

## I-Presence Model: Intent, Individual, Inspiration

**Intent** - Understand and manage your presence of mind.

- 1) You Are What You Think, Even When You're Not Paying Attention.
  - THOUGHTS→BEHAVIORS→PATTERNS
  - Negative thoughts are common – but show up in body language, facial expressions, tone and actions. These thoughts can derail our presence.
  - Create a personal presence brand – what values do you want to convey? These values should be what people see. Must be authentic!
  - Situational intent creates a desired impact. What emotion do you want to invoke and the will help frame the intent.
- 2) Your actions are speaking so loudly I can hardly hear what you are saying.
  - Actions underlie presence.
  - Body language isn't everything but should be in alignment with intent.
  - Clothing (dressing) matters – should be in alignment with your presence.
  - Pay attention to the messages you are sending – are these what you want people to receive?
- 3) Stop the negativity loop.
  - Negative thoughts happen to everyone – must stop their impact on you.
  - Resilience can be learned
  - Argue against your negativity
  - Get yourself in the zone – what is your pregame ritual
  - Example: Dr Hostetter acknowledged her nervousness in the town hall meeting. This made her more relatable.
- 4) Presence as perception
  - It matters how others view you. Need to have a presence audit
    - 1) What is the general perception of me?
    - 2) What could I do differently that would have the greatest impact on my success?

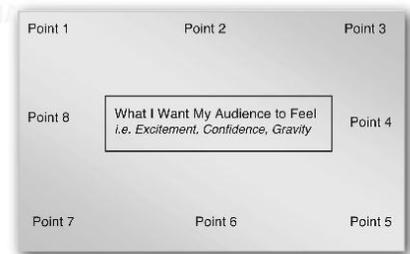
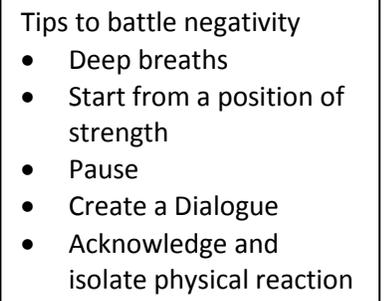


Figure 1-2. Intentionality Frame.



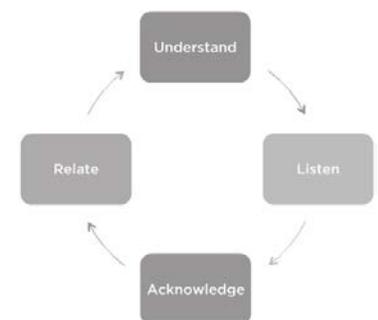
**Individual** - Form deep individual connections that drive.

- 5) Go ahead, trip over your own perfection.
  - Approachability (connection) provides hard business outcomes
  - By showing perfection you are alienating yourself from others. Must balance competency with vulnerability.
- 6) Trust: The ultimate gatekeeper
  - The more people trust you the greater their investment in you.
  - Core values of trust: credibility, reliability, intimacy vs self-orientation.
- 7) What you can learn about emotional intelligence while riding the elevator.
  - Empathy is a driver of emotional intelligence
  - Multiple ways to empathize. Coach, mentor, truth teller, buddy, relater.
  - Virtuous circle of empathy: understand, listen, acknowledge, relate.



**Inspirational** - Communicate to build and motivate followership.

- 8) Inspiring change from the brain down
  - Change starts with you – we are hardwired to find the path of least resistance
  - Must create new mental maps than change existing ones
  - To change: 1) make room for reflecting time, 2) focus on solutions, 3) strike while the Aha! Moments are hot, 4) just do it, 5) find your flow.
  - Inspiring others to change: must minimize threats maximize rewards (SCARF).
  - A sense of purpose inspires people to self-motivate.
- 9) From Vision to Visionary
  - Vision will energize the team if people come toward it. Must be active and alive
  - Visionaries are aspirational and personal
- 10) Declarations Create Possibilities
  - Declarations are compelling, ambitious, strong, direct and enticingly risky.
  - It is okay to fail but not to hide.
- 11) Strategic shock value
  - Be interesting (good interesting).
  - Shining moments for the daily grind.



S = Status  
 C = Certainty  
 A = Autonomy  
 R = Relatedness  
 F = Fairness