



i Opener

Personal Impact

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What is impact?



- The image or impression that others have of you
- It's about
 - Personal presence
 - Credibility
 - Authority
 - Likeability
 - Whether they trust you

Trust Equation



$$\text{Trust} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self Interest}}$$

David Maister, The Trusted Advisor



- Expertise
- Shared successes
- Memorable brand
- Presence
- Authority
- Clear message

- What image do I want to convey? Brand?
- What outcome do I want to achieve?
- How can I be the best I can be?
- How can I 'toot my horn'?
- What do my stakeholders want/need/feel concerned about?
- What can I learn?



Body language – projecting confidence



Stand tall, use power tells

- **Posture** – Pavarotti
- **Default** – hands by side or clasped in front
- **Gestures** – 1 or 2 handed ‘stab’, leveler, visionary, other power tells
- **Movement** – walk with purpose, spatial anchoring



The Importance of a smile



Smile - The ape in all of us!



Voice - Your second signature



Vary your voice to increase your impact

- **Authority** — deepen your voice
- **Clarity** — vary volume, pronunciation, rhythm
- **Credibility** — speak more loudly, work on your tone
- **Passion** — speak faster, with a higher pitch, more emphasis



Developing a feeling of ease



- Mindset – “I own the room”
- What mood do you want to project
- Focus on the audience not your inner voice
- Get rid of your inner voice
- Connect with the audience before you start
- Breathe
- Visualise success



Passion breeds confidence



- Connect with the topic
- Speak faster
- Higher pitch
- More emphasis
- Use breath to project energy
- Spice things up with colourful language
- Add intensifiers



The importance of words



Power Talk - Assertive	Wimp Talk - Submissive
Clear and concise The options are...	Long, waffly sentences Maybe we could think about it some more and then...
Open and direct I want, I will, let's, you/we	Uses softeners Er, um, I wish, I should, possibly
Clear opinions/confidence I feel/think, I would like, yes, in my opinion	Unclear opinions/doubt I don't know, I'm not sure, maybe we should hold off
Projects self confidence I feel/I think, I know that	Apologises for existence Sorry..., It's only me
Practical examples Use of examples/stories	Abstract Imprecise, generalisations, concepts, long sentences
Intensifiers Very, extremely, hugely, max	Diminishers A bit, quite, a little, sort of, kind of



What's your point?



Deliver your promises

- Check what's important to them
- Clarify their expectations
- Test assumptions
- Share intentions behind your promises
- Consider their perspectives
- Act consistently and authentically





Increase your likeability

- Establish common ground
- Show interest in personal information
- Show interest in what makes them tick/their perspectives
- Build reciprocity
- Adapt your style
- Build rapport

Increasing 'stickability'



Metaphors

Repetition

Stories

Emphasis

Benefits



Being inclusive

Repetition

Simple language

Repetition

Signposting

Rhetorical questions

Summarising

Team pitching



- Put benefits up front
- Use their words and 'you'
- Look at everyone regularly
- Sell the 'what's in it for you' up front
- Outline 'why us' in a way that's relevant
- Agree key message(s)
- Work out how to manage transitions
- Strong open and close
- Rehearse together

The logo features a large, bright yellow circle with a textured, sunburst-like pattern radiating from its center. The word "iOpener" is written across the circle in a bold, sans-serif font. The lowercase letter "i" is white, while the uppercase "O" and the word "pener" are black.

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