

# THE IMPACT & PRESENCE POCKETBOOK

***2nd Edition***

Pam Jones & Janie van Hool

*Drawings by Phil Hailstone*

“Full of practical ideas to help you harness your strengths and present the best version of yourself.”

**Dr Dina Dommett, Dean, Ashridge Executive Education, Hult International Business School**

“A brilliant toolkit packed with stimulating insight, thought-provoking self analysis, and practical tips. This is a ‘must-read’ for both the experienced and novice who are looking to further develop their presence and impact to shine through today’s fog of mass communication channels.”

**John Griffiths, Change Leader, Project One Consulting**

“I’ve just started out in my career and am finding the tips in this book hugely insightful and beneficial.”

**Tilly Wickens, Financial Planning & Reporting Analyst, DS Smith**

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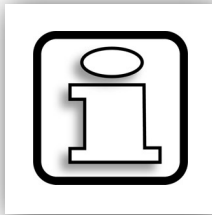


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# INTRODUCTION

## INTRODUCTION

### WHO SHOULD USE THIS BOOK?



This book is for people who want to maximise their presence and create a powerful impact on the people they meet and work with. It provides a wealth of tips and techniques, using questionnaires and exercises to help you assess your impact, and enhance your communication style and strategy.

The book shows you how to appear confident and use a dynamic style of communication, but also how to feel positive and self-assured in any situation. It takes a holistic approach, helping you to project an image that reflects your values and strengths.

The authors bring together experience from the worlds of business and theatre to provide a broad perspective on the benefits of taking control of personal impact.



## INTRODUCTION

### IS THIS BOOK FOR YOU?



- Do you want to create a personal brand that reflects who you are?
- Do you want to enhance your leadership impact?
- Do you want to take control of how others perceive you?
- Do you want to create an image that reflects your ability and potential?

If so read on.

*'You never know when  
you are making a memory.'*  
Rickie Lee-Jones



## INTRODUCTION

# IMPACT & PRESENCE – WHY ARE THEY SO IMPORTANT?



*'If you think you are too small to make a difference,  
you haven't spent the night with a mosquito.'*

African proverb

Your image and how you use it is central to others' perception of your abilities, skills and potential. It is amazing how quickly you make an impression on others.

You need to pay attention to your image because:

- To develop your career you will need to sell yourself to others
- People buy people
- While adapting to the environment you work in you need to stay true to yourself, and know how to do this
- There is a clear relationship between impact and self-concept; each feeds off the other
- Confidence is contagious, but so is lack of confidence
- Your personal presence will affect the climate around you, so make the impact a positive one

## INTRODUCTION

# PRESENCE, AUTHENTICITY & IMPACT



We are so much more than what we do.

How others experience you is a mixture of three important elements:

- **Presence – how you show up**  
Connecting with the thoughts and feelings of others
- **Authenticity – who you are**  
Staying true to your values, beliefs and who you are.
- **Impact – what you do**  
The influence you have and the lasting impression you make on others

These three elements will create the perception people have of you and the memory they will take away.



## INTRODUCTION

# WHO MAKES AN IMPACT & HOW?



Every day we are bombarded with images of people who make an impact: politicians (national and international), actors, artists, sporting heroes and social media influencers. These people inspire strong reactions from their audience, both positive and negative.

Think of some of the famous people who inspire you with their authenticity, presence and impact.

- What is it that they think, say or do that makes you feel this way? How do they demonstrate this?
- Which of the qualities that you are drawn to do you think you share?

In this book, we will consider many of the elements that enable us to maximise our presence, make an impact and maintain our authenticity. It's important that you achieve your potential in developing your impact, but only if you can be true to yourself.

## INTRODUCTION

### START RIGHT NOW

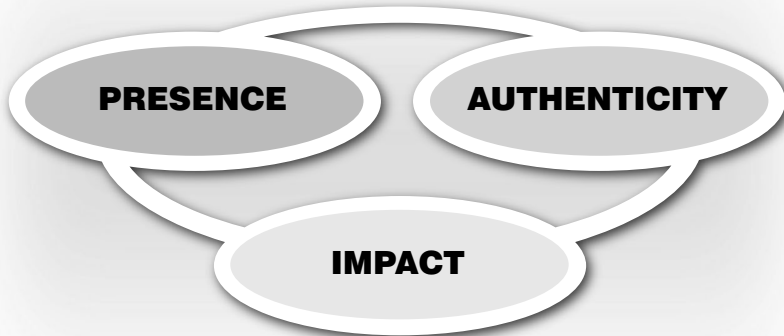


To create impact, you need to reflect on yourself in a number of different ways. Using this book, you can explore each section or dip in at an appropriate place.

Gaining Control – The inner thinking toolkit	<ul style="list-style-type: none"><li>• Understanding yourself</li><li>• Being mentally prepared</li><li>• A positive strategy</li></ul>
Impact Strategies	<ul style="list-style-type: none"><li>• Physical presence</li><li>• Using your voice</li><li>• Showing curiosity</li></ul>
Creating Connections	<ul style="list-style-type: none"><li>• Connecting with audiences</li><li>• Storytelling</li><li>• Your impact on social media</li></ul>
Areas of Focus	<ul style="list-style-type: none"><li>• Influencing others</li><li>• Presentation skills</li><li>• Interviews</li></ul>

INTRODUCTION

## THREE KEY ELEMENTS



## About the Authors

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

Pam has over 20 years' experience in the field of leadership development and contributes to a range of programs at Ashridge Hult. She also works internationally with organisations to design and deliver development initiatives.

She is an experienced coach, helping managers enhance their leadership, build effective teams and develop their impact and presence.

Pam has written a number of books, the most recent being *How to Coach Your Team* (Pearson, 2016)

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### **Janie van Hool**

Janie's expertise is in personal impact, presentation and voice. She has coached thousands of clients on the art of communication, working one-to-one and with groups enabling them to develop the skills to inspire others with clarity, confidence and conviction. She is an expert in English Voice – creating native speaking capability in non-native speakers of English through her online programmes. She is an associate of Ashridge Hult where she regularly contributes sessions on their open and tailored programmes. Janie is a listener for Samaritans in the UK.

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