Leadership Presence
Presence Determines Impact

1. **Eye-Contact**:
   1. Deepen trust by holding eye contact, one person per "information bit."
   2. Online, look into the camera not the screen to make eye contact.
   3. Online, look into the camera the first 10 seconds each time you speak.

2. **Hands** People like to see your hands!
   1. Open palms convey the message, "Nothing to hide."
   2. Point by using an open palm in a direction.

3. **Gestures**:
   1. Intentionally gesture a word or phrase to emphasize meaning.
   2. Repetitive gestures can be seen as a form of monotone.
   3. Gesture away from you when referring to something negative.

4. **Anchors**:
   1. Positionally anchor each topic to a different place: online, anchor to a part of the screen; live move to a different portion of the stage.
   2. Return/point to that place (screen or stage) when returning to that topic.
   3. Westerners read left to right, anchor so that it mirrors their norm.

5. **Movement**:
   1. Change your physical position when you want to change emphasis.
   2. Lean in or step towards your audience to deepen a sense of connection.
   3. Balance movement with stillness to keep audience engaged.