INSIDER SECRETS TO A POWERFUL PROFESSIONAL PRESENCE

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sponsored by
The Hiatt Career Center at Brandeis University

presented by
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www.anniekipstyle.com
AUTHENTICITY IS WHERE THE MAGIC HAPPENS
SHIFT YOUR THINKING
ANYONE CAN DEVELOP A POWERFUL PROFESSIONAL PRESENCE
HOW YOU LOOK

HOW YOU ARE SEEN

HOW YOU FEEL

HOW YOU ACT
PERSONAL PRESENCE

When the way you are seen on the outside, is a genuine, comfortable, consistent, positive expression of who you are on the inside.
AGENDA

• Greetings!
• Why This Matters
• Appearance
• Behaviors
• Focus
• The Surprising Truth Behind It All
New Ideas For How To:

- Make a good impression
- Manage your facial expressions
- STAND OUT
- Control unconscious behaviors
- Feel powerful
- CONNECT in conversation
- Give yourself a CHARISMA BOOST
www.anniekipstyle.com/contact
THIS IS THE RIGHT PLACE IF YOU:

• Can’t get past the interview.
• Feel stuck or invisible at work.
• Need a confidence boost.
• Want to feel better at work.
EXTERNAL appearance is defined by the INTERNAL state.
APPEARANCE
Humans can’t help judging - it’s primal.
Your brain’s priority is to keep you safe.

The human brain processes visual information 60,000 faster than text.
Tip #1
Understand The Corporate Culture

You must identify and meet basic expectations before you can delight and impress.
Clothing is “tribal” – it is used to convey meaning, show hierarchy of power, and give group identity.
LESSONS LEARNED
Tip # 2

Wear YOUR Power Clothing

The way your clothes make you feel on the inside will always show on the outside.
YOUR CLOTHING MAKES A STATEMENT
Tip # 3
Fit and Flatter

A fancy label doesn’t mean anything if your clothes don’t do a job for you.
small details = BIG IMPACT
WEAR WHAT MAKES YOU FEEL RIGHT
A QUESTION FOR YOU

How often do you feel powerful and authentic in what you wear to work?

A. 95% of the time
B. 70% of the time
C. 30% of the time
D. 10% of the time
YOUR POWER COLORS

VS.

VS.
Tip #4
Dress Consistently
Tip #5
Find Your Fascinator

Choose something subtly special and let people see a bit of your personality.
Build a reputation for...
A QUESTION FOR YOU

Where do you get your ideas about what to wear?

A. magazines/television
B. internet sites/blogs
C. store salesperson
D. co-workers/boss
E. other
BEHAVIORS
Tip #6
Settle Yourself
Unconscious physical behaviors can be misinterpreted as dishonesty, reluctance, inattention, skepticism, and even anger.
Unconscious Habits
Tip # 7

Own Your Messages

Honor what is really going on so you can manage your behaviors.
Bonus Tip

The Charisma Boost
Bonus Tip
Supreme Steepling
Tip #8
Manage Your Facial Expression

Confident people are available and unafraid to interact with people they don’t know yet.
The Selfie Experiment
A QUESTION FOR YOU

How often do you have a conversation with someone you don’t know?

A. hardly ever
B. a couple times a week
C. just about everyday
Bonus Tip
Keep Your Chin Up
FOCUS
Tip #9

Slow Down

Smiling and talking too quickly and eagerly is actually an expression of our need to be liked.
Bonus Tip

The Slow Smile

Slowly and deliberately breaking into a wider grin makes your smile special.
Bonus Tip
Allow Silences

“Better to remain silent and be thought a fool than to speak out and remove all doubt.”
Bonus Tip
Train Yourself To Listen
Tip #10

FOCUS

On Other People

Powerful professional presence is all about making other people feel seen and heard and important.
Most People Are Just Big Babies
A DIFFERENT PATH
The Surprising Counter-Intuitive Truth

Forgetting about yourself is the key.
People with powerful professional presence bring out the BEST in others.
WHERE WILL YOU START?
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Next Steps

• Fill out our **satisfaction survey**

• Register for our next webinar:

  **Breaking into Hollywood:**
  The Ins & Outs of Getting Hired for Entry-Level Jobs & Internships
  Thursday, April 14, 2016
  12:00 – 1:00 p.m. EST
  [https://attendee.gotowebinar.com/register/8589348924390728961](https://attendee.gotowebinar.com/register/8589348924390728961)

• Join the *Brandeis University Career Connections* group on LinkedIn: [bit.ly/BrandeisLinkedIn](https://bit.ly/BrandeisLinkedIn)

• Brandeis undergraduate students and alumni:
  – Call **(781) 736-3618** to schedule a free, 1-on-1 advising **appointment** with a Hiatt career counselor (in-person, phone, Skype)
Contact the Hiatt Career Center

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