



MCB & Associates
SuperAchiever Coaching™

"ESTABLISHING YOUR SIGNATURE PRESENCE"

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For
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If you only remember 3 things about this topic, make it these 3!

1. Presence is difficult to define, but it's very real, and it can have a substantial impact on your success.
2. Presence has everything to do with *character*, and very little to do with *personality*.
3. Solidifying and communicating a clear Presence is a *skill* that *can be learned* and continuously developed.

List a few people who you believe possess a notable positive presence.

- _____
- _____
- _____

What qualities, characteristics or behaviors do you notice in these people?

- _____
- _____
- _____
- _____
- _____

The 5 Components of Signature Presence

1. **Authenticity**...*sustainable, differentiates you, & encourages same in others*

Express your true self and your best self in a way that is appropriate to the environment, and considerate of others.

What I want others to realize about who I am...

+ PLUS +

2. **Integrity**... *earns trust from others.*
3. **Self-Confidence**...*inspires confidence from others.*
4. **Humility/Human-ness**...*relaxes and comforts others.*
5. **Polished Calm**...*impresses others, generates respect & confidence.*

The 5 vehicles for communicating Presence

1. Appearance

- Facial Features & Hair
- Body Type and Size
- Clothing

Embrace....

Leave behind....

2. Physicality

- Facial Expression
- Posture
- Walk
- Movement

Embrace...

Leave behind...

3. Voice

- Pitch
- Cadence
- Tone
- Accent

Embrace...

Leave behind...

4. Language

- Type of words & phrases used "To be perfectly honest/frank..."
- Content

Embrace...

Leave behind...

5. Communication Style

- Feeling vs. Thought
- Ask vs. Tell
- Speak vs. Listen
- Linear vs. Non-linear

Embrace...

Leave behind...

3 things I will do from now on to communicate my Presence

- 1.
- 2.
- 3.