



SCIENCE • PSYCHOLOGY • SKILLS

# PRESENTING WITH PRESENCE

WITH DAVID LIEBERMAN, GRAVITY LEARNING FOUNDER

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BY THE END OF THIS WORKSHOP...

## OUTCOMES

- 🍎 A deeper understanding of presence and how to channel it during presentations
- 🍎 The ability to handle pressure, projecting confidence in difficult moments
- 🍎 More respect, esteem, and a personal brand that includes “great with groups”

## GOAL:

Focus on delivering with presence, not creating content



## Your Upcoming Presentation: (<5 min)

Your new team leader (or client) has requested a presentation of less than five minutes explaining what you do.

# WHY ARE YOU HERE?

WHAT COMPELLED YOU TO SIGN UP?



# WHY IS PRESENCE IMPORTANT FOR PRESENTATIONS?

EMPLOYERS SEE “MAKING GOOD PRESENTATIONS”

AS A MAIN DIFFERENCE BETWEEN AVERAGE AND HIGH PERFORMERS



SOURCE:  
International Journal of Management Education (2010)

CONFIDENCE

DECISIVENESS

INTEGRITY

EMOTIONAL INTELLIGENCE

COMMAND OF A ROOM

CONCERN

VISION

WHAT IS

# PRESENCE?

STATUS

**CONFIDENCE**

SPEAKING SKILLS

**APPEARANCE**

FORCEFULNESS

**COMMUNICATION**

ENGAGING

USE OF BODY LANGUAGE

LISTEN TO LEARN ORIENTATION

AUTHENTICITY

POLISHED LOOK

BLUE-CHIP PEDIGREE

PHYSICAL ATTRACTIVENESS

STYLE OF DRESS

YOUTHFULNESS/VIGOR

SLIMNESS

RESTRAINT

CURATION OF IMAGE

APPEARANCE

DISPLAYING SELF-KNOWLEDGE/AWARENESS

INSIGHT

INTERACTIVITY

POPULARITY

ADAPTABILITY

COOPERATIVENESS

INITIATIVE

HUMILITY

SOURCE:  
Truist Leadership Research Review



# CONFIDENCE

ONE OF THE TOP THREE TRAITS OF PRESENCE

# ANXIETY AND PUBLIC SPEAKING

PUBLIC SPEAKING IS THE  
#1 ANXIETY RAISING ACTIVITY

SOURCE JOURNALS:  
Journal of Personality and Social Psychology (2006)

# CHANNEL YOUR VALUE

TO BRING BACK CONFIDENCE IN THE MOMENT

SOURCE: JOURNAL:

Psychological Science (2005)

Social Cognitive and Affective Neuroscience (2004)

EXERCISE SOURCE:

Safran, L. (2013). Executive Presence, Improv Style

YOU CAN'T JUST "BE"

CONFIDENT WHEN  
PRESENTING.

YOU CAN GIVE THE  
PERCEPTION OF  
CONFIDENCE.



SOURCE JOURNAL:  
Frontiers in Human Neuroscience (2023).

# VOCAL SMOOTHING

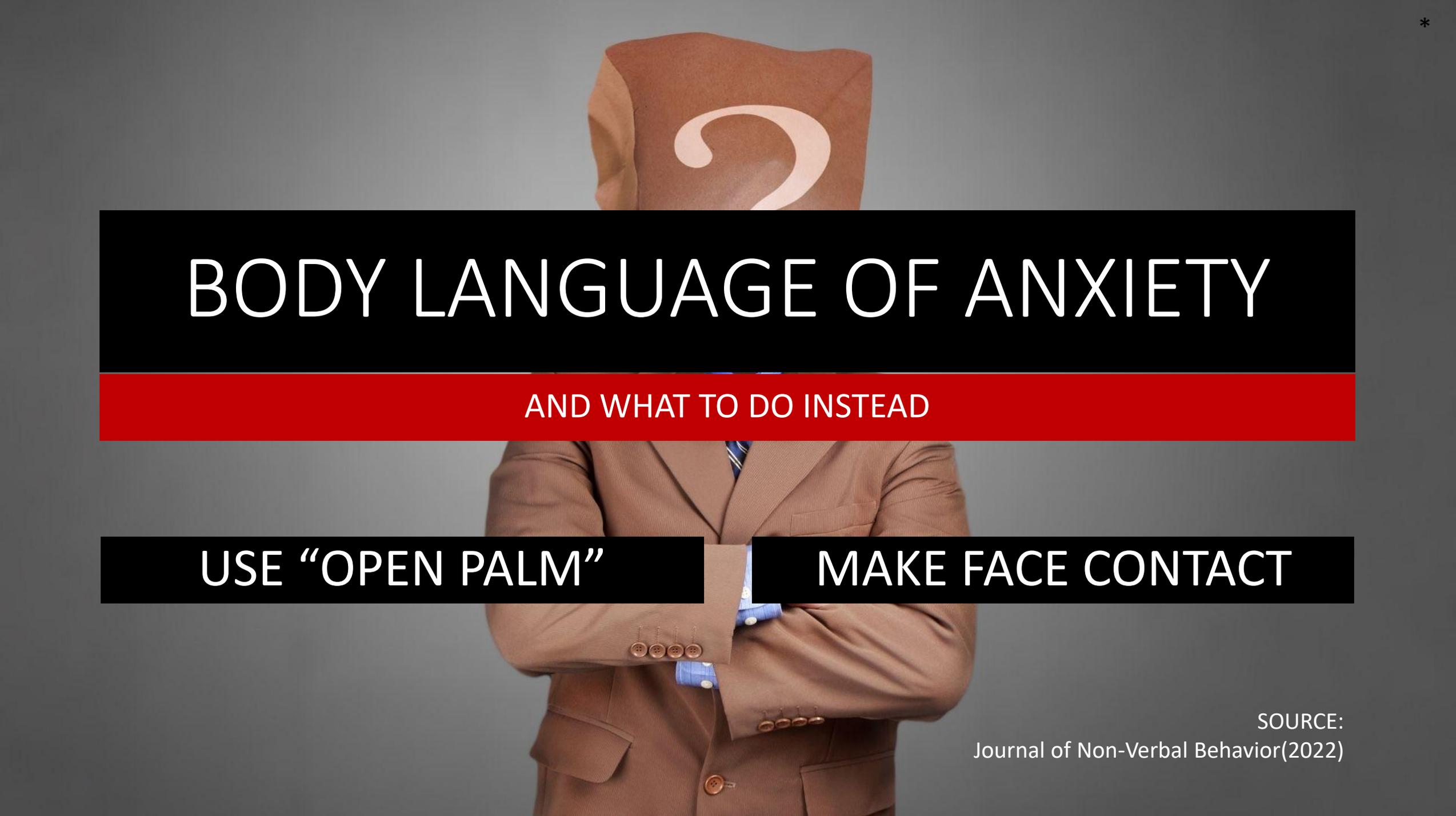
TO CALM YOUR BRAIN

SOURCE:  
Proceedings of the National Academy of Sciences (2016)



# APPEARANCE

ONE OF THE TOP THREE TRAITS OF PRESENCE



# BODY LANGUAGE OF ANXIETY

AND WHAT TO DO INSTEAD

USE "OPEN PALM"

MAKE FACE CONTACT

SOURCE:  
Journal of Non-Verbal Behavior(2022)



# REMOTE PRESENCE

AND WHAT TO DO INSTEAD

USE "OPEN PALM"

MAKE FACE CONTACT



SOURCE:  
Journal of Non-Verbal Behavior(2022)



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APP CODE

9XJM

SIGN IN ON THE  
LAKEHOUSE APP

OR

SIGN THE ROSTER AT  
THE BACK OF THE  
ROOM

# ACTION PLAN

AN ACTION PLAN WITHOUT A WHO AND A WHEN IS JUST A WISH

**WHO** WILL YOU TALK TO ABOUT CONFIDENCE SIGNALING BEHAVIORS?

**WHEN** WILL YOU TALK TO THEM?

33% INCREASE  
IN LEARNING TRANSFER



# COMMUNICATION

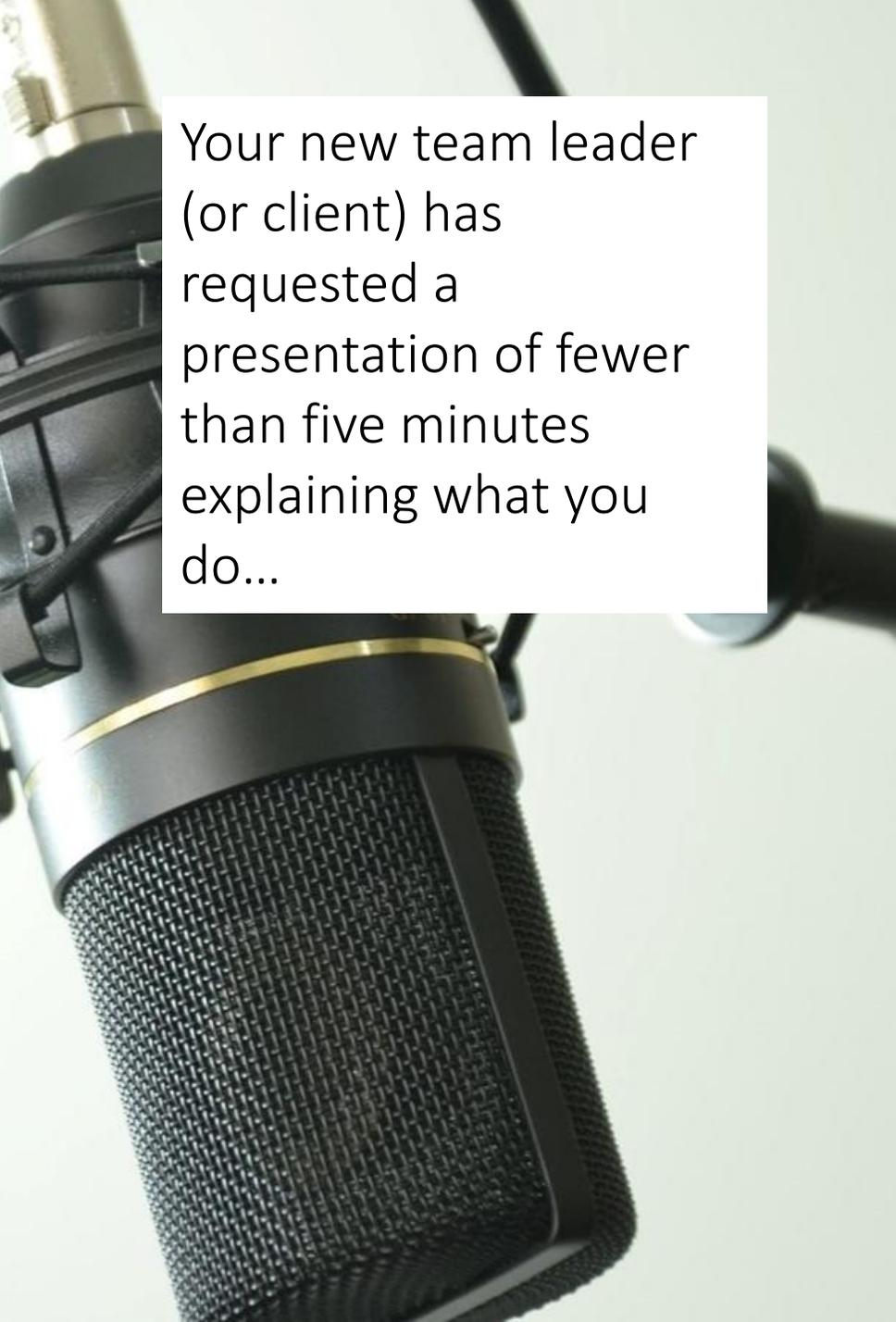
ONE OF THE TOP THREE TRAITS OF PRESENCE

## WHAT FACTOR IS MOST CORRELATED WITH A PRESENTER BEING JUDGED “A GOOD COMMUNICATOR”?

THEORETICAL PSYCHOLOGY PUT TO WORK

- a) Telling stories
- b) Including facts and figures
- c) Performing an audience analysis
- d) Engaging with the audience



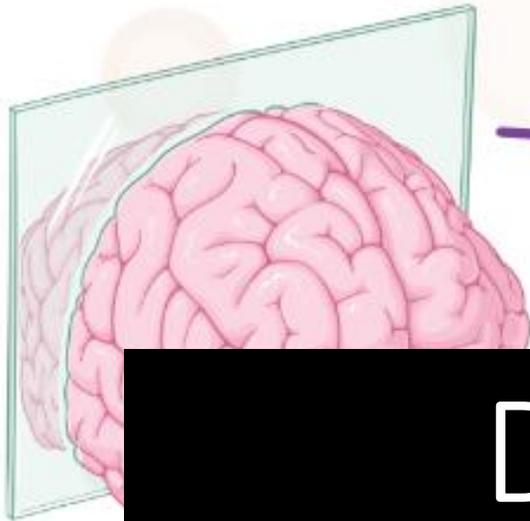


Your new team leader (or client) has requested a presentation of fewer than five minutes explaining what you do...

## EXERCISE – GET IN THEIR SHOES

### INTERVIEW YOUR PARTNER ABOUT THEIR AUDIENCE'S POINT OF VIEW

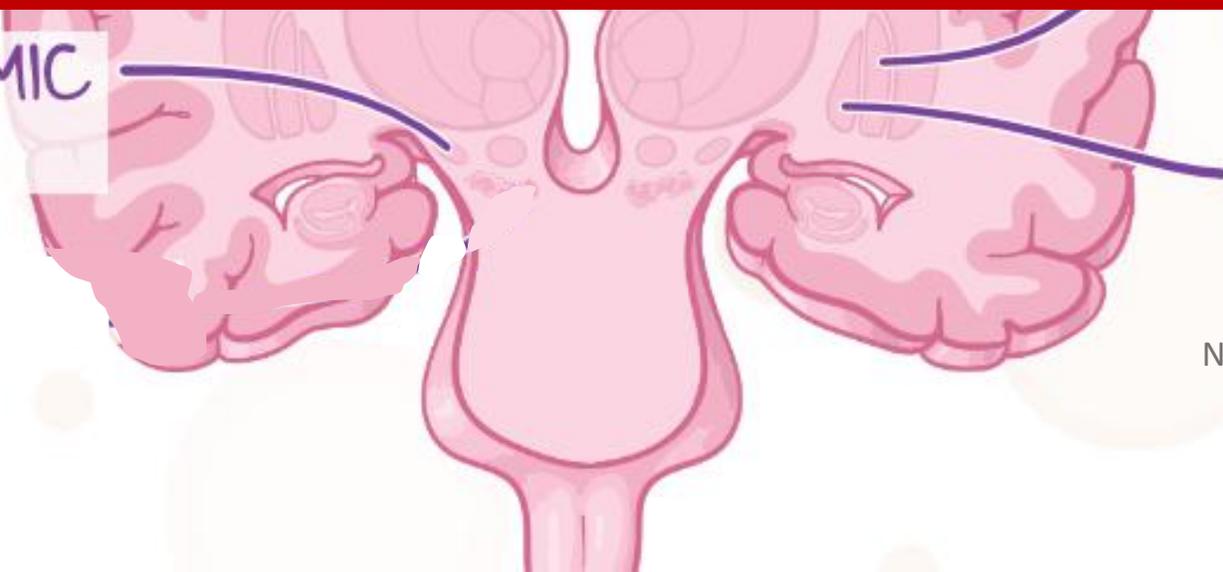
1. What does this audience care about?
2. What decisions do they need to make?
3. How might messaging go wrong?



# DIFFICULT QUESTIONS OR SURPRISE SITUATIONS

NEUROSCIENCE!

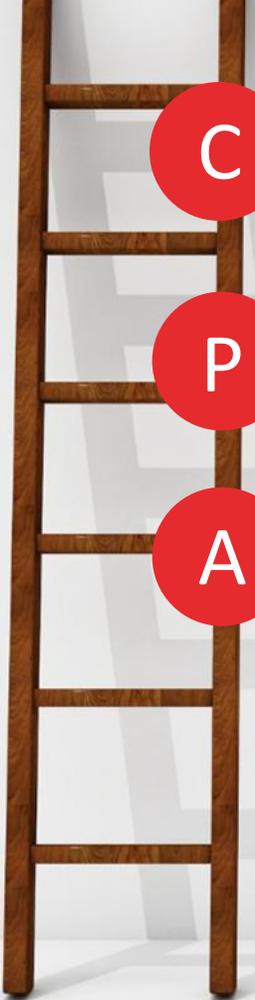
SUBTHALAMIC  
NUCLEUS



SOURCE JOURNAL:  
Nature Of Communications (2017)

# DEALING WITH DIFFICULT QUESTIONS

CONFIDENCE | COMMUNICATION | POISE



C

**Confirm your understanding of the question and **what's behind it.****

(make sure you get it - display listening – make sure everyone hears - give yourself time )

P

**Praise the question – “that’s a good question”**

A

**Answer, or If you don't have an answer:**

**Say what you'll do to get the answer and an expected turn around time.**



## EXERCISE – TOUGH QUESTIONS

### ASK YOUR PARTNER A TOUGH QUESTION

“How might you improve your performance to better serve our department’s needs?”

- C** Confirm your understanding of the question and what’s behind it.
- P** Praise the question
- A** Answer or say what you’ll do and a delivery date.

# WHICH IS BETTER, POSITIVE OR NEGATIVE FEEDBACK?

POSITIVE FEEDBACK

BEST WHEN NEW AT TASK



CONSTRUCTIVE FEEDBACK

BEST WHEN EXPERIENCED



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# THE STRUCTURE OF BIG FEEDBACK



## KEEP IT POSITIVE!

- B** DESCRIBE THE BEHAVIOR
- I** DESCRIBE THE IMPACT OF THE BEHAVIOR
- G** DISCUSS HOW TO GROW

## GOAL:

Focus on delivering with presence, not creating content



## Your Upcoming Presentation: (<5 min)

Your new team leader or client has requested a presentation of less than five minutes explaining what you do.

# DELIVER A PRESENTATION WITH PRESENCE

- 1 Tailor your presentation to an audience – concerns and decisions
- 2 **Display presence with an open palm, smooth voice, & face contact**
- 3 Take a question and respond:  
**Confirm**  
**Praise**  
**Answer**

# PROVIDE **POSITIVE** FEEDBACK

- B WHAT BEHAVIOR DID YOU SEE?
- I WHAT WAS THE IMPACT?
- G WHERE IS THE GROWTH OPPORTUNITY?



# TAKEAWAYS



## THE BIG STUFF

- 🍎 To display confidence, use “open palm” & smooth out your voice
- 🍎 Audience analysis is most linked to good communication
- 🍎 Use frameworks to get “unstuck” and display poise under fire



IF THESE TOOLS ARE TIED TO YOUR SUCCESS,

WHAT WILL BE MOST IMPACTFUL?



TARGETED  
CUSTOMIZATION OR  
"READY TO GO"  
WORKSHOPS

**Together we can effect  
*and prove* something  
meaningful.**



PEOPLE SKILLS

COMMUNICATION

MANAGEMENT SKILLS

PRODUCTIVITY

DATA AND VISUALS

SOFTWARE AND TECH

PROJECT MANAGEMENT

L&D CONSULTING