

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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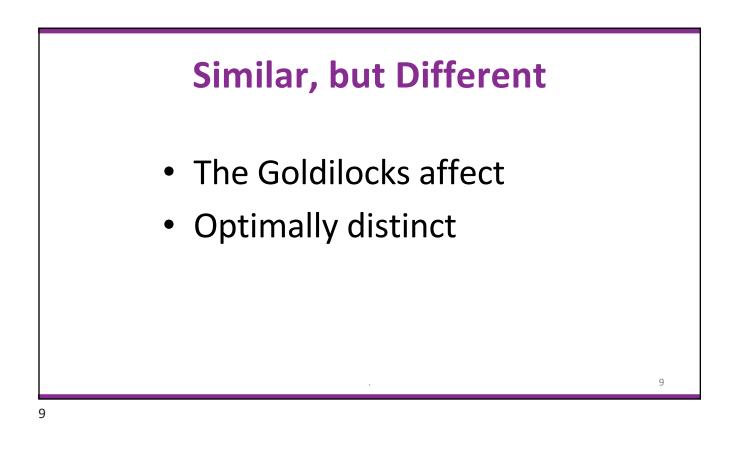
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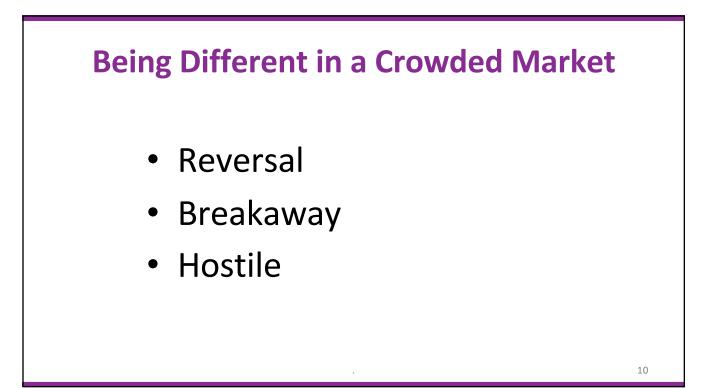
Five Traits Activity

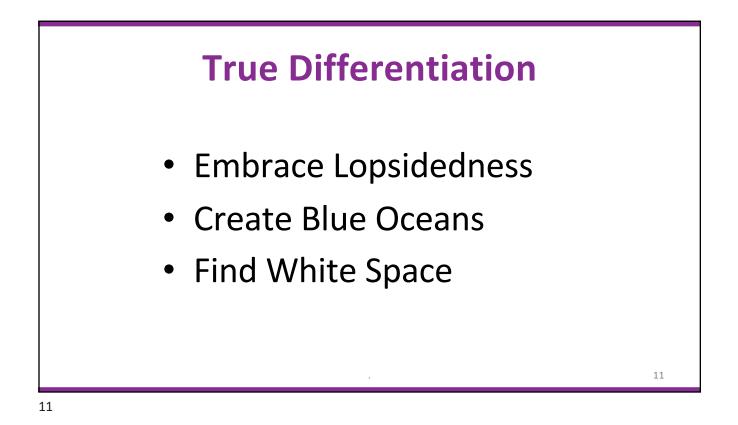
- Rearrange yourselves into like minded groups by answering the following:
- What expectations/traits would ______ lawyers be expected to have as viewed by decision makers?

The Commodification Bias

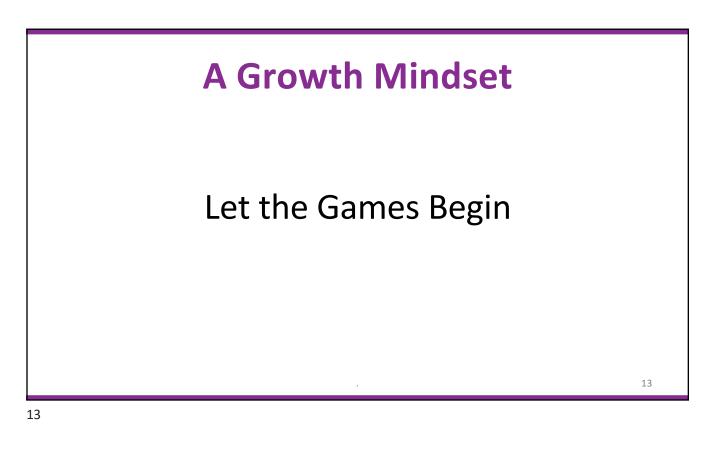
- The Herd and Flocking
- Organic Collusion
- Benchmarking
- Socio Economics and the Car Club

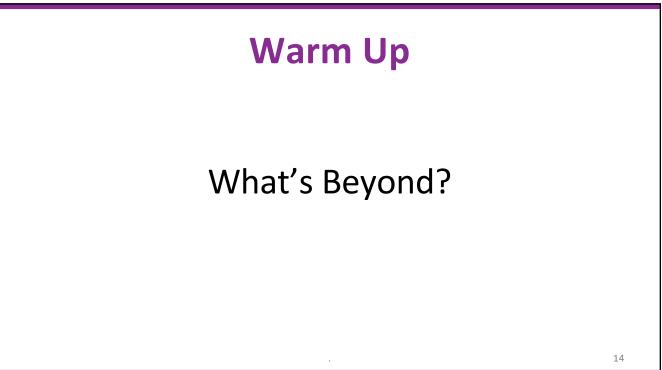


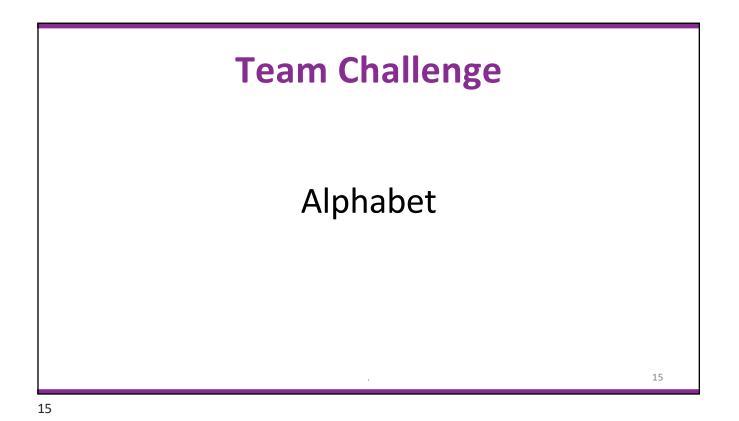






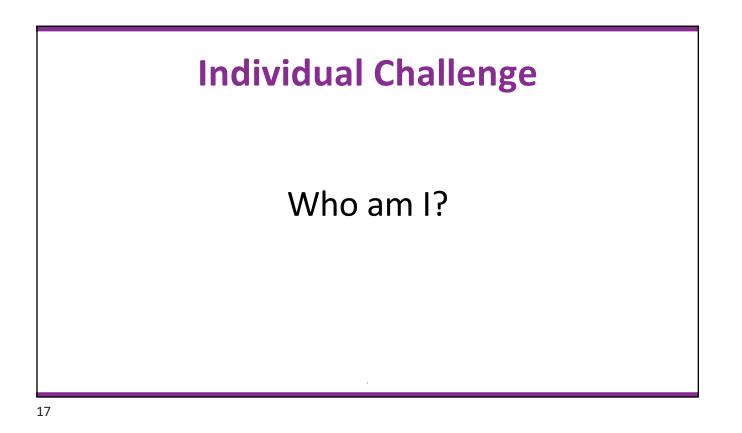




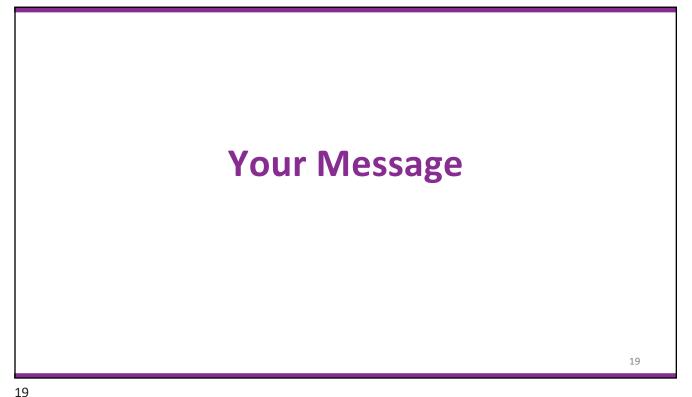


Query

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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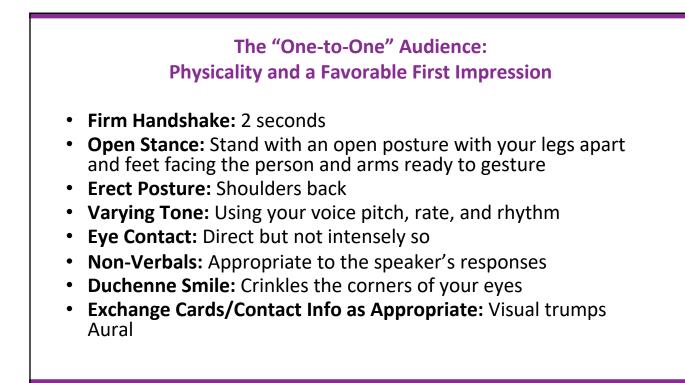
On Being Authentic

- 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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