

# **THE IMPACT & PRESENCE POCKETBOOK**

By Pam Jones & Janie van Hool

*Drawings by Phil Hailstone*

"This little gem tells you all you need to know about making a positive impact. The user-friendly format and excellent content make it essential for anyone in business."

**Maura O'Mahony, Management Development Manager, Allied Irish Bank (GB)**

"Provides invaluable advice on how to develop yourself, great tips and hints on how to do it and useful exercises to get you started."

**James Moncrieff, Director, LMT Consulting**

"A fun, pragmatic approach developed by experts in their fields. Applicable in areas of business and personal life."

**Monica Kinder, Assistant Manager, Management Development, Allied Irish Bank (GB)**

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## DEVELOPING YOUR PERSONAL BRAND

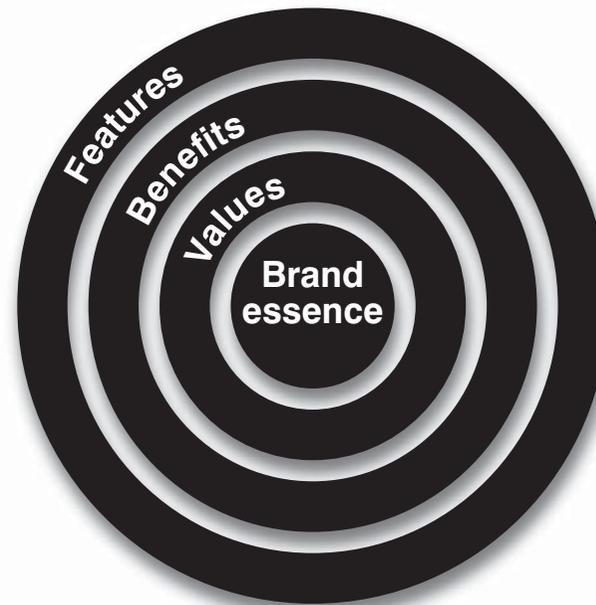


### IDENTIFYING YOUR BRAND

Just as organisations create a brand image, we need to think of ourselves as brands and understand what we stand for and what sort of impact and presence we want to create.

Well known organisations such as Pizza Express and easyJet have strong brands that they work on at all levels, so that there is real congruence between the internal values and the front-line behaviour experienced by the customer.

The challenge therefore is to understand what your personal brand stands for and present yourself in a way that expresses your core values.



## DEVELOPING YOUR PERSONAL BRAND

### CREATING YOUR BRAND IDENTITY



First you need to have an offer that people really want; then you can build a brand around it.

The essence of the brand is its vision and meaning, for example:

Harley Davidson do not sell motor cycles; its brand vision is: *'We fulfil dreams.'*

The vision behind the creation of Pizza Express in 1965 was to... *'Serve the world with style'* and this still drives the company today.

Your brand identity is what people will remember you by; it should be clear in everything you do.

A creative way to define your brand identity is to sit down with a pile of magazines and create a collage to represent how you would like to project yourself to the world. When you have completed it, look at the collage and identify just what it is saying about you and your brand.

## DEVELOPING YOUR PERSONAL BRAND

### CREATING YOUR BRAND STATEMENT



- Think about what you really value about your work and what you offer that is unique to you
- Use your collage to draw out what it is you want your brand to express

From this create a sentence which can define your brand.

A management development colleague described her brand essence as: *'I develop potential'*. This came through in all aspects of her brand, her personal values, the benefits she offered and what she did. It was expressed to her customers through her dedication and her friendly and professional approach.

<b>Features</b> (what you offer – the front-line expression of your brand)	<b>Benefits</b> (the benefits of working with you)	<b>Values</b> (your personal values)	<b>Brand essence</b>
<ul style="list-style-type: none"><li>● High quality professional delivery</li><li>● Relevant tailored materials</li><li>● Individual, one-to-one time</li><li>● A personal approach</li></ul>	<ul style="list-style-type: none"><li>● Increased confidence</li><li>● Improvements in work</li><li>● Increased motivation</li><li>● Personal development</li></ul>	<ul style="list-style-type: none"><li>● People matter</li><li>● Everyone has potential</li><li>● Integrity</li><li>● Personal change is possible</li></ul>	To develop potential

## DEVELOPING YOUR PERSONAL BRAND

### CREATE YOUR OWN BRAND



Fill in the table below and create your own brand.

<b>Features</b> (what you offer – the front-line expression of your brand)	<b>Benefits</b> (the benefits of working with you)	<b>Values</b> (your personal values)	<b>Brand essence</b>

Just as a brand has to live in the minds of the consumers, your brand has to live in the minds of those you meet, so work on turning your brand values into front-line behaviours.

## DEVELOPING YOUR PERSONAL BRAND

### DEVELOPING BRAND AWARENESS



Good brands are supported by tactical advertising and marketing and PR campaigns. How good is your brand awareness? And how do you create it?

Here are a few tips:

- Choose clothes and accessories that reflect you as your brand
- Always have your business card with you
- Follow up on meetings and requests for help
- If you are freelance or self-employed, make sure that all your business materials powerfully mirror your overall branding
- Tell people about what you do well



You are your own best marketing tool.

## DEVELOPING YOUR PERSONAL BRAND

### YOUR BRAND IMAGE



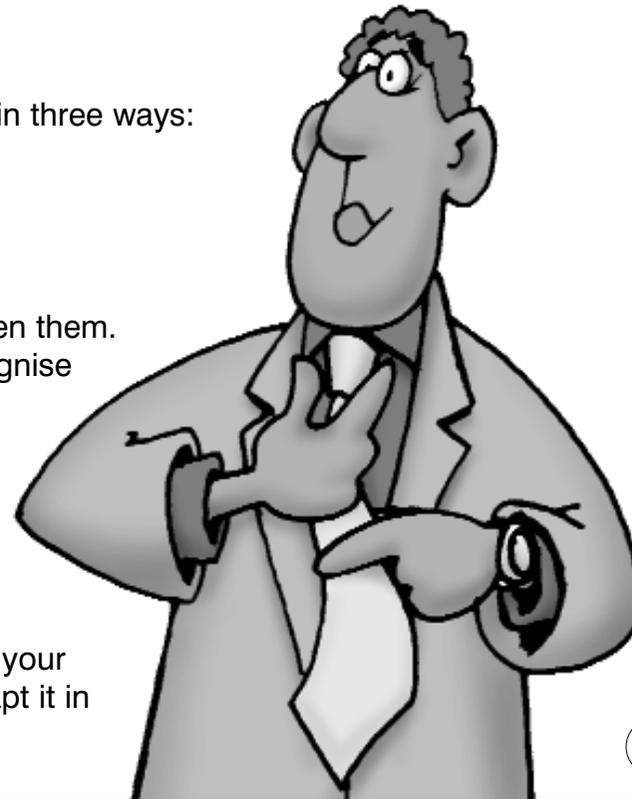
The impact of your image can be considered in three ways:

1. Self-image
2. Projected image
3. Received image

It is important that there is congruence between them. Like any brand, if the customer does not recognise what the brand has to offer, it will fail.

To increase self-image and ensure that your visual impact is how you want it to be, you need to be aware of and honest about your strengths, what suits you, and how to use this for maximum impact.

You also need to consider your audience: will your image be well received or do you need to adapt it in some way?



## DEVELOPING YOUR PERSONAL BRAND



## PACKAGING THE BRAND

### UNDRESSED

The image you choose to project makes a statement about who you are. The first impression you create is a lasting one and it's important to feel confident in your choices.

Here are some simple rules:

- **Teeth** – regular check-ups at the dentist will ensure that your smile makes a great impact. Check your teeth after meals for unattractive bits of food
- **Skin** – keep the skin moisturised; this applies to men and women. Dry, flaky skin does not enhance a positive first impression
- **Smell** – keep clean and fresh. You don't have to invest in expensive perfumes, but clothes and hair especially need to have a fresh, clean appearance and smell
- **Hair** – a good haircut helps increase confidence and sends a strong message of self-care. This is especially important for men. Straggly ends and an unkempt hairstyle may give off the wrong impression about how you approach business. And ladies? Keep long hair tied back and all hair off the face or away from the eyes

## About the Authors

### **Pam Jones, BA, MBA**

Pam is a Portfolio Director at Ashridge with responsibility for some of their leadership and performance management programmes. She works with managers to help them to understand and realise their potential and impact as leaders. Her expertise lies in the field of performance management, leadership, presentation skills, influencing skills and coaching. She is fully qualified in a range of psychometric instruments and is an NLP practitioner. She has written *Delivering Exceptional Performance* (Times Pitman, 1996) and *The Performance Management Pocketbook* (Management Pocketbooks, 1999). She also has her own training and development consultancy, The Hiett Jones Partnership.

Pam can be contacted at: Pam@hiettjones.com Tel: 01525 221489  
or at Ashridge on Pam.jones@ashridge.org.uk Tel: 01442 841092

### **Janie van Hool, RADA dip, MA, MSc**

Janie worked as an actress, prior to training as a voice coach and personal impact specialist. She is qualified in performance psychology and image consultancy, and has an extensive range of international clients. She works with managers and senior executives on a one-to-one and group basis, enabling them to enhance their personal presence and leadership impact. She is an associate of Ashridge Management College and contributes regularly on their open and tailored programmes.

Janie can be contacted at: 35A, Heathfield Road, Wandsworth Common,  
London SW18 2PH Tel: 020 8871 1553 E-mail: janievh@aol.com

This book is based on Pam and Janie's work and research in performance, leadership, impact and impression management. They offer both one-to-one coaching and modular programmes.



A.J. Quinn, 2004