

Welcome to NBMBA[®] Webinar

Executive Presence and Digital First Impressions

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The Etiquette Institute of Washington*



WOULD YOU?



EXECUTIVE PRESENCE

DIGITAL FIRST
IMPRESSIONS

BODY
LANGUAGE
&
EXPRESSIONS

GRAVITAS
&
CHARACTER

NETWORK

VOCAL BRAND &
COMMUNICATION
STYLE

PROFESSIONAL
BRAND

GROOMING &
ATTIRE

ENVIRONMENT



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NETWORK



GRAVITAS



- confidence
- credibility
- decisiveness
- integrity & truth
- vision
- good reputation & standing
- emotional intelligence
- civility

FIRST IMPRESSIONS

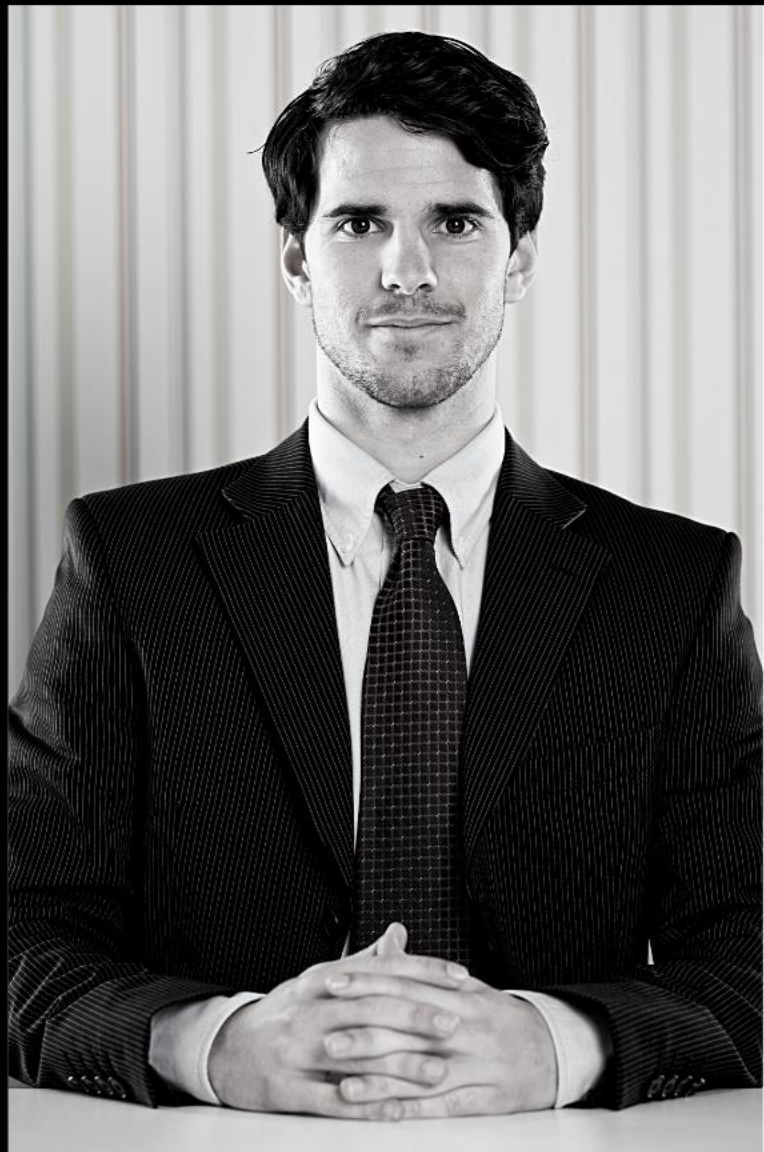


COVID GREETINGS

- eye contact
- smile
- ~~firm handshake~~
- enthusiasm
- take a deep breath
- slow down
- enunciate



POWER-LESS POSITIONS



POWER POSITIONS



HAND GESTURES

EFFORT PATTERNS



LABAN EFFORT PATTERNS

EFFORT	SPACE	TIME	WEIGHT	FLOW
FLOAT	indirect	sustained	light	free
GLIDE	direct	sustained	light	free
PRESS	direct	sustained	heavy	bound
PUNCH	direct	quick	heavy	bound
DAB	direct	quick	light	bound
SLASH	indirect	quick	heavy	free
FLICK	indirect	quick	light	free
WRING	direct	sustained	heavy	bound

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VOCAL HABITS



- nasal tones
- upspeak
- vocal fry
- kindergarten teacher
- childlike

ELOQUENT SPEECH



- expand your vocabulary
- learn Latin & Greek roots
- modulate your voice
- pace yourself
- enunciate and finish your words
- remember accents are beautiful
- avoid affectation
- marry gestures with words

ELOQUENT SPEECH



- avoid cursing
- be wary of jargon
- focus on your listeners
- drop fillers
- use vivid descriptive words

POWERFUL

PRECISE

POSITIVE



"you should consider
investing in XYZ fund"



"you should consider
investing in XYZ fund"

**I WOULD ADVISE YOU
TO INVEST IN XYZ
FUND.**



"maybe it would be better if..."



"maybe it would be better if..."

I PROPOSE WE...



"it's no big deal"



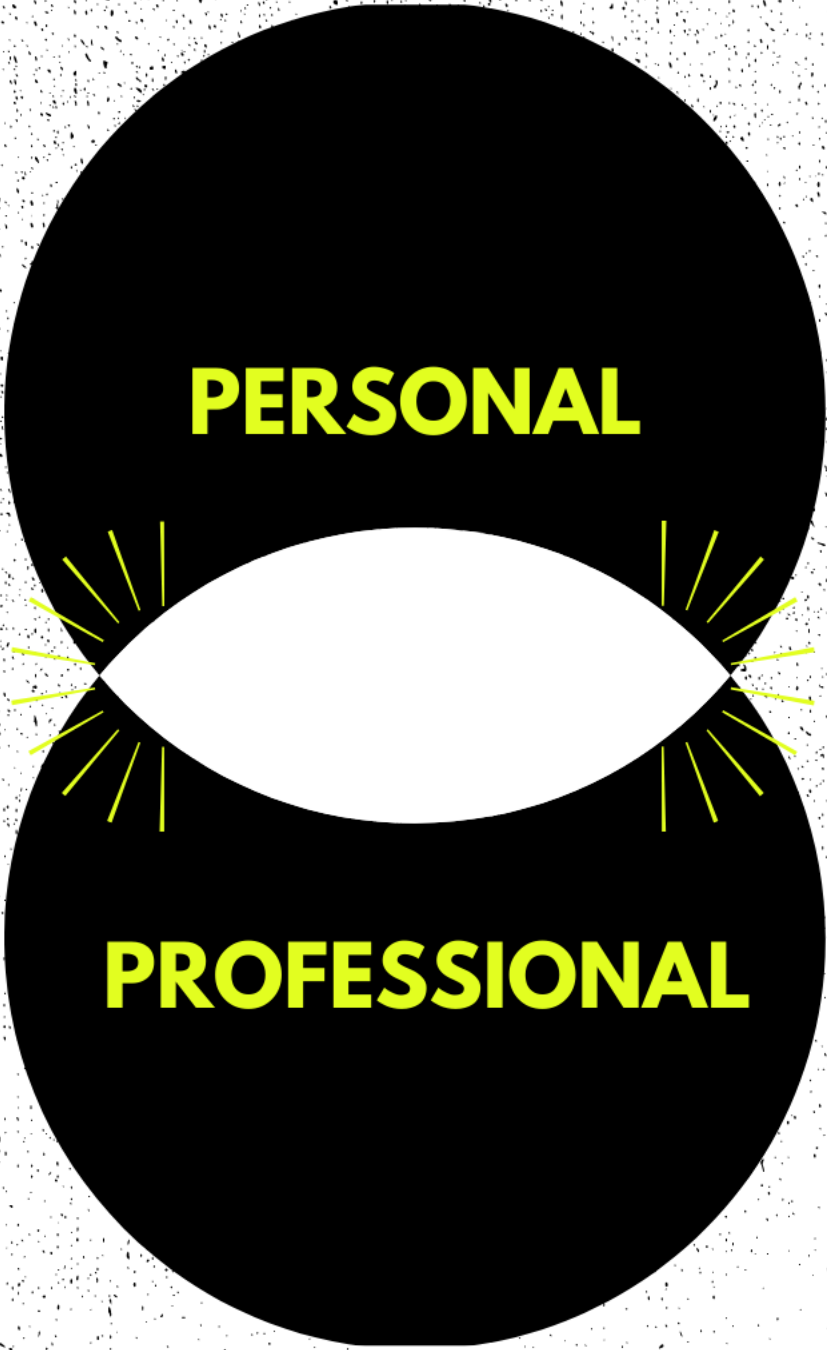
"it's no big deal"

THANK YOU

PROFESSIONALISM

BRAND

A unique identifying symbol, trademark, company name, etc., which enables a buyer to distinguish a product or service from its competitors.



PERSONAL

PROFESSIONAL

MEETINGS



- r.s.v.p.
- don't skip
- stand and chat
- meet & greet guests
- take a seat at the table
- turn off electronics

MEETINGS



- secure seating for all
- avoid eating & drinking
- store belongings & outerwear
- avoid laptops when possible
- keep questions relevant
- stay until the end

RESPECT YOUR TIME



- and make others respect it
- don't arrive too early
- call/email if running late
- set a time limit on meetings
- establish specific office hours
- gracefully dissuade lingering

MISTAKES TO AVOID



AVOID

- being the office mom
- turning office into Home Goods
- oversharing personal business
- going outside of your job role
- being the "girl Friday"
- skipping meetings or coffee

OFFICE DECORUM



AVOID

- disorganization and clutter
- entering without permission
- interrupting calls
- eavesdropping or gossiping
- playing music
- using speaker phone
- loud or long conversations

OFFICE DECORUM



AVOID

- poor hygiene
- grooming at desk
- taking shoes off
- scents lotions, sprays & candles
- odorous foods

DRESS CODES

STRUCTURE
COLOR
POLISH
FIT



DOWN TO THE DETAILS



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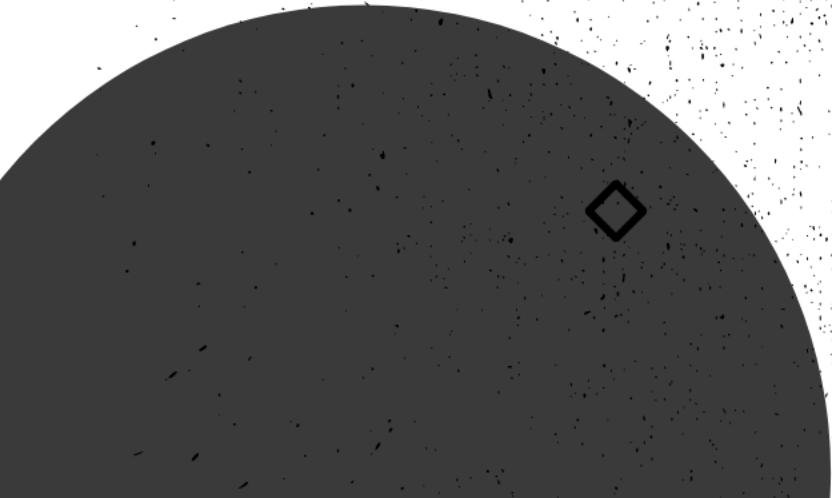


VOCAL BRAND &
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BE A CONNECTOR



WHAT CAN I DO FOR YOU?



PROPER INTRODUCTIONS

- R.A.G. (rank, age & gender)
- in business we solely use rank
- age and gender may be considered socially
- "who should receive the most honor?"
- may I introduce



ROSE MASTERSON

SVP Marketing



YOU



LISA PRICE

new associate

VIRTUAL NETWORKING



CHECK-IN

small touch points go a long way

SHOW UP

choose video when feasible

SEE WHAT YOU CAN OFFER

remember networking is not all about receiving

GO RETRO

send a handwritten note

VIRTUAL NETWORKING



ASK FOR CONNECTIONS

expand your network

MAKE INTRODUCTIONS

the ultimate power move

REKINDLE OLD FLAMES

now is as good a time as ever

CREATE YOUR OWN

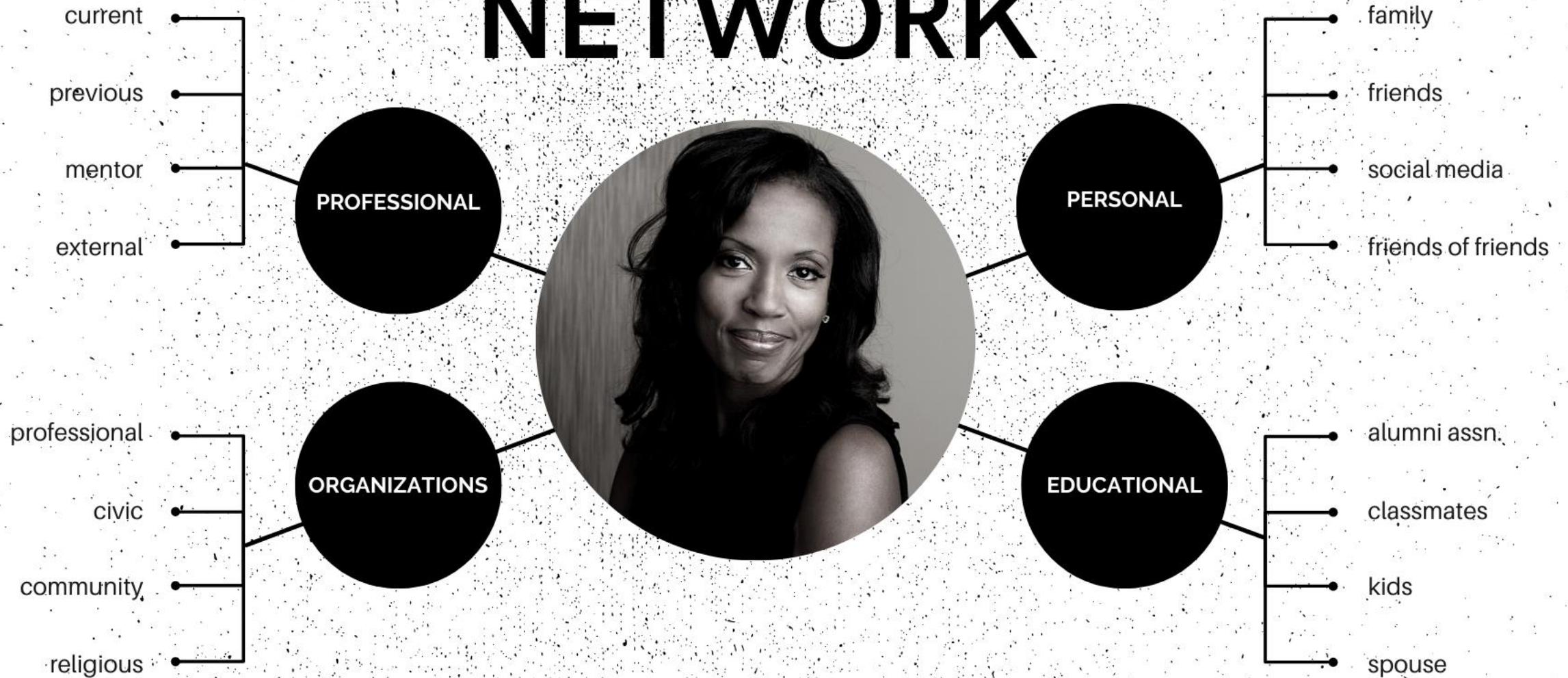
bring together a small group of like-minded individuals



DON'T FORGET!

FOLLOW-UP!

YOUR NETWORK



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DIGITAL



PHONE & VOICE MAIL

- put people first
- confirm availability
- keep it brief
- lower voice
- don't switch over
- update voicemail message
- clear & maintain inbox



SOCIAL MEDIA

- keep LinkedIn current
- extend custom invitations
- be an industry leader
- don't post while at work
- separate business & personal
- don't overshare
- consider your "likes"



SMART TECH

- silence/mute
- professional ringtones
- avoid talking into it
- remove earbuds
- alert others of speaker
- alert others of recording
- don't be unapproachable



ZOOM

- confirm format
- designate end point
- light & frame yourself
- check your name
- level up
- nix special effects
- touch up appearance
- do a dress rehearsal

- the new "business casual"
- fight zoom fatigue
- find a dividing line
- find systems
- acknowledge the awkward



EMAILING LIKE A BOSS

- properly use "to:, cc: and bcc:"
- use detailed subject lines
- don't include quotes
- always include signature block
- include greetings & complimentary closings
- err on side of formality

EMAILING LIKE A BOSS

- recognize your audience
- respond promptly
- bottom line up front
- keep it brief
- look for preferred pronouns
- incorporate [brackets] for results

EMAILING LIKE A BOSS

- stop apologizing
- fact check
- read to the bottom
- remove "!!!!!!!!!!!!!!!!!!!!!!!!!!!!"
- remove unnecessary images & logos
- pay attention to file size
- protect email addresses

EMAILING LIKE A BOSS

KEEP

Thanks
All the best
Regards
Warm regards
Kind regards
Cheers
Much appreciated
Take care
Best wishes

TOSS

Sincerely
V/R
Sent from my iphone
please excuse the typos
:-)
Very truly yours

POWERFUL

PRECISE

POSITIVE

EMAILING LIKE ABOSS



"I just wanted to check in"

EMAILING LIKE A BOSS



"I just wanted to check in"

**WHEN CAN I EXPECT
AN UPDATE?**

EMAILING LIKE ABOSS



"oops. I totally missed that."

EMAILING LIKE ABOSS



"oops. I totally missed that."

**THANKS FOR THE
CATCH.**

EMAILING LIKE ABOSS



"what time works for you?"

EMAILING LIKE A BOSS



"what time works for you?"

I HAVE TUES & THUR -

9:00 AM

10:30 AM

1:00 PM

EMAILING LIKE ABOSS



*spends 30 minutes rewriting
and email*

EMAILING LIKE A BOSS



*spends 30 minutes rewriting
and email*

LET'S CHAT

EMAILING LIKE ABOSS



"sorry for the delay"

EMAILING LIKE ABOSS



"sorry for the delay"

**THANKS FOR YOUR
PATIENCE**



THOUGHTS OR QUESTIONS

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