



INVICTUS

LEGACY BUILDERS

PROJECTING CONFIDENCE AND POSITIVE BODY LANGUAGE

UNLOCKING THE POWER OF NON-VERBAL COMMUNICATION IN
THE BUSINESS WORLD

PRESENTED BY: MICHAEL DAILEY

AGENDA

Command Presence, Inspire,
Lead



- **POWER OF NON-VERBAL COMMUNICATION IN LEADERSHIP**
- **STRATEGIES FOR PROJECTING CONFIDENCE**
- **READING AND REACTING TO OTHERS (WHILE CONTROLLING OUR OWN NON-VERBAL CUES!)**

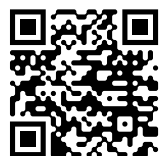
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POLL QUESTION



What is your main goal for attending training today?



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THE POWER OF PRESENCE

Non-Verbal
Communication in
Leadership

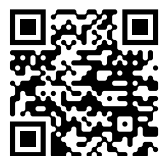


- Innate Behaviors of Presence and Charisma
- Pillars of Executive Presence and Traits
- Behaviors that Sabotage EP
- Owning the room
- Body Language Challenges

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WHY CONFIDENCE AND PRESENCE MATTER



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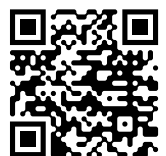
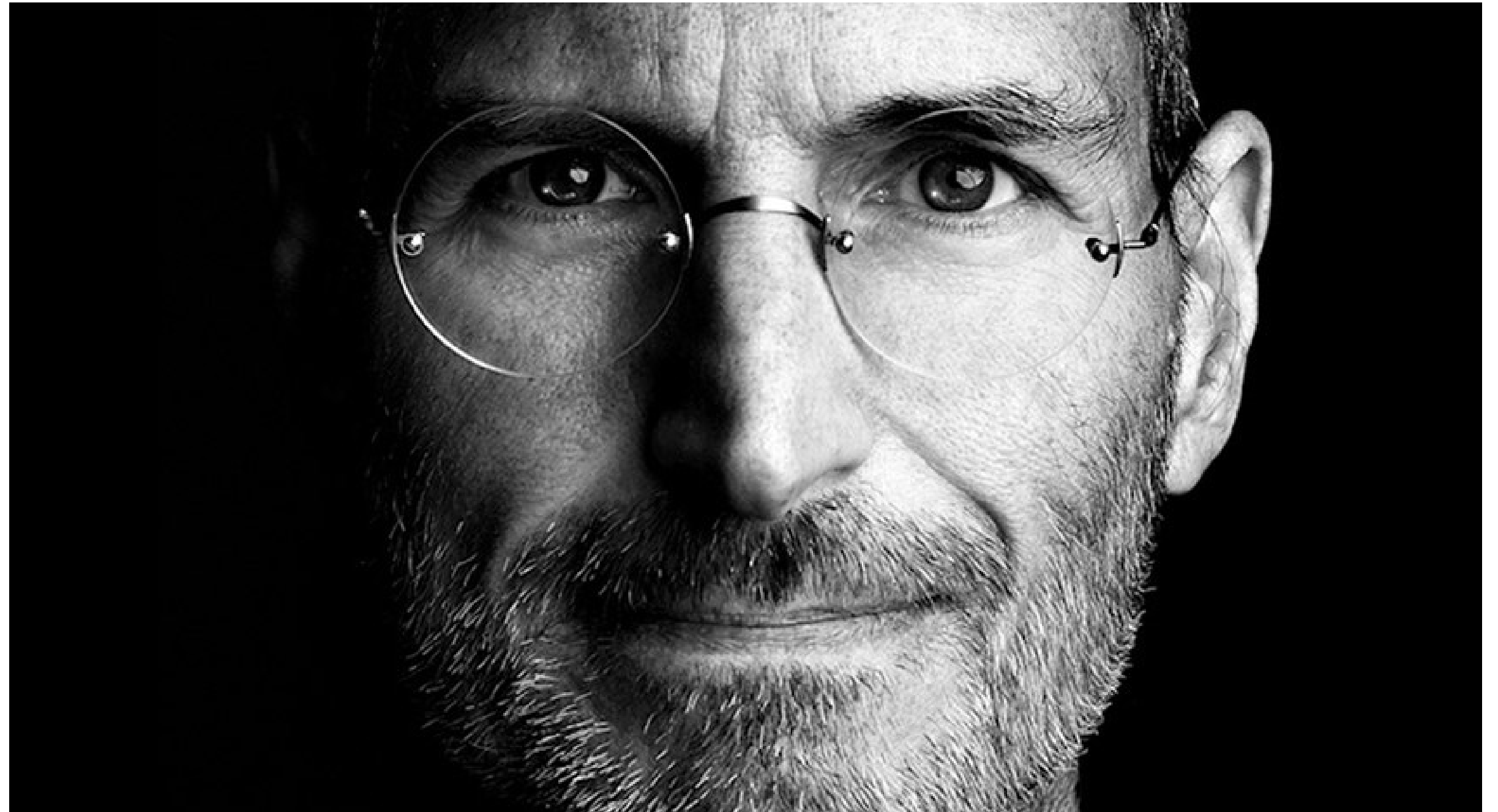


INNATE BEHAVIORS OF EXECUTIVE PRESENCE

CHARISMA

POWER

FOCUS



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THE NONVERBAL STORY

1. Facial Displays
2. Eye Behaviors
3. Movement and Gestures
4. Touch
5. Vocal
6. Smell
7. Space
8. Physical Appearance
9. Time
10. Artifacts



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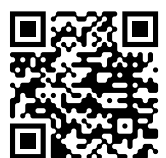
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POLL QUESTION



When being introduced to a CEO or executive leader, how does their executive presence affect whether or not you will consider doing business with them?



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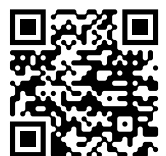
MY TOP 3



#1 CAN I TRUST YOU?

#2 CAN I RESPECT YOU?

#3 DO I LIKE YOU?

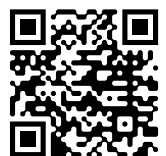
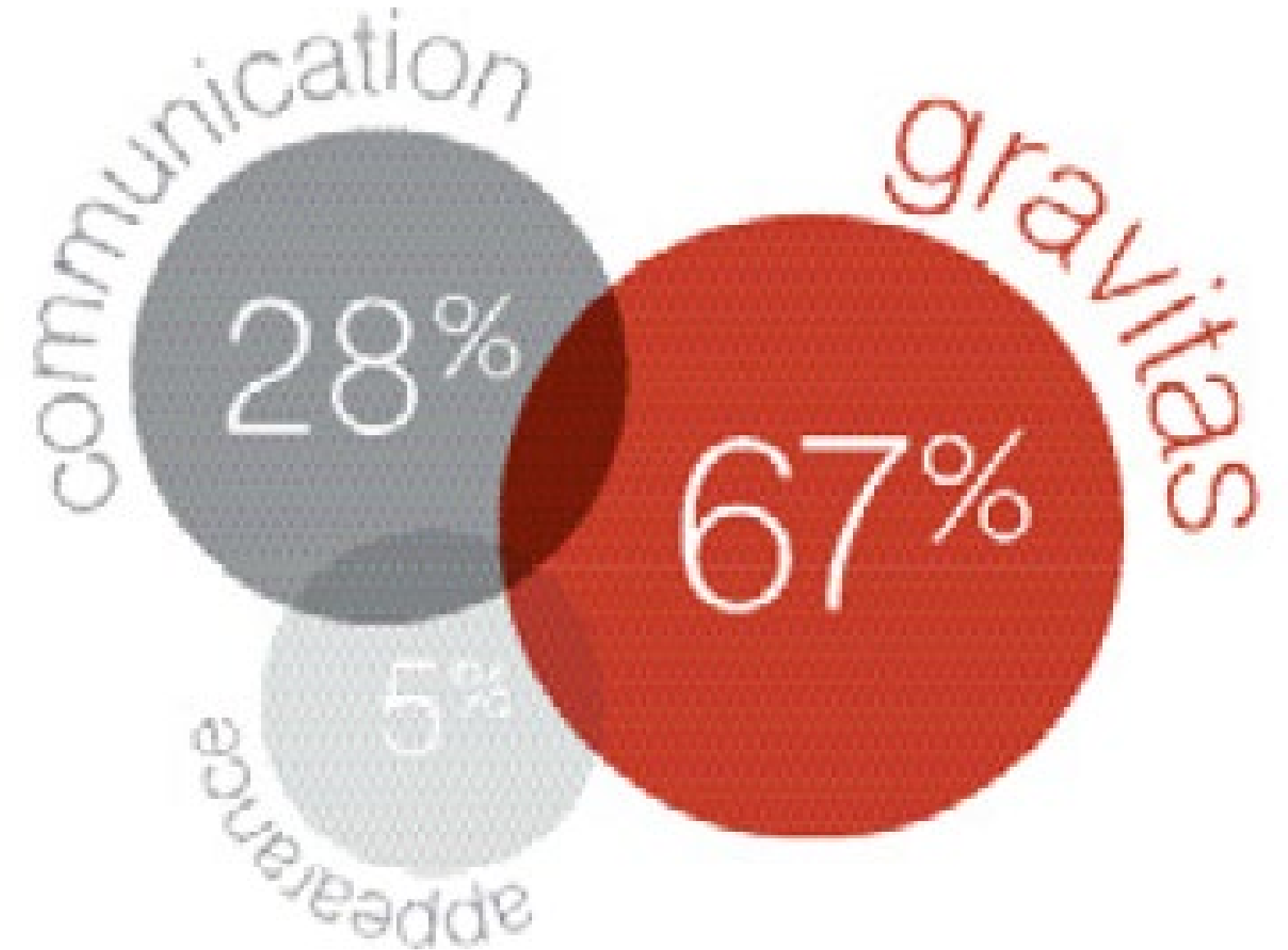


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EXECUTIVE PRESENCE PILLARS



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EXECUTIVE PRESENCE TRAITS

Gravitas Traits

2012 2022

Confidence **77%** **76%** Confidence

Decisiveness **70** **71** Decisiveness

Integrity **63** **68** Inclusiveness

Emotional intelligence **59** **65** Respect for others

Blue-chip pedigree **57** **61** Vision

Vision **52** **60** Integrity

Communication Traits

2012 2022

Superior speaking skills **62%** **66%** Superior speaking skills

Command of a room **52** **53** Command of a room/Zoom

Forcefulness **48** **48** "Listen to learn" orientation

Ability to read an audience **36** **42** Ability to read an audience

Joking and bantering manner **34** **37** Authenticity

Use of body language **23** **30** Use of body language

Appearance Traits

2012 2022

Polished look **36%** **37%** Polished look

Physical attractiveness **18** **31** Authenticity

"Next job" style of dress **13** **28** Fitness/vigor

Tallness **10** **22** "New normal" style of dress

Youthfulness/vigor **5** **20** Curation of online image

Slimness **4** **14** Willingness to show up in person



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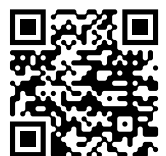
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BEHAVIORS THAT SABOTAGE PRESENCE



- Apology language
- Rambling or Mumbling
- Fail to speak up or talk too much
- Negative body language
- Split in focus/distracted
- Fail to moderate emotion
- Behave unprofessionally, look unkempt, or smell bad
- Nervousness
- Unconscious submissiveness



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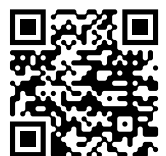


BODY LANGUAGE

Behaviors and characteristics that convey meaning without the use of words.

Nonverbal behaviors reinforce verbal communication and communicate all on their own.

- Tone of voice
- Facial expression
- Gestures or body movement
- Appearance
- Use of time and space



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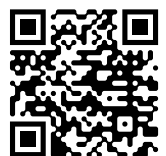


THE BODY DOESN'T LIE

IT'S WHAT YOU **DON'T SAY** THAT COUNTS!



LEARN TO **READ AND INFLUENCE** PEOPLE THROUGH **NONVERBAL COMMUNICATION.**



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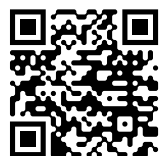
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POLL QUESTIONS



What challenges or difficulties with your confidence do you face when networking, attending an event, or participating in an important meeting?



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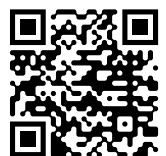
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COMMANDING PRESENCE



- Do your homework
- Own the Room
- First Impressions -
Non Receptive vs.
Receptive Body
Language



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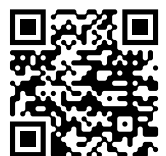
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POLL QUESTIONS



When you're attending a network event where and to whom do you naturally gravitate to?

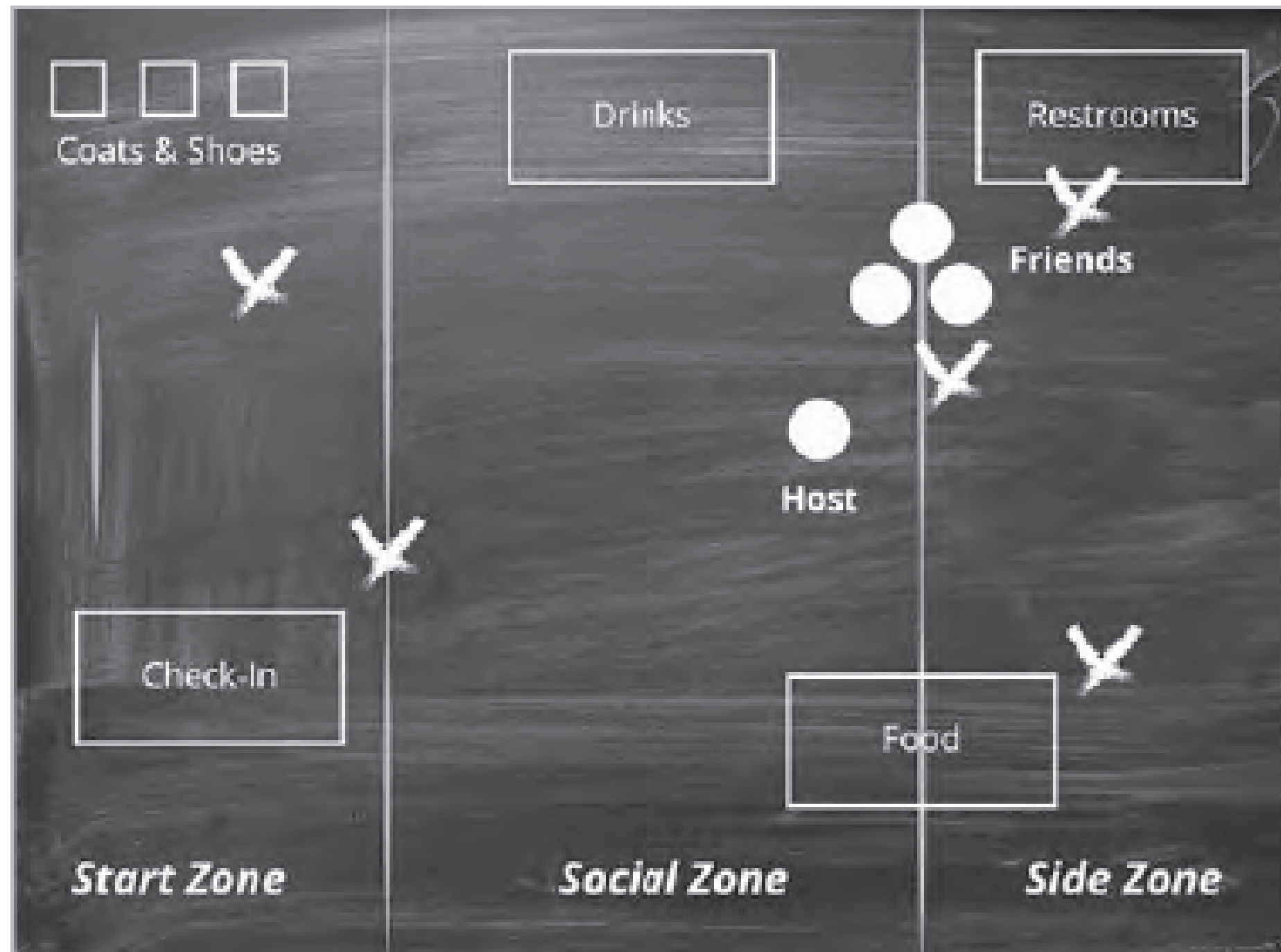


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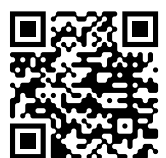


STRATEGIC POSITIONING



VANESSA VAN EDWARDS "CAPTIVATE" AND "CUES"

- Starts the moment you walk in the door!
- Start Zone
- Social Zone
- Side Zone

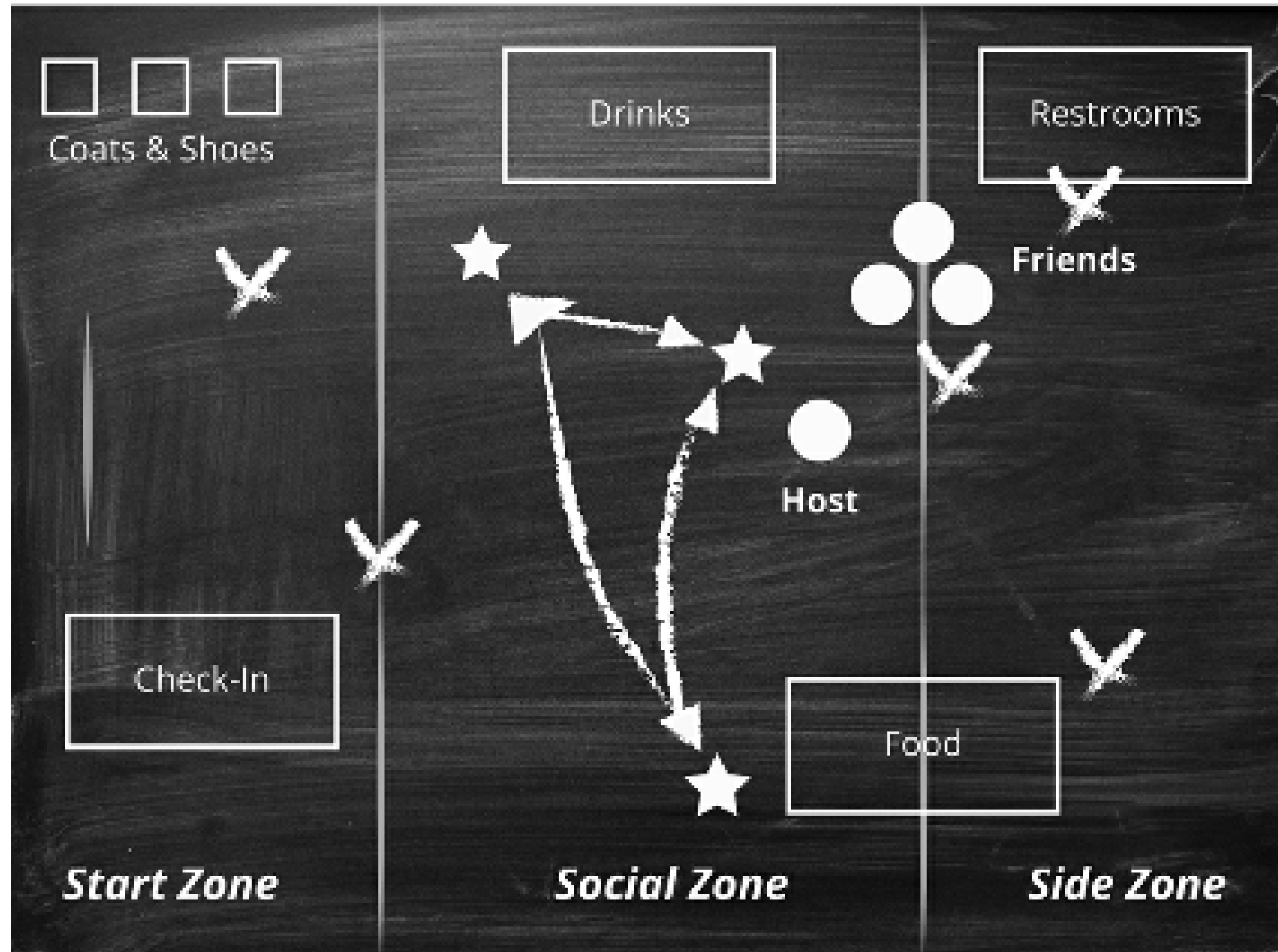


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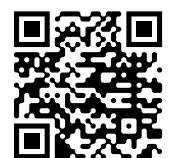


THE SWEET SPOT



VANESSA VAN EDWARDS "CAPTIVATE" AND "CUES"

- Approach Me!
- Avoid Me!



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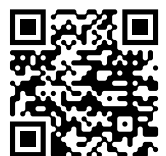
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WARMING UP THE ROOM



- In starting a conversation, **SOFTEN** your body language
- S = Smile
- O = Open Arms
- F = Forward Lean
- T = Touch
- E = Eye Contact
- N = Nod



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PROJECTING CONFIDENCE

Strategies for Success



“Confidence is contagious and so is lack of confidence, and a customer will recognize both.”

VINCE
LOMBARDI



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PROJECTING CONFIDENCE



NOT VERY CONFIDENT

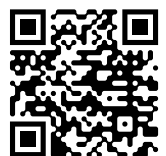


MODERATELY CONFIDENT



MOST CONFIDENT

- Women vs. Men
- Power Posture & Poses
- Occupying Space
- Confident & Positive Body Language
- Confident Gestures



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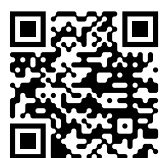
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POLL QUESTION



How do you see yourself?
Are you a lion or are you
prey?

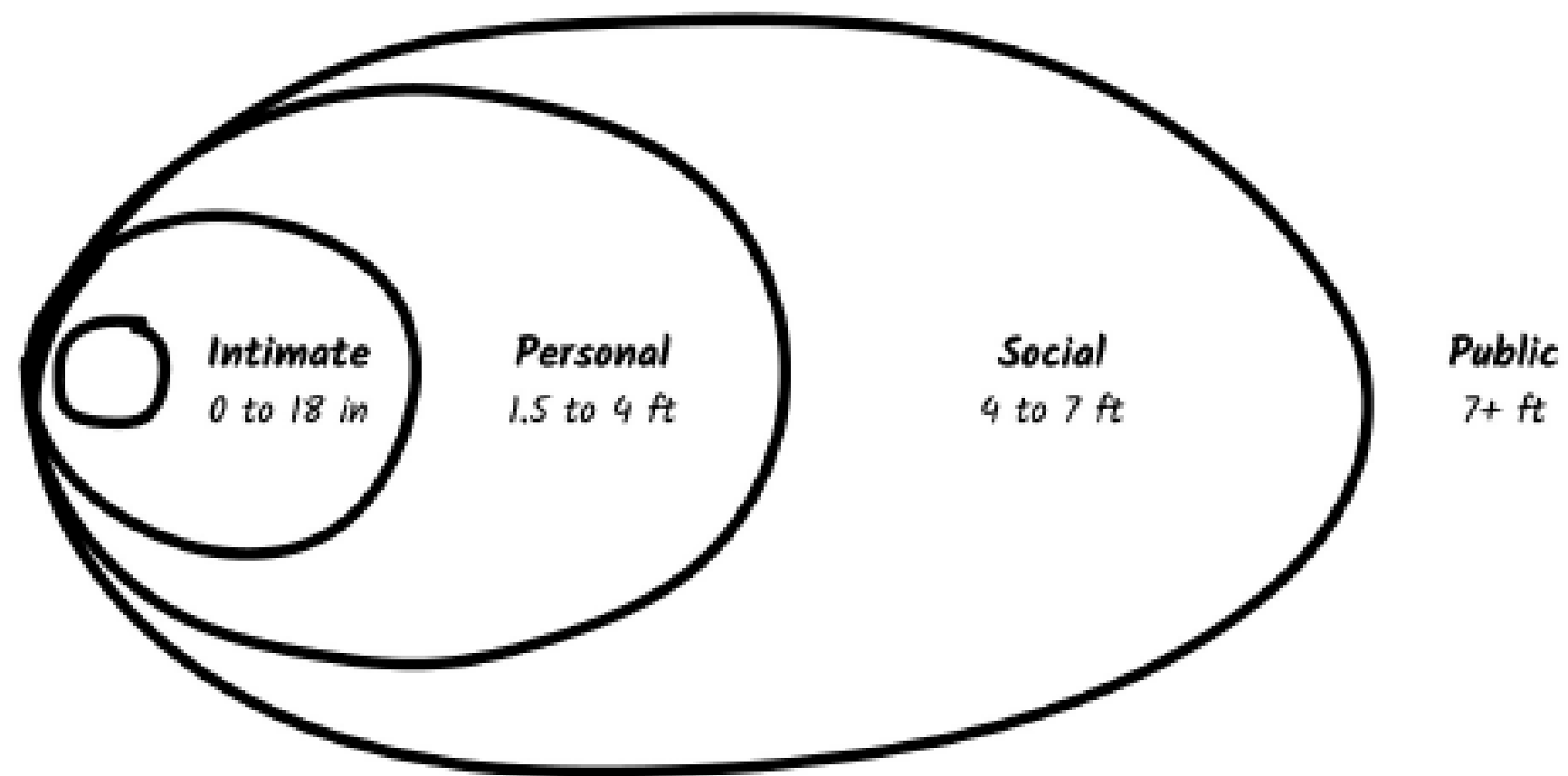


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SPACE INVADERS

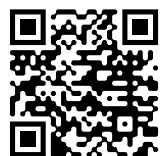


VANESSA VAN EDWARDS "CAPTIVATE" AND "CUES"

How close should I get?

"You can impress people from a distance, but you must get close to influence them... The most essential quality for leadership is not perfection but credibility. People must be able to trust you."

—Rick Warren



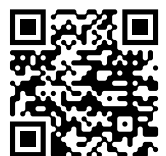
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BODY LANGUAGE MISTAKES

- Incongruency
 - Poor Eye Contact
 - Negative Facial Expressions
 - Closed Body Posture
 - Invasive Personal Space
 - Monotone Voice
 - Talking Too Fast or Too Slow
 - Overuse of Gestures
 - Not Listening Actively
 - Misreading Cultural Differences
 - Forced Smile or Laughter
 - Interrupting or Talking Over
- Others



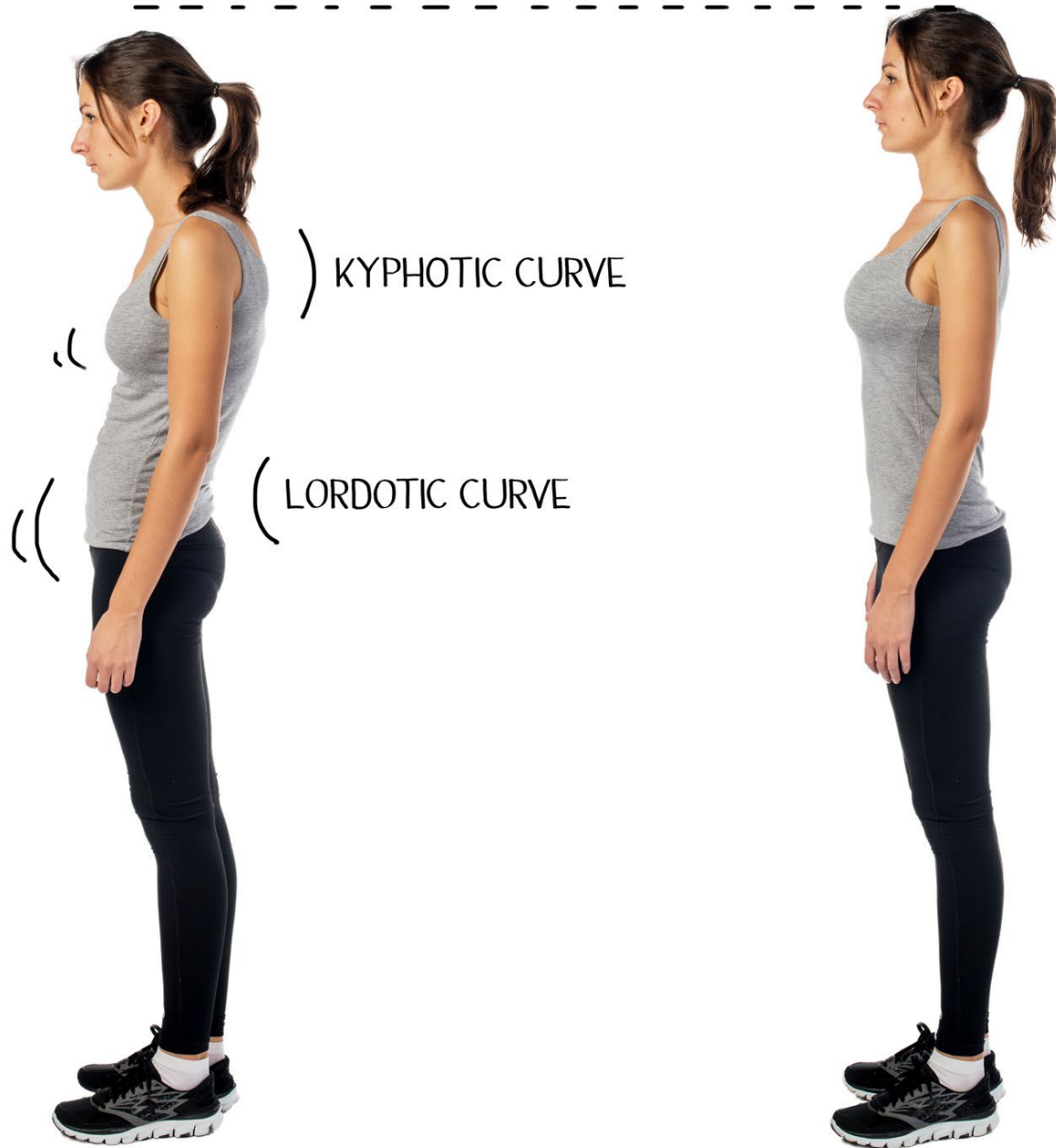
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POWER POSTURE

LOSS OF HEIGHT

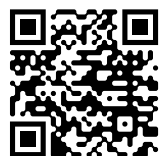


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VICTORY POSE



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POWER POSES

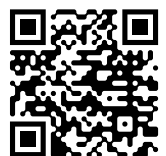
HIGH POWER POSES



LOW POWER POSES



Amy Cuddy ted.com



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CONFIDENT BODY LANGUAGE

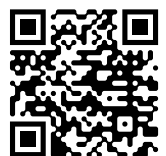


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CONFIDENT BODY LANGUAGE

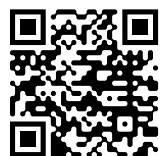


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CONFIDENT BODY LANGUAGE



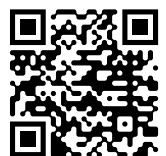
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CONFIDENT GESTURES

- Use open and confident gestures
- Position hands to minimize distraction
- Nod and Affirm



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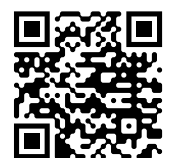
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CONFIDENT GESTURES

INCREASE AUTHENTICITY

- Be congruent!
- Gestures match your emotions and body



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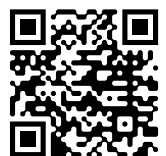
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CONFIDENT GESTURES



SMILING IS CONTAGIOUS



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READING OTHERS

and Reacting
Appropriately



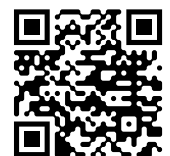
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LIE SPOTTING



- Micro Expressions
- Leaking
- Clues to Deceit
- Steps in Detecting Deception



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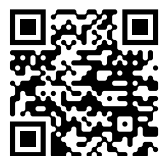
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POLL QUESTIONS



How can you tell when someone is not being fully honest with you?



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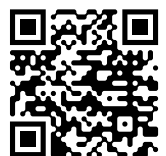
SEVEN BASIC EMOTIONS

FACIAL EXPRESSIONS CHART



SCIENCE OF PEOPLE

- Happiness
- Sadness
- Anger
- Contempt
- Disgust
- Surprise
- Fear



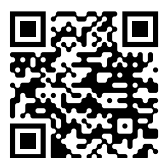
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9 CLUES TO DECEIT

- Micro-expression
- Squelched expressions
- Reliable muscle patterns
- Blink patterns
- Pupil dilation
- Tears
- Asymmetrical expressions
- Timing
- Duration



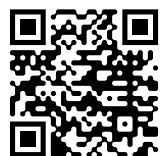
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DETECTING DECEPTION

1. Get a clear view – open space
2. Expect pacifying behaviors
3. Expect initial nervousness
4. Get person to relax first
5. Establish a baseline
6. Look for increased use of pacifying behaviors



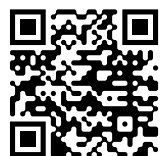
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DETECTING DECEPTION

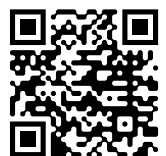
7. Ask, pause, observe
8. Keep them focused
9. Chatter is not the truth
10. Stress coming in and going out; the guilty will do 2 things- distance and pacifying responses
11. Isolate the cause of the stress
12. Pacifying says so much





5 HABITS OF CONFIDENT PEOPLE

- They think empowering thoughts
- They are clear about what they contribute
- They monitor their emotional reactions and choose their responses
- They learn from, value, and connect with others
- They compete with and validate themselves



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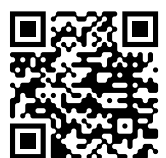
THE POWER OF CHARISMA

“Don't worry about being successful but work toward being significant and the success will naturally follow.”

- Oprah Winfrey



- C = Concern
- H = Help
- A = Action
- R = Results
- I = Influence
- S = Sensitivity
- M = Motivation
- A = Affirmation

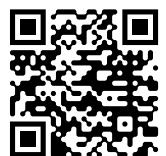


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LET GO OF THE PAST AND OWN YOUR FUTURE!



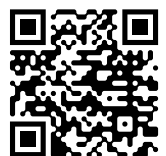
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SUMMARY & QUESTIONS

- **POWER OF NON-VERBAL COMMUNICATION IN LEADERSHIP**
- **STRATEGIES FOR PROJECTING CONFIDENCE**
- **READING AND REACTING TO OTHERS (WHILE CONTROLLING OUR OWN NON-VERBAL CUES!)**



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LEGACY BUILDERS

PROJECTING CONFIDENCE AND POSITIVE BODY LANGUAGE

UNLOCKING THE POWER OF NON-VERBAL COMMUNICATION IN
THE BUSINESS WORLD

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