



# Leadership Presence

## Presence Determines Impact

1. **Brain Reframe:** Get ahead of the negativity bias by asking yourself questions that bolster resourcefulness.
2. **Breath & Body:** Long slow exhale to calm nerves and take up space, reset your body to neutral before important engagements.
3. **Hands** People like to see your hands!
  1. Open palms convey the message, "Nothing to hide."
  2. Point by using an open palm in a direction.
4. **Gestures:**
  1. Intentionally gesture a word or phrase to emphasize meaning.
  2. Repetitive gestures can be seen as a form of monotone.
  3. Gesture away from you when referring to something negative.
5. **Anchors:**
  1. Positionally anchor each topic to a different place: online, anchor to a part of the screen; live move to a different portion of the stage.
  2. Return/point to that place (screen or stage) when returning to that topic.
  3. Westerners read left to right, anchor so that it mirrors their norm.
6. **Movement:**
  1. Change your physical position when you want to change emphasis.
  2. Lean in or step towards your audience to deepen a sense of connection.
  3. Balance movement with stillness to keep audience engaged.

### Virtual Appearance:

Head & shoulders  
shown on camera

Light your face

Camera at eye-level

Background free  
from clutter

If using Virtual  
Backgrounds, keep  
body language  
closer to your body