



The Internet Resource for Multifamily Professionals.

Creating “Presence”

What is this thing called “presence” (and how can you get some)?

- ✓ Presenters with “presence” usually walk briskly, with a sense of purpose. They carry themselves well. Their attitude is out outward, aware of their surroundings – not inward. When they speak, they are concerned about *you*, not themselves.
- ✓ Nothing is tentative. They don’t fuss with things. They don’t hem and haw. They demonstrate the importance of their mission by being decisive and well prepared.
- ✓ They have a bit of manufactured magic about them. Barbara Bush has been dubbed “The Silver Fox” and, all of a sudden, she has “presence”. Speakers with “presence” have their own personal magnetism – but the magic may have been spun to a high gloss by the media.
- ✓ They move *into* an audience. Can you imagine Arsenio Hall starting his show in any other way than striding into the camera?
- ✓ They project an attitude of *positiveness* about their own abilities that may border on arrogance, but the audience never worries about them. “Presence” guarantees that *the speaker can handle anything*.
- ✓ They *look* good. They’ve gotten “a little dressed up” – reflecting their own sense of self-worth, but also complimenting the audience.
- ✓ “Presence” is something that the audience *feels* about the presenter, often before the presenter even appears. In a sense, the audience creates an aura of expectation that the presenter simply fills.

Source: *“I Can See You Naked”*, by Ron Hoff