their overall personal presence? How are they related?
- If political leaders give "bad news" or "straight talk," does it affect his/her image?
- Why/how the best political speakers use anecdotes, metaphors, and analogies

Economy/Job Market

- Job Interviews: How body language helps or hinders
- Job Interviews: How your voice helps or hinders
- Job Interviews: Which counts most--personal presence or experience?
- How important body language is to your career advancement

Speaking/Presentations

- Thinking on your feet under pressure: Why do people freeze up and how to avoid it? Tips and guidelines
- Storytelling guidelines, techniques, and tips in business presentations

Sales

- Mistakes salespeople make when they answer customers' questions
- Differences between pushy salespeople and persistent salespeople who really connect?

General

- What does your workspace say about your personality and competence?
- What are the characteristics of a strong personal presence? How do you measure it?
- What part does "character" play in personal presence?
- The physical components of personal presence
- Which is better—the strategic or tactical thinker?
- Business etiquette: What are the new rules?
- Dining etiquette: What are the primary rules that every professional should know?
- Communication etiquette: How has social media changed things—or has it?
- How arrogance affects perception of presence: Examples of arrogant vs tactful language
- Are technological gadgets driving people to rudeness?
- Humor: Guidelines for appropriate use of humor in today's marketplace
- Why are people so rude, narcissistic, and sarcastic online?
- Guidelines for becoming a great conversationalist?
- Have people forgotten how to have a face-to-face conversation?
- Character traits that affect others' perception of your credibility