

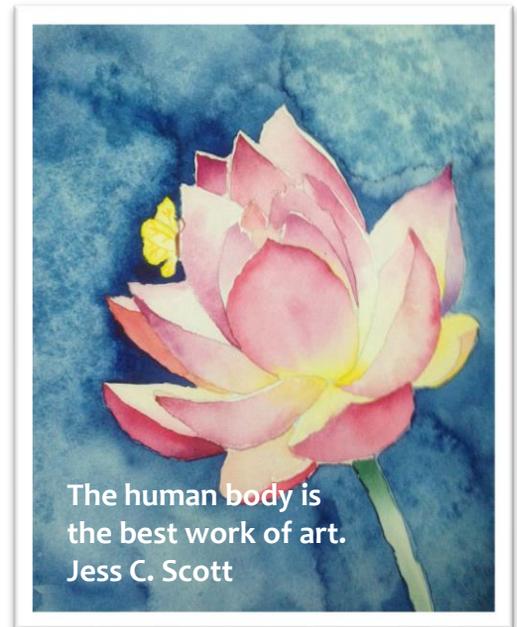


**WHAT'S
YOUR
PRESENCE?**

Day 3

CRAFTING YOUR PRESENCE

Bernadette Chua



Welcome to Day 3 of the What's Your Presence course.

A most useful insight I learnt when I attended a Neuro-linguistic Programming (NLP) course in 2005 was how physiology has powerful leverage when it comes to changing our emotional states. NLP is an approach to communication, personal development and psychotherapy created by Richard Bandler and John Grinder in the 1970s.

I learnt that the mind and body are intrinsically connected. By changing my physiology, I could literally influence and change the way I feel and think!

Think about when you are feeling angry versus when you are feeling calm. The physiology for each

emotion would certainly differ. The physiology of two persons experiencing the same emotion would also be different. Some people raise their voice when they are angry, while others speak extra slow and low-toned when angry.

Our physiology also affects the way people view us and our presence.

In the video, I shared the story of how my hard-at-work physiology unknowingly created stress at my client's office. 😊

That realisation was super useful for me and made me more aware about the thoughts, emotions and feelings that I was evoking in others around me.

May you also uncover insightful discoveries.



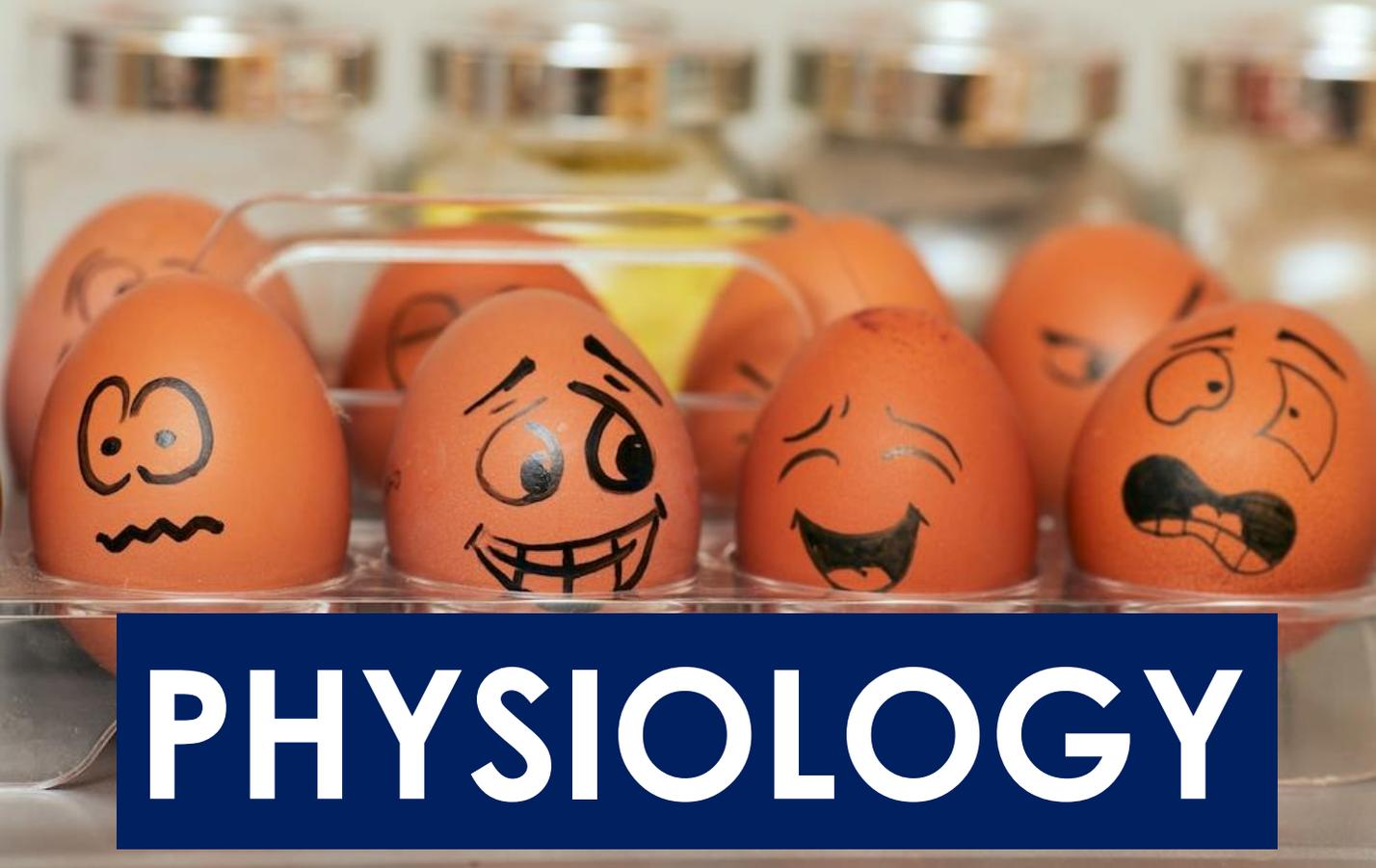
How do you
make people
feel?

Reflection

What feelings, thoughts and emotions would you like to evoke in others when they are around you?

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Link these to your personal brand. For example, if going the extra mile is one of the qualities of your brand, then you may like others to feel that you are approachable, helpful and warm when they are around you.



PHYSIOLOGY

Reflection

Choose one of the qualities you want people to feel more of when they are around you. Review and map out your current physiology when you meet people. Is your physiology congruent to your brand? If not, how would you tweak it? Do the same mapping of the physiology for the rest of your qualities.

| Quality: | CURRENT | ENHANCED |
|---------------------------------|---------|----------|
| Posture | | |
| Facial Expression | | |
| Breathing Pattern | | |
| Muscular Tension | | |
| Eye Position | | |
| Tone, Pitch and Volume of Voice | | |



Practice the philosophy of continuous improvement. Get a little bit better every single day. Brian Tracy

Reflection

Which quality or attribute of yours would you like to practice more of in the upcoming weeks? Why is this quality the top of your list?

Next Steps

Have you ever met someone who seems friendly (all the right physiology) yet you felt something was amiss?

That incongruency might have occurred because that person probably just “switched on” that persona in your presence.

Congruency between presence and brand requires consistency.

If for example, being approachable is a quality you value, why not practice the physiology for that as much as you can?

Likewise, do the same for the next two strategies that we will be exploring further.

Initially, it might feel odd to stretch ourselves a little. You might also feel you are not being authentic. But if your brand is aligned to your values and qualities, then release this concern.

Instead, give yourself the time to practice and be comfortable with the presence you wish to create.

All good wishes, 🦋 B



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