

MENTOR WITH MARCY

Authentic Communication, Impact and Instant Rapport

Creating a captivating Self Presentation is not difficult, but taking stock of who you are at the core- your compelling and unique traits, your HEARTFELT story by adding a dash of vulnerability makes you more relatable and trustworthy. They need to really know you care about their concerns above all.

My over 30 years of performance coaching for actors, personal development training, creativity, communication and self-expression workshops have helped people learn the best practices to create a truly memorable and impactful presentation. This is one that endears people to want to be around you and open up to your ideas or offers. This applies whether you're in an interview, an audition, business pitch meeting or even when delivering your podcast or other speaking engagements, networking introductions etc.

1. Know Your Audience- Flexible communication with personality types.

Knowing who your intended audience is an obvious, but sometimes overlooked step in the process of developing your presentation. FOUR personality types need to be considered every time. Promotor/ Enthusiast, Controller/Driver, Supporter/ Friend, Analytic.

NOTE: JOIN MY NEWSLETTER TO RECEIVE MY FLEXIBLE COMMUNICATION GUIDE GOING THROUGH DETAILS OF EACH PERSONALITY QUADRANT.

<https://www.mentorwithmarcy.com>

2. Shorter is Better- Leave space for them and to see how what you are doing might or might not be having impact. ENGAGE THEM NO MATTER WHAT!

3. Use humour wherever possible and make it so comfortable for people to laugh at themselves if you are able to.

4. Watch YOUR body language- lean in, use energy shifts, find opportunities to vary your tone , vocals, gestures and if you feel stuck- shake it out!!,

5. The “Verboten list” -whether it's a live speaking event, online webinar or a zoom call.

- a) MOVEMENT: Never sit down. Must be moving your body and keeping it relaxed the whole time.
- b) CHECK YOUR EGO: Not focussed on yourself and how you are doing ever- (all the attention needs to be out there- read the room- read the energy and be willing to shake it up if needed.

- c) **RAMBLING:** No aimless chattering, rambling etc- be on purpose- time sensitive respecting the audience who is there might be Controller/Driver types. When I write a scene in a script – every word counts- nothing is superfluous. Lean and tough- “Expression of Kill your preciousness ‘babies”
- d) **DELIVERY VOICE TONE/ ENERGY** No high-pitched voices or shouting unless it is to make a huge point. Vary your delivery- find key moments to hit hard, or soften or be funny- or make some very sharp observation.

6).KEEP IT REAL, SIMPLE & BREATHE!! : Know your intention. If you can be calm physically before you start it will help. If you do get agitated or nervous, own it in front of them so you can release it. They will love you more for that than anything else you have to say.

7). FULLY PRESENT: Be in the moment- fully present, with spontaneity.- if you are tense- they will not receive it well as on a subconscious level they are doubting your knowledge or confidence and could be worried for you to not be affective- they feel what you feel. . If on a webinar speaking and cannot see the reaction –gauge the energy from the comments guests make and if you can engage with them **KNOWING WHAT IS IMPORTANT TO THEM.** (helps to do a read of the room at the start- who is out there and where are they at?.

8). VULNERABILITY: Go deep and reveal something about you that makes you feel vulnerable- share some of the pain- let people feel it and know that they are not alone- even if you are hugely successful now.

9) PLAN THE BEGINNING MIDDLE AND END. You only need to know that and so Never just wing it unless you are a pro. Plan out key points and know the impact that each section will have- you want people to laugh- feel the pain pint, or pose a deep question- to have a instant reaction. Build the credibility minimally and mostly- share something personal and authentically allow your uniqueness to shine through.

10) BE BOLD- BE DANGEROUS- It is never safe to play safe. People need to know you care, need to know you are human, don’t care about how much money you’ve made or the famous people we have worked with- how can I share what I have to say today about the challenges they are facing in their lives that sheds some new light or give them another perspective. We are all problem solvers- **SERVENT LEADERS SERVE- THEY DO NOT SELL!!**