



NHRMA 24

86TH ANNUAL CONFERENCE + TRADESHOW

CS29

The Power of Presence



THE POWER OF PRESENCE

Own Your Career by Creating Unstoppable
Confidence & Magnetic Presence

Julie Menden,- CEO + Founder-Leadership & High Performance Coach + Speaker



FINDING OUT

Who you REALLY are

Confidence Starts From Within





ACC, CPC, ELI-MP

Hey-I'm Julie

High Performance Coach | Speaker | Author

CEO + Founder of a boutique leadership development firm

Author in the Best Selling Book: *"Peak Performance: Mindset Tools For Leaders"*

Podcast: *"It Starts With You"*

We help leaders increase their influence enterprise-wide

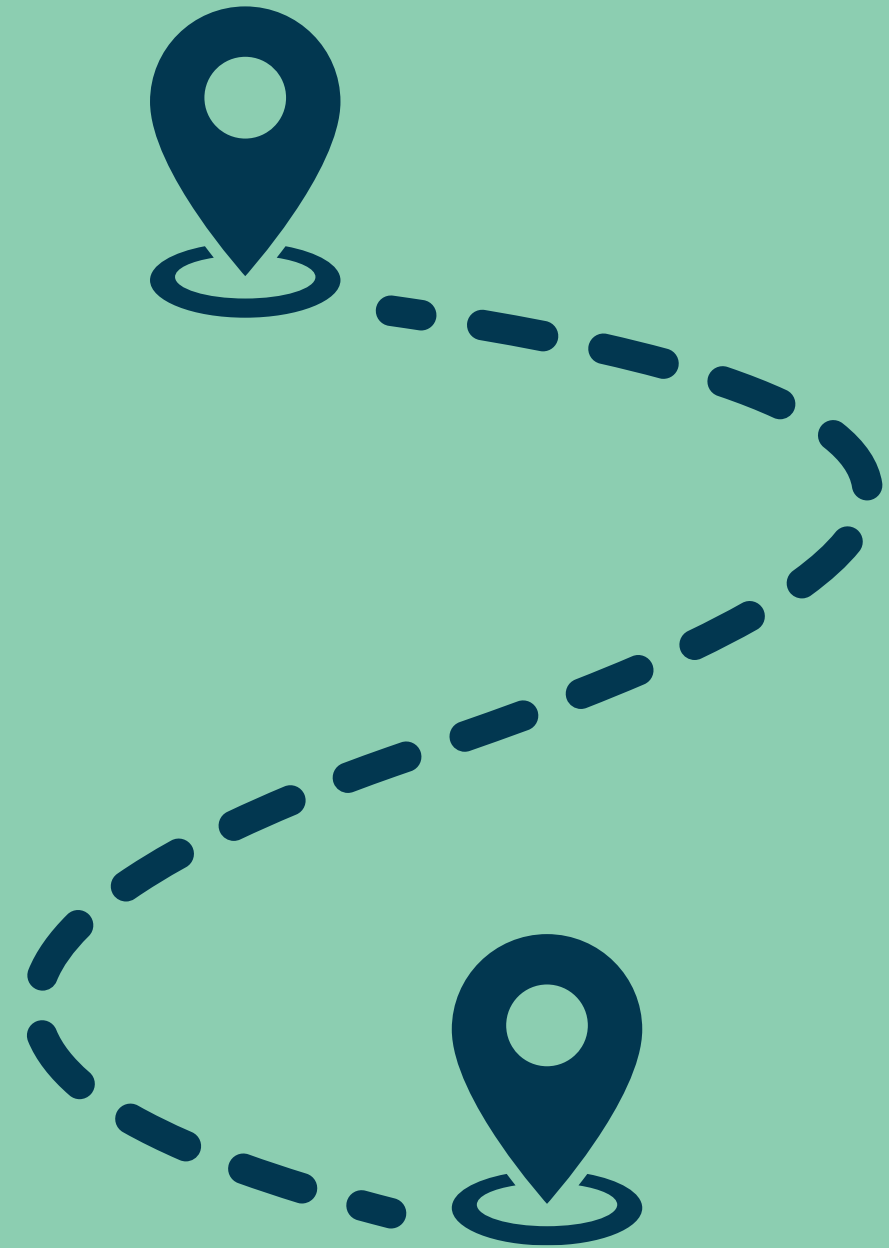


WHERE WE'RE HEADED

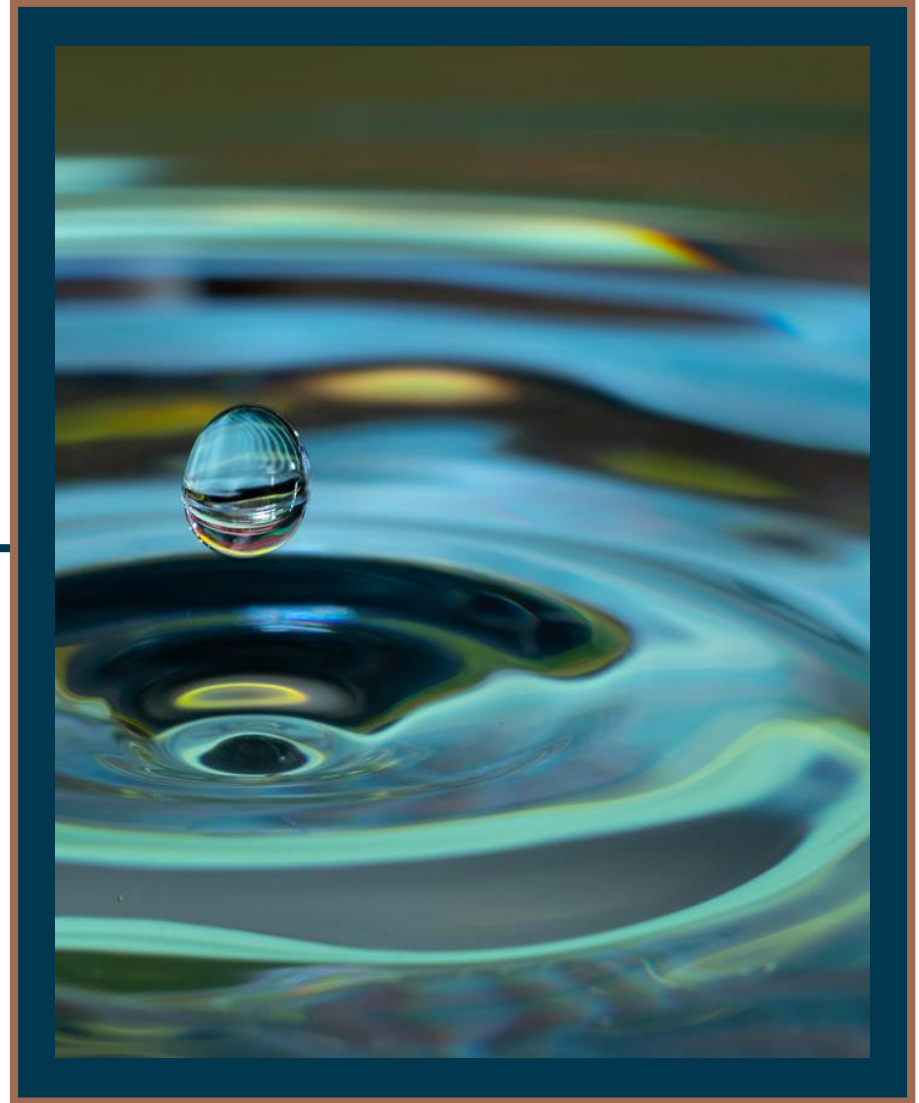
ELEVATE YOUR PERSONAL
BRAND

CULTIVATE YOUR
UNSTOPPABLE CONFIDENCE

ACTIVATE YOUR PRESENCE &
INFLUENCE



WHY THIS
Matters



WHY THIS *Matters*

**20%
Achieve**



**80% Fail to
Achieve Potential**

**(Research by Positive
Intelligence)**

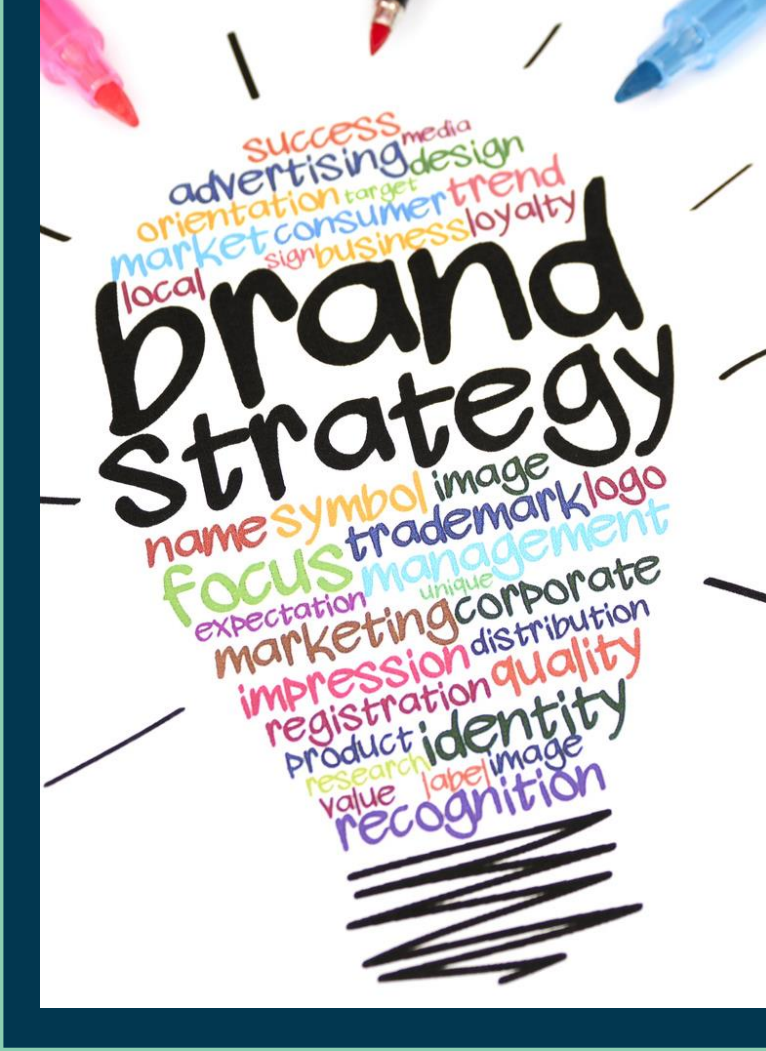
ELEVATE YOUR PERSONAL BRAND

“What do you want to be known for?”



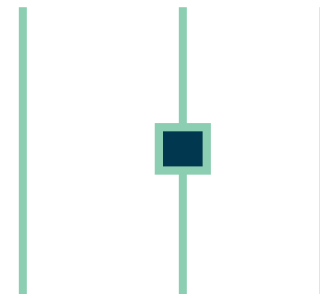
ELEVATE YOUR PERSONAL BRAND

What do you want to be KNOWN FOR?



BRANDING

What comes to mind when you think of these brands?



LEADERS WITHOUT PERSONAL BRAND

Auto-pilot/no intention behind actions

Blend in as a leader

Don't stand out

Run from/don't elicit feedback

Try to show up & be like others

LEADERS WITH PERSONAL BRAND

Purposeful with actions

Make a lasting impression

Have a Presence

Seek Feedback

Add Value

Show up authentically



"If people like you they will listen to you, but if they trust you, they'll do business with you."

-ZIG ZIGLAR



THIS IS ABOUT BUILDING TRUST

Others trusting YOU

"People follow leaders by choice. Without trust, at best you get compliance."

--Jesse Lyn Stoner, author of Full Steam Ahead



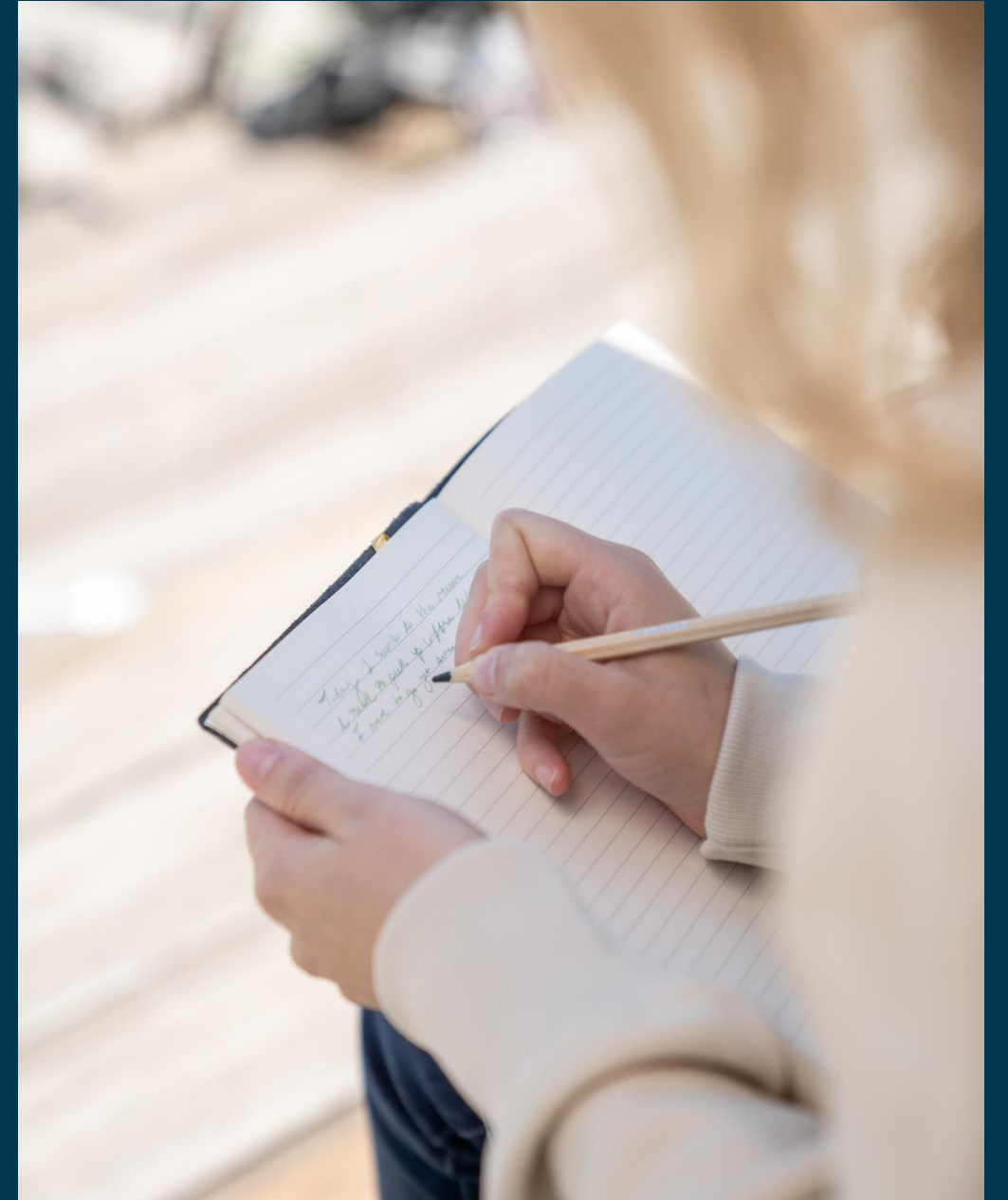
**If you don't intentionally create
your brand to present to the world,
others will create it for you**





ACTIVITY

- Do Personal Brand Exercise
- Talk to a partner about what came up for you



“What do you want to be known for?”



CULTIVATE YOUR UNSTOPPABLE CONFIDENCE

*“Confidence comes from the courage to
take the first step.”*



CULTIVATE YOUR UNSTOPPABLE CONFIDENCE

What does confidence mean to you?

When do you FEEL the most confident?

What do you DO when you are confident?

What causes you to LOSE your confidence?



WHAT THIS MEANS FOR YOUR ORGANIZATION

40% of new leaders fail within the first 18 months on the job (*CCL*)

Only 36% of orgs. believe their current leaders are adequately prepared to lead their companies into the future (*Deloitte*)

Companies that heavily invest in **leadership development** are **13x** more likely to outperform their competitors (*HBR*)

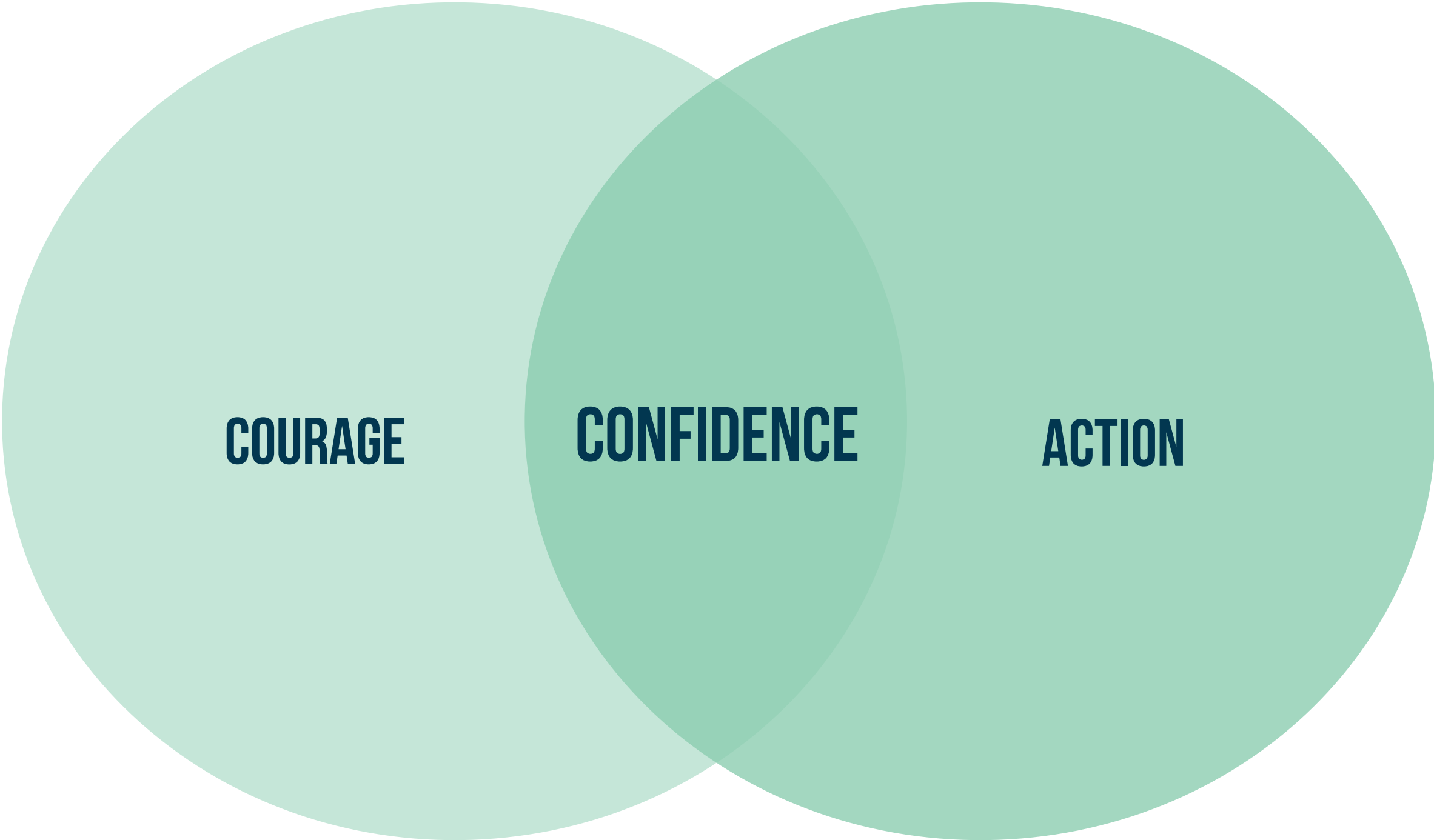


WHAT DO WE MEAN BY "CULTIVATE" CONFIDENCE?

Cultivate:

To Develop, to Nurture & Help Grow





THE BUILDING BLOCKS OF CONFIDENCE

What would your chart look like? Where are you lopsided?



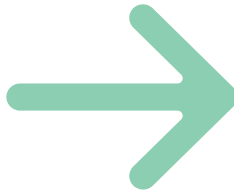
**Stop Searching For Everything OUTSIDE of
Yourself.**



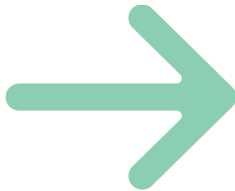
WHAT CREATES YOUR RESULTS?



THOUGHT



FEELING



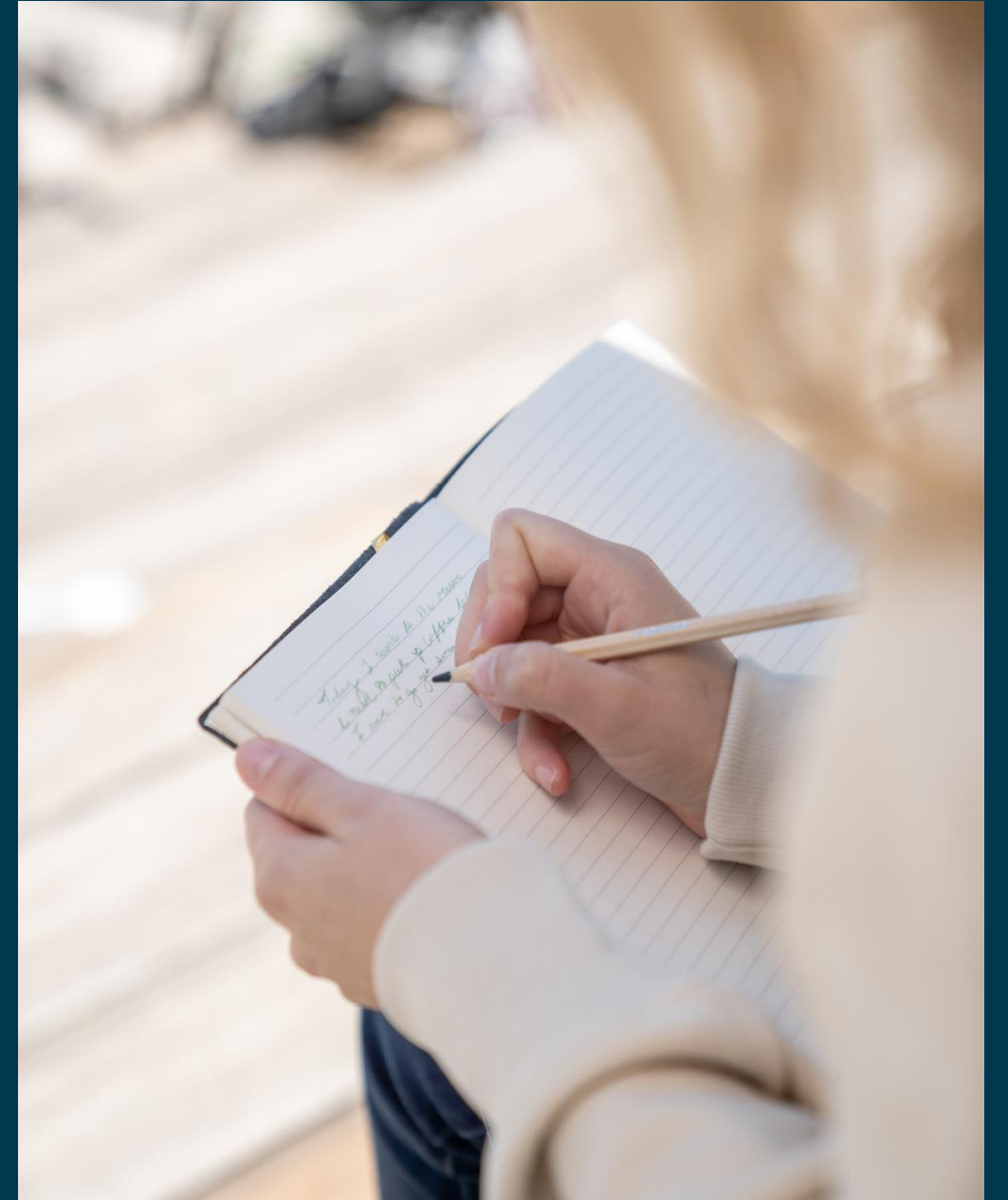
ACTION

= RESULTS



ACTIVITY

- Do Confidence Exercise
 - Creating your own "business case" for yourself



THIS IS ABOUT BUILDING SELF-TRUST

YOU Trusting YOU



THIS IS ABOUT BUILDING Cultures of Trust & Confidence

When YOU trust yourself, others are more likely to trust you as well

You begin to nurture & grow cultures of trust within your team & the organization

Only **21%** of U.S. employees strongly agree that they trust the leadership of their org. (*Gallup*)



ACTIVATE YOUR PRESENCE & INFLUENCE

“Leadership is about making others better as a result of your presence, and making sure that impact lasts in your absence.”

—Sheryl Sandberg



ACTIVATE YOUR PRESENCE & INFLUENCE

How do you PRESENT
yourself to others?

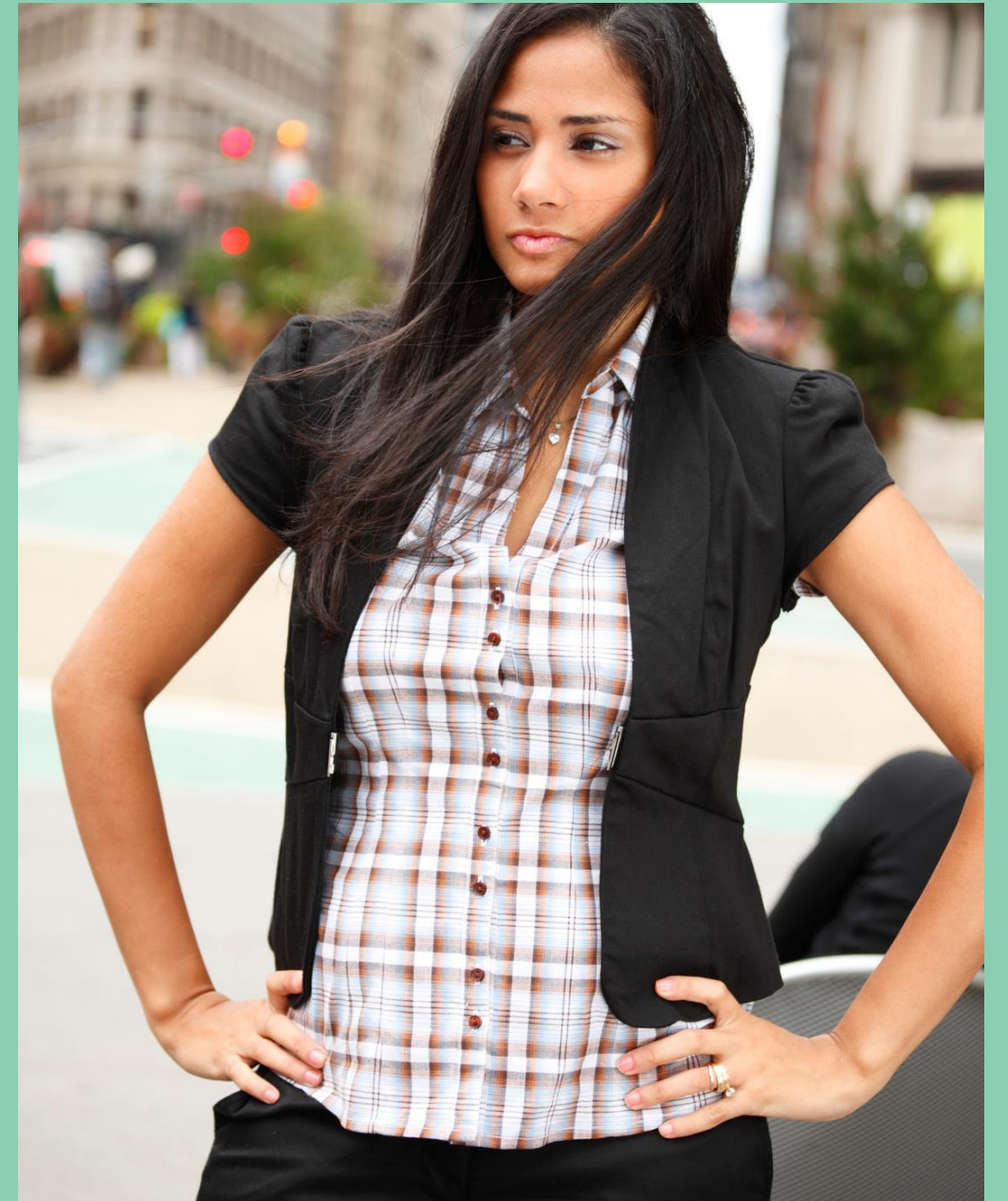


POWER OF PRESENCE

Hard to Define, but we know
it when we See it

Be Magnetic!

STAND OUT!



PEOPLE WITH A STRONG PRESENCE...

- 1 Look Confident & Engaged
- 2 Speak Clearly & Persuasively
- 3 Can Command a Room
- 4 Act with Intention
- 5 Self-Aware & Aware of the emotions of those in the room



**When you elevate your PRESENCE, you increase
your ability to INFLUENCE**



WHAT YOU CAN DO

- »» Work on Posture/Body
Language
- »» Develop effective
communication
- »» Speak with confidence,
conviction & authority
- »» Ask questions & LISTEN
- »» Tune into the Energy

GETTING INTO THE RIGHT

Mindset

- 1 Center Yourself
- 2 Visualize
- 3 Anchor Into Your Strengths
- 4 Mental Fitness Reps

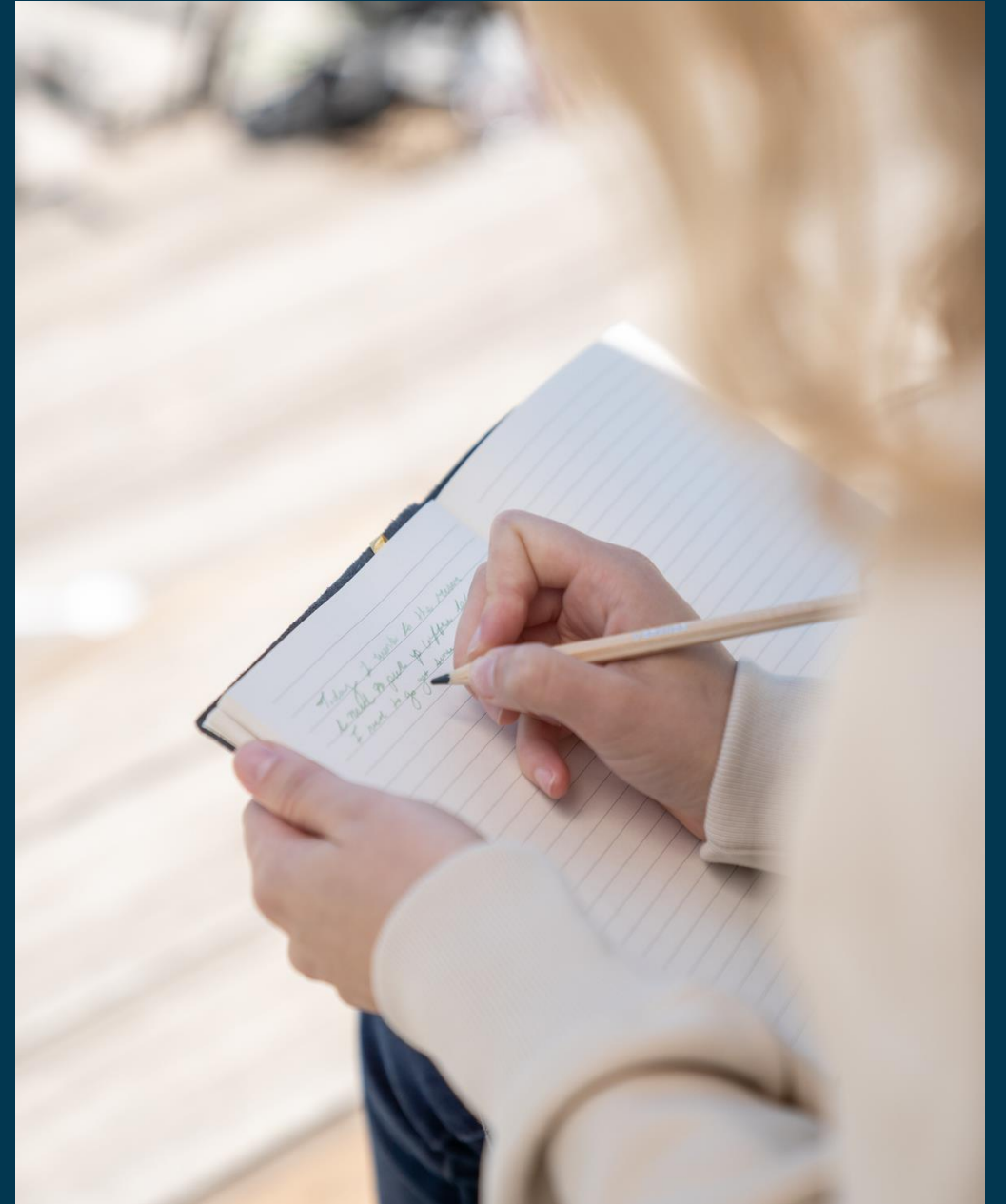




BRINGING IT ALL

Together

Final Activity



WHEN YOU PUT THESE TOGETHER...

ELEVATE YOUR PERSONAL
BRAND



CULTIVATE YOUR
UNSTOPPABLE CONFIDENCE



ACTIVATE YOUR PRESENCE &
INFLUENCE



**UNLIMITED CAREER POTENTIAL
& GROWTH**



QUESTIONS?



Give feedback to Julie

Scan this QR code



Or go to

<https://talk.ac/juliemenden>

and enter this code when prompted

VISION

THANK YOU!

GET IN
Touch



Julie Menden
LEADERSHIP & PERFORMANCE COACH

Julie Menden
julie@juliemenden.com
LinkedIn: [julie-menden](#)

Check out the podcast! "It Starts With You"