

### **Objectives**

- Learn how to work as a group to test your creativity and create a shared learning experience.
- Identify strategies to leverage anxiety and nervous energy to your advantage when confronted with stage fright.
- Explore how you can amplify your stage presence and be perceived as a person who "commands the room."
- Both introverts and extroverts will learn tips on how to survive and thrive at networking events.

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# The Rider

I intend to be interesting, credible, authentic, convincing, and persuasive. I will provide my audience what he, she, or they need to know and will leave them with a positive and lasting impression.

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## **The Elephant**

- The Two Tyrannies
- Stage fright
- Being perfect
- Looking for their approval
- I'm a professional, I'm not supposed to be interesting
- Imposter Syndrome
- Stereotype Threat

### Agenda

- Five Traits
- Similar, but Different
- Commodification Bias
- Being Different in a Crowded Market
- Finding True Differentiation
- A Growth Mindset
- Playtime
- Messaging and Audiences
- Networking for Introverts

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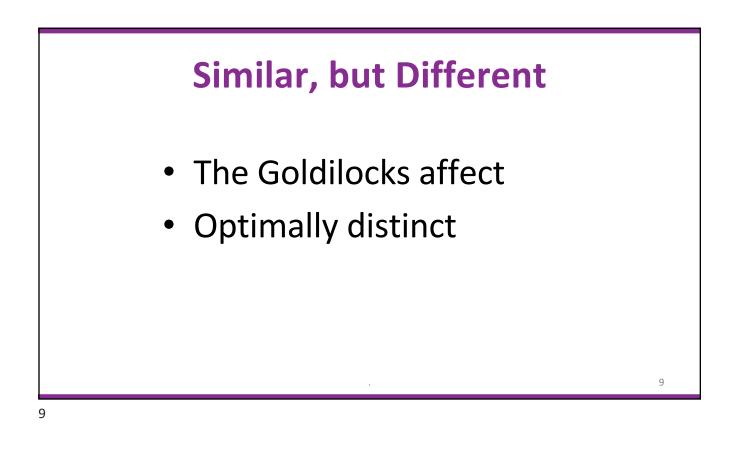
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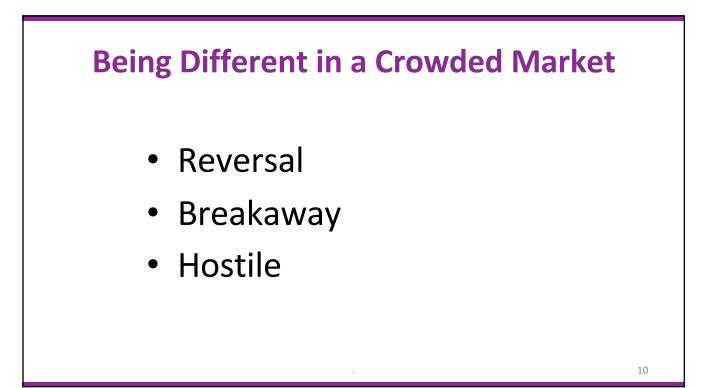
### **Five Traits Activity**

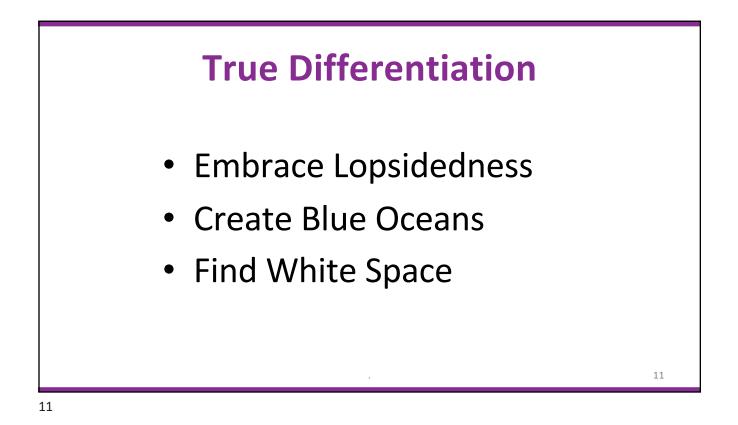
- Rearrange yourselves into like minded groups by answering the following:
- What expectations/traits would \_\_\_\_\_\_ lawyers be expected to have as viewed by decision makers?

### **The Commodification Bias**

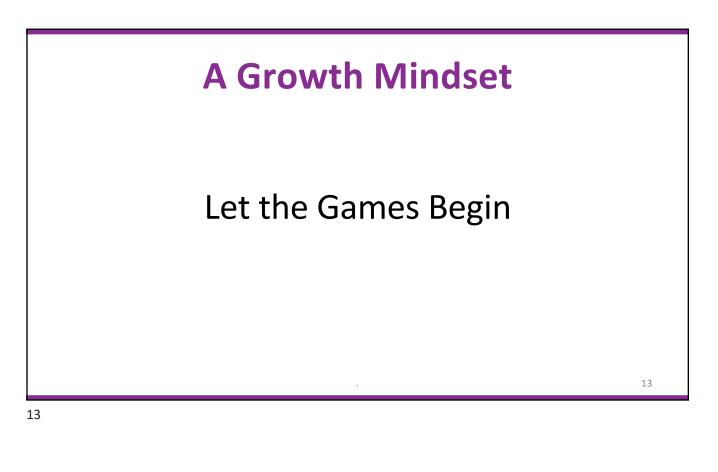
- The Herd and Flocking
- Organic Collusion
- Benchmarking
- Socio Economics and the Car Club

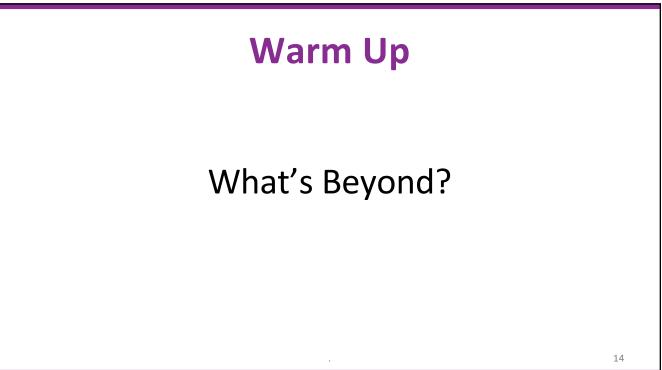


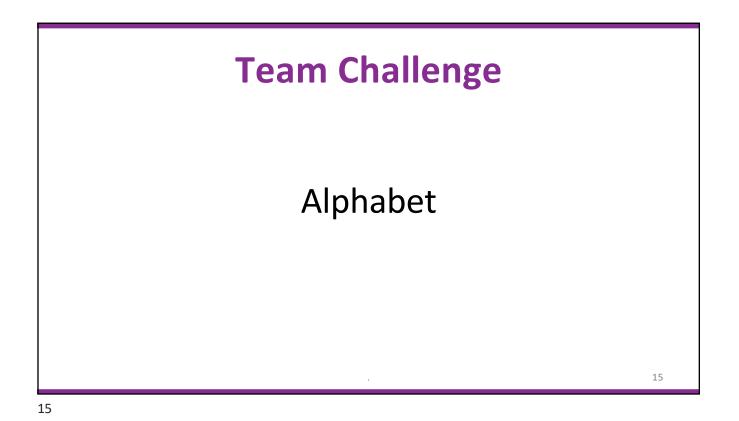






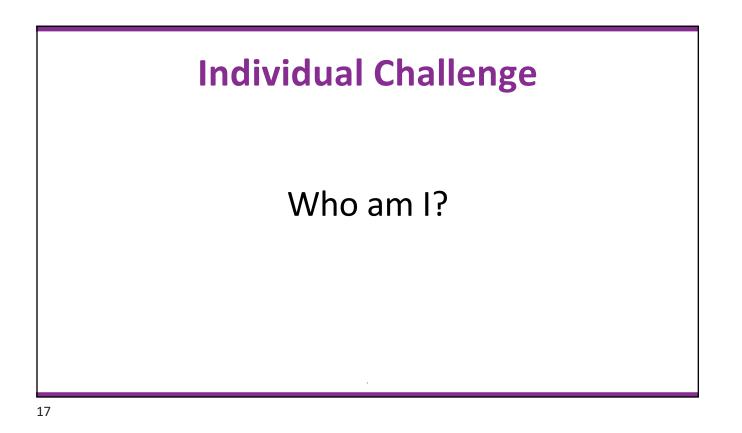


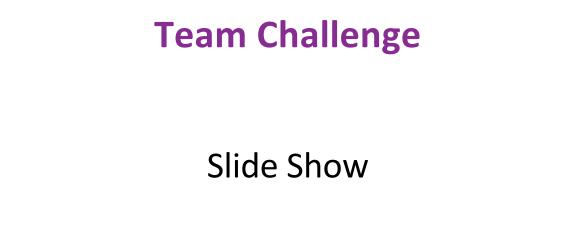


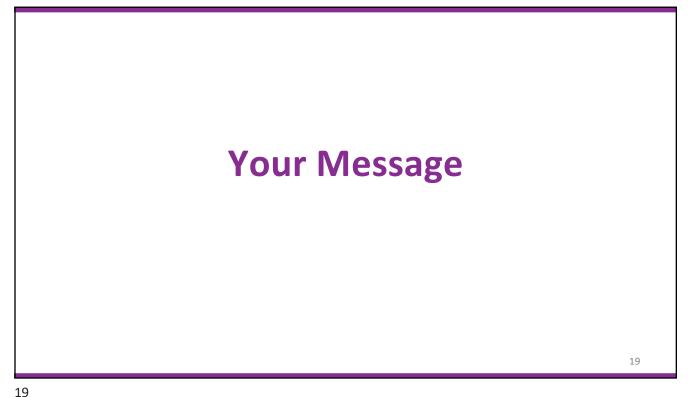


# Query

If you were being described by others after having met you, what three words would you like them to use?







### **Components of Your Message**

- **Resonance**: Embraces both the emotional and the rational
- **Differentiation**: Overall differentiators and perception of uniqueness
- **Curiosity**: Begs further inquiry
- Joyful: Displays energy, enthusiasm, and hope

### **Considerations in Developing a Message**

- 1. Who are you helping?
- 2. How do you help or what problem(s) do you solve?
- 3. What is the greater good?
- 4. How do you work with and through others?
- 5. How do you prove you are effective and how will they know?
- 6. What distinguishes you?

### **Messaging Activity**

- Work as a team
- Craft an amazing pitch/tagline/story
- Be prepared to present, followed by a quick debrief
- Identify role audience member(s) will play
- Take a risk

## **Approaches to Messaging**

• The benefits-focused speech, "I help...to...by...so they can..."

- The people-centric approach, "I represent people who need..."
- The provocative statement, "I work with people to beat the system, legally."
- The "You Know How" introduction, "You know how when you find yourself in a situation like..."

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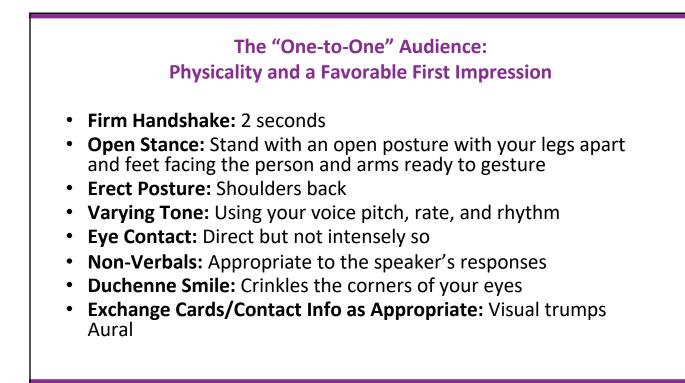
# **On Being Authentic**

- The alignment of your inner values with your external behaviors
- Embracing your difference
- Failing up
- Believing in your worth/value/message



### The "One-to-Many" Audience

- Attend to verbal and non-verbal clues/reactions
- Accept the 5% rule
- Speak their language
- Avoid the "curse of knowledge"
- Employ your "hidden want"



### Individual Challenge

Your Message and Your Three Words

### **Team Challenge**

Newspaper

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### Last Words: Networking Event Checklist for Introverts

- Act as a host
- Facilitate introductions as an exit strategy
- Remember that you have a vision
- Be interesting by being interested
- Be joyful
- Share Emily Post's 10-minute rule
- Do pre-work on attendees and set a time limit
- Bring along a "wing person"
- Recharge and reward yourself
- Set up one-on-one meetings
- Approach those on the periphery





### **Thanks for Listening**

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