



## CREATING PERSONAL PRESENCE

### Look, Talk, Think, and Act Like a Leader

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### Sample Interview Questions

1. Personal presence—that sounds like charisma or charm. How do you define it exactly?
2. Your definition sounds very broad. Can you measure presence? Does anyone ever “master it”? Is there an objective scale, so to speak?
3. How much does personal presence count in electing our political leaders?
4. 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?
5. If political leaders give “bad news” or “straight talk,” does that affect his/her image? In other words, does it help or hinder the public’s perception of their personal presence?
6. We often hear the best political speakers use anecdotes, metaphors, and analogies when they speak—even in the debates. Why is that?
7. Everyone has the economy on their mind now—the bad job market. If people—or someone they know—are looking for a job, what part does personal presence have in the interviewing process and landing a good job or maybe getting a better job?
8. The subtitle of your book mentions four components of presence: How you look. How you talk. How you think. How you act. Let’s talk about the first one a moment—how you look. Are you telling me we all have to be good-looking to have presence?
9. You talk a lot about body language in the “Look” part of the book and how our gestures, posture, facial expression, even our walk, our movements either build or destroy our credibility. You say they either work “for” or “against” us. What do you mean by that? And what kind of guidelines do you have for a more commanding body language?
10. How about facial expressions and wild gestures? Can you be *too* expressive and *too* open to be taken seriously in a business setting?
11. I’m eager to know if you talk about dress in the book. Are all the old “dress for success” rules gone? Is it “whatever’s comfortable” today?
12. In the second part of the book, you cover “How you talk.” What’s that all about?

13. Can you elaborate on what word choice, tone, and use of the language have to do with credibility and perception? Why do you say that's more important now--with current technology--than in the past?
14. You mention the appropriate use of humor. Everybody needs a little more laughter in their life—to be a better storyteller at their next networking event or dinner party. Give us a few pointers from your checklist of “Helpful Humor Hints: What Works and What Doesn't.”
15. In the third part of the book, you get into “how you think” as an important part of someone's presence. Are you talking about the ability to think on your feet? How do most people you work with do in that regard?
16. One chapter talks about the differences in strategic and tactical thinking. Aren't the vast majority of people tactical thinkers? Are you saying that tactical thinking isn't important?
17. Your book mentioned a tweet you did more than two years ago that people are still circulating. What was it? And why do you think it struck home with so many people?
18. In the fourth part of your book, you talk about “how you act” as a part of your personal presence. I think the way you expressed it was, “What you do should match what you say.” Is this really observable as part of someone's personal presence?
19. In the chapter on “Master Modesty and Mind Your Manners,” you get into some basics of common courtesy and business etiquette. You talk about basic dining etiquette with clients and colleagues. Entrances and exits at networking events. Thank yous. Gift-giving, and the like. Give us a few tips here that some of us may have forgotten.
20. I understand that your organization, Booher Consultants, did a survey about character traits and personal presence. And probably some other organizations have as well. What character and personality traits do people generally most admire in their leaders?
21. In light of the political season we're into—and the recent scandals—maybe we should discuss this issue more fully: How do these character traits show up day to day? In other words, if you say “character” is part of personal presence and leadership, how do people demonstrate “character” day to day?
22. How much does personal presence count when we go to the polls to elect our political leaders?
23. In closing, how do you recommend someone move further along on the continuum toward a stronger personal impact? Is there a process to it?