

Lead From Where You Are

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Leaders today must demonstrate a skill that extends beyond traditional command-and-control tactics; the skill of **influencing** without formal authority.

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Influential Professionals

- Demonstrate intentionality
- Exude professional presence
- Are poised, deliberate, respectful and responsive
- Listen well
- Are adaptable and flexible
- Ask thoughtful questions and have an insatiable appetite for learning the ecosystem

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Three Dimensions of Professional Presence

Style – savvy; mannerisms; behavior and demeanor; how you say what you need or want to say; how you enter rooms, sit at the table; facial expressions

Substance – Depth of your knowledge, insatiable appetite for learning the ecosystem, ability to define risks

Character – Values on display

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People make a judgement about how **competent** someone is within 100 milliseconds of meeting them.

- Deborah Gruenfeld,
Stanford University

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Intentionality >> Credibility >> Influence

How do people experience me?

Be Intentional: How do I intend for people to experience me?

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It's not just what you say; how you say it makes the difference!

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Unite People Around an Objective

P + A = MA

- Know Your Purpose
 - SMIP: Single Most Important Point
 - Crystal Clear
 - “Fence”, instead of tangents



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Know Your Audience

- Who is in the ecosystem?
- What do I expect from them?
- How will they react?
- How do they work?
- What motivates and demotivates them
- **P + A = MA**



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93% Gestures
Movement
Body Language
Tone of Voice
Eye Contact

7% Content

It's not just what you say; how you say it makes the difference!

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Image Enhancing Behaviors

- Make eye contact
- Smile = Belief in what you're saying
- Model facial expression based on what you INTEND for people to see
- Plan what to do with your hands
- Keep hands visible, fingers together
- Lessen head nodding and leg swinging
- No fidgeting
- "Drop down" in voicing when you INTEND for people to take you seriously

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Intentionality is Based on Consistency and Congruency

How you look, act, and sound should be consistent and congruent with the words you are saying

If incongruent – body language tells the *real story*

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Leaders Position Selves to be of Influence



- You prepare and are intentional
- Exude presence, poise, confidence, EQ, mastery of the ecosystem
- Engage & unite people around an objective that matters
- Know that *how you show up* matters and contributes to the image of the organization, your industry, your boss/board and your peers

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