



# The IMPACT Club

A MEMBERSHIP FOR INDIVIDUALS LOOKING TO STAND OUT  
& MAKE AN IMPACT

## Your Impact Insights November Workbook

### Gravitas & Presence





# Welcome to November

## **Gravitas & Presence**

We know it when we see it, but often it is difficult to define.

It doesn't guarantee you success, but there are few leaders without it.

And there is a common assumption that you have to be born with it. Not the case; we can all learn and build on our presence and impact.

This month we are exploring gravitas and presence, and looking at ways you can build on your current impact.

This isn't about power over others; it's about power over oneself so we show up at our best, our voice is heard and people listen.

This is a big topic and I'd love to know your thoughts in the Facebook Group.

*Deborah*



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# PART ONE

## The Lesson

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### **Gravitas - What is it?**

*"Concision in style, precision in thought, decision in life". - Victor Hugo*

One of the intangible qualities of a true leader.

Not easily defined, but you know gravitas when you see it. Gravitas is subtle and won't shout for your attention.

Charisma, leadership presence, a certain something that sets you apart from the rest of the pack.

According to the Cambridge University, the definition of gravitas is seriousness and importance of manner, causing feelings of respect and trust in others.



### **IN PRACTICE**

Often when we describe people, we mention something that stands out about them.

Gravitas or presence is a quiet confidence. It is not shouty or flashy.

It's about having knowledge, passion and purpose, and the confidence to communicate at ease.

At its best, gravitas and presence allow you 'just to be'.

In this moment you find stillness and calm and can pay more attention to others than yourself.

This is where having clarity on your personal brand is invaluable.

When you have clarity on your values, your purpose, your strengths, you show up as your authentic self.

# PART ONE: The Lesson (cont ...)

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*"We are what we repeatedly do. Excellence then, is not an act but a habit."* - Aristotle

## **Why does it matter?**

You need gravitas/presence to make an impact and be heard.

Technology means, today it's not just other people in the room (the ones that shout the loudest) we're up against, but a combination of information overload and a time poor society.

Most of us have, at some point, experienced the challenge of not being able to express ourselves effectively. That heart-sinking moment of knowing that we didn't quite do ourselves justice in a meeting or presentation.

Or that annoying feeling when the point we've just made is brushed aside, only to be fervently agreed with when made by someone else.

In an increasingly informal age, where social media, text-speak and one-line emails have become the norm, it is ironic that 'gravitas', a quality traditionally associated with formality, is becoming increasingly important.

A study on Executive Presence and Gravitas by the Centre for Talent Innovation Research found:

People with gravitas:

- lead better, present better, communicate better and network better.

In a competitive environment, leaders who have gravitas:

- build stronger relationships, win more business, get promoted more quickly and get better results.



# PART ONE: The Lesson (cont ...)

## Developing Presence and Gravitas

Research suggests that people with gravitas share a number of INTERNAL qualities that reflect their beliefs, values and personal identity, and EXTERNAL qualities that determine how they present themselves to the outside world and are experienced by others.

The INTERNAL qualities of gravitas include:

- Self-awareness: an acknowledgment of your values, beliefs, identity and purpose; recognition of your strengths and limitations; and an ongoing drive for self-development.
- Expertise: an appreciation of, and belief in, your unique knowledge, experience and capabilities; a desire to become an expert in a chosen field; and an ability to share your expertise eloquently.
- Authenticity: an ability to remain true to your values and beliefs irrespective of external factors; and a commitment to acting consistently and characteristically in all situations.

The EXTERNAL qualities of gravitas include:

- Presence: an energy that emanates from a person; and the ability to attract attention and make an impact through physical appearance, body language and voice.
- Connection: an affinity with people; and the art of building networks and relationships, creating rapport and communicating eloquently with a broad range of audiences.
- Projection: an ability to 'switch on' your best self, expressing yourself confidently to the largest audiences.





# PART ONE: The Lesson (cont ...)

## Top ten tips:

1. Become self-aware - know your strengths
2. Be poised and assured in the value of your own contribution
3. Hone your expertise - find your area of specialism
4. Convey authenticity - be yourself
5. Cultivate presence - practise the skill of 'being present'
6. Forge connections - broaden and deepen your professional network
7. Build projection - learn how to 'switch on'
8. Avoid unhelpful verbal habits
9. Be confident and kind, without being arrogant
10. Watch your body language - 80 percent or more of your communication is non-verbal.



Remember Amy Cuddy's work on presence - this is power over self to perform at your best, not power over others.

Gravitas is not about being arrogant to get what you want, or exercising influence and power over others.

It's the ability to make others feel your presence in a safe environment.

Use it to influence with intelligence and grace.

When done right, gravitas is not an 'act' - it's effectively adding your unique value to important discussions while minding and maintaining important relationships.

When gravitas is lacking, people know it, and when it's present, they take notice:

"She can really hold a room."

"His ideas are always welcomed by the board, even when there's debate or disagreement."

"When she speaks, people sit up and take notice."

## PART TWO

# The Reflection

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*"Look well into thyself; there is a source of strength which will always spring up if thou wilt always look there."*

Marcus Aurelius

**Describe your current gravitas and presence.**

**Think of a time when you felt you had presence. Describe how you felt:**

**Who do you admire who has gravitas and presence. Describe what it is about them - their body language and behaviours**





# PART TWO: The Reflection (cont ...)

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## **Observe yourself and the situations you find yourself in:**

In preparation, always think ACE

### ASSUMPTIONS

What is your mindset – how do you see yourself, others, and the overall situation

### COMMUNICATION

use your communication skills to connect and inspire

### ENERGY

How do you show up – your energy, how you walk in the room, your dress, your body language

These are all connected: what you THINK – what you SAY – how you APPEAR.

Powerful questions to ask yourself:

- What's my role here?
- What's unspoken here?
- Where should we head with this, and how is my participation helping, neutral or hindering that direction?
- What's needed here?

These are all self-monitoring questions that can help you adjust your impact for the better in real time.



## PART THREE

# The Challenge

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### **Develop your own Gravitas & Presence**

This is an area of impact that is going to take time and practice. There are two clear parts - the INNER & EXTERNAL work - much of this we have considered before - having clarity on your values, your vision, your purpose. Get clear on knowing your strengths and challenge the stories you tell yourself.

Stick to what you believe, consistently and you will radiate authenticity. In any given situation, your people will have a good idea on how you will act, because your value set has been clear and your actions reflective of them.

Think of gravitas as a mindset that gets you out of your comfort zone, and also out from behind that "invisible coat" we all like to hide under from time to time.

This month, to help change your mindset and increase your presence I recommend you do one (or all of!) the following:

#### **Create your own personalised gravitas plan**

Looking at the list of tools and tips reflect where you are now, and make a plan of how you can develop in these areas.

Reflect on how more presence and gravitas will help you in your business and career.

#### **Undertake a speaking/presenting engagement**

This will focus your mind as an expert and allow you to practice presence and projecting your authority.

#### **Always act with integrity and know your boundaries**

This month, do this with intention, observe how you respond in different situations. Identify any patterns.

#### **Expand your circle of influence**

Build your network

#### **Look the part**

Building on last month's topic, presentation is important no matter who the audience is!





## Keep in touch

I can be found across the following social media platforms:



[www.linkedin.com/in/deborahjogden](http://www.linkedin.com/in/deborahjogden)



[www.twitter.com/DO\\_impact](http://www.twitter.com/DO_impact)



[www.instagram.com/DO\\_impact](http://www.instagram.com/DO_impact)



<https://on-brand-with.captivate.fm/listen>

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