

— Presence Survey Results —

The best place to start so you can find the people who need your gifts
and the people who need your gifts to find you

The **PRESENCE** **EQUATION**™

with LISA MANYOKY



A message to you from Lisa Manyoky....

I spent a great deal of my career as a design and marketing consultant. I kept most of my clients for a long time, so even though I wasn't a formal employee, I was an integral part of their teams. As a result, I became routinely privy to their organizational and personal dynamics.

I observed some individuals silence a room with footsteps before they crossed the threshold, or capture hearts with a smile, or command attention without doing anything seemingly extraordinary. I watched other individuals unknowingly bulldoze their way into contempt, or melt into the wall even though they had remarkable insights to offer, or remain nearly invisible despite a podium, microphone or spotlight.

Some people had a special something—an indefinable yet indisputable energetic draw that made others want to look their way and listen to whatever they had to say for as long as they were nearby. I was so fascinated by the phenomenon that I turned my attention toward understanding it and then, helping others to develop it.

I conducted this survey to explore current perceptions about presence and to identify areas of its development that need attention.

To those who participated, thank you. To everyone, enjoy the results. And, if you have additional thoughts to share, please email me at lisa@lisamanyoky.com.

Cheers!

Lisa

Presence is a rich,
highly individualized
blend of mastered
and/or leveraged
aesthetics,
sensory information
and actions
that can close the gap
between desire,
intention,
perception and
reception.

Survey Categories

LOOKS

What you show

(e.g. face, body, clothing, accessories, expressions, gestures, gait, posture, stance)

SOUNDS

How/what you express

(e.g. speaking skill, voice pitch, articulation quality, email, text, word usage)

EXPERTISE

What you know

(e.g. professional skill, intelligence, experiential knowledge)

PERFORMANCE

How well you accomplish what you do

(e.g. tasks, assignments, hobbies, responsibilities, goals)

INTERACTIONS

How you behave with/toward others

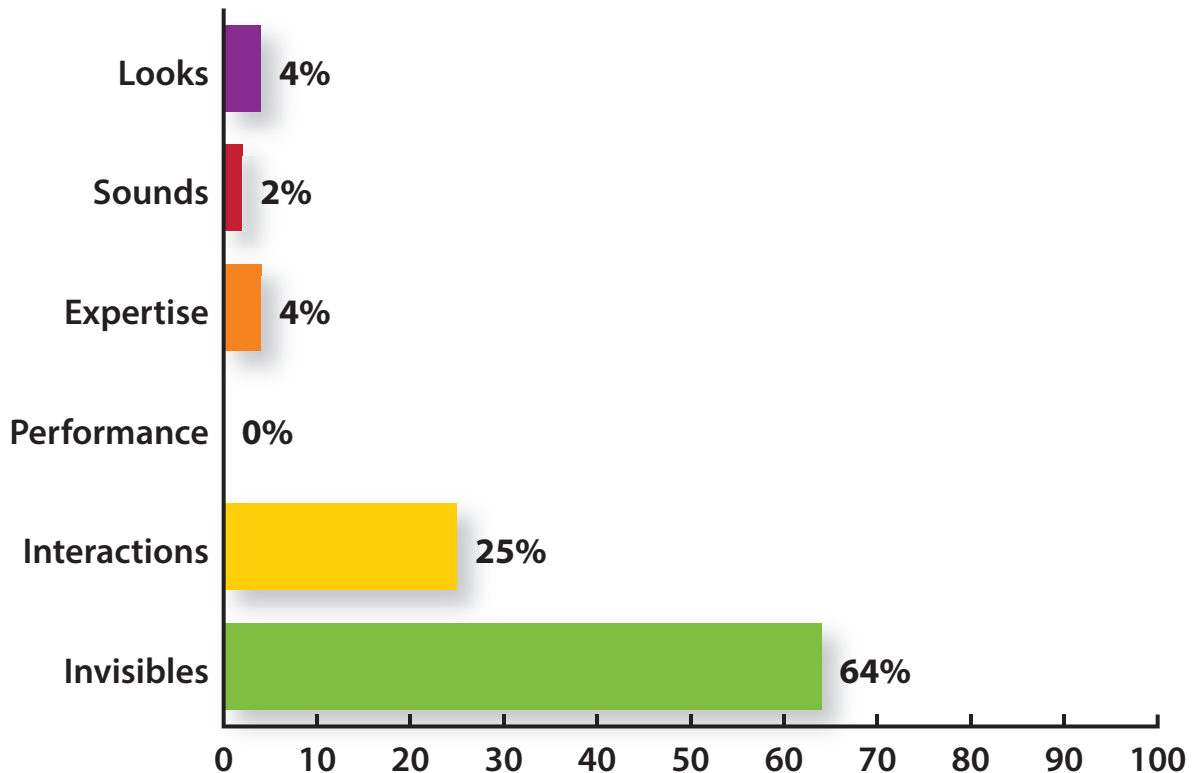
(e.g. family, friends, colleagues, strangers)

SOMETHING INVISIBLE

The energy you project

(e.g. warmth, confidence, sadness, life of the party)

What is the **most impactful** ingredient of presence?



By overwhelming consensus, “what you cannot see” tops the list as the most impactful ingredient of presence. **Invisibles**—such as confidence, poise, warmth, empathy, awareness, intuitiveness and magnetism—are significant presence shapers.

Survey results indicate that presence is a decidedly positive trait. It is a powerful tool of impact that can help determine what goes on in a room when you show up and after you leave.

How would you describe someone who has presence?

Top Answer:

CONFIDENT

*(Followed closely by
“commands attention when entering a room”)*

Commonly expressed answers include:

- Looks and feels confident but is not arrogant
- Holds eye contact
- Poised, well-dressed and interested in others
- Focused and centered
- Can't take your eyes off them
- Infectious persona
- Real-deal, energetic vibe without words
- Approachable, likable and relatable
- Knowledgeable
- Comfortable with who they are
- Calm and in control
- Has an air of authority

Most frequently used words:

Confident • Present • Engaging • Listen • Attention • Aware
Energy • Presence • Authentic

What would you change about yourself to improve how you are perceived **professionally**?

Top Answer: **INCREASE CONFIDENCE**

Commonly expressed improvements include:

- Become recognized professionally more quickly
- Smile more
- Upgrade wardrobe
- Widen networking circles
- Deepen knowledge with education and experience
- Lose weight and tone up
- Speak more effectively
- Remember my worth
- Become more alert
- Put myself out there more often
- Gain greater control of my facial expressions
- Temper my emotions when interacting with others
- Elevate communication skills
- Convey my skill sets more clearly

Most frequently used words:

Smile • Values • Weight • Speak • Confident • Listen • Skills
Look • Opinions • Dress

What would you change about yourself to improve how you are perceived **personally**?

Top Answer: **LISTEN BETTER**

Commonly expressed improvements include:

- Think longer before I respond
- Improve conversational skills
- Be more concise
- Lose weight
- Dress better
- Smile
- Be more confident
- Develop a facial filter to prevent eye rolls
- Put more focus on others instead of myself
- Judge less
- Manage how much confidence I exude
- Put more time and energy into my outer looks

Most frequently used words:

Articulate • Social • Positive • Confidence • Think • Listen
Lose Weight • Believe • Care • Heart • Approachable

Food for Thought, As Shared by Survey Participants

- Presence is powerful. Presence is an inside-out phenomenon.
- One doesn't need to be famous or well-known to have presence.
- All of the above are ingredients of presence, however, I think it is the combination of them all that translates into something invisible.
- I get advised frequently that I MUST change my hair, clothing, wear makeup, etc. to be received professionally. I refuse, feeling that if I cannot cultivate presence from inside, then I am giving a false advertisement (like a veneer) that breaks down over the course of interactions.
- I'm a far more interesting person nowadays than when I was younger. But many people stop at the look. I don't like being invisible.
- Presence is the outcome of moving in consciousness from unrest to interest to rest (grounded in the body and centered in the moment).
- True authenticity is far from schmoozing at a networking meeting for selfish motives.
- Some people who have presence seem to have it naturally. Others can learn to have presence by building up their self confidence and using it to communicate directly and personably.

The Chameleon-Presence Connection

Chameleons change colors to blend into their environment. Right? Well, that's what many people believe. The truth is, some chameleons can and do change color to hide when threatened.

However...a chameleon's ability to run close to 20 miles an hour is more likely to save its skin than blending in with a branch.

More current scientific studies show that chameleons actually change color to express their emotions. Their extraordinary skin magic is a physiological reaction that's used mostly for communication—such as when they are courting a mate, fighting for territory or stressing when threatened.

www.ThePresenceEquation.com





Chameleons use their outside to reflect what's going on inside. Just like you do.

What you put “out there” is a reflection of what's going on “in there.” How you communicate—by way of visibles and invisibles—tells a story about what you like and what you don't, when you are comfortable and when you are not, when you are confident and when you want to blend into background.

At its best, your “message” can pave the road for connection, accelerate professional success, enrich relationships and keep you safe. At its worst, your “message” can close doors to rapport, halt career momentum, alienate those you wish to attract and threaten your livelihood.

Somewhere in between, your “message” can buy you time. It can give you room to be quiet, to observe, to explore and to get comfortable.

Like a chameleon, you can blend in if that suits you and if you need to. But, also like a chameleon, you can “show your colors” to draw in those you want and need, claim professional and personal turf, and let your world know where you stand so you can have the impact you seek.

When it's working optimally, presence—YOUR ONE-OF-A-KIND PRESENCE—is an authentic, sustainable “way of being” that reflects alignment of your inside with your outside. It creates energy that can help you fit in without selling out, stand out without sticking out, and reach out by reaching in.

The
PRESENCE
EQUATIONTM
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Everyone has “a” presence, but not everyone has presence. What you project—whether positively or negatively, in person or in print—can affect how you relate to others and how others relate to you. In leadership circles, presence can lay the groundwork for influence. In sales, it can draw in customers and keep them coming back for more. In personal lives, it can capture and hold the attention of those you want to know.

Thankfully, you don’t have to be born with presence. And, you don’t need a square jaw, a big vocabulary or a high-profile career. You don’t need a fancy wardrobe, a powerful voice or an impressive resume of accomplishments.

What you do need, you already have. You have a specific blend of “you-ness” that is exclusively yours—yours to discover and yours to put to good use. There is no universal formula for presence, but there are absolutes that will always make everyone more likable, more believable, more effective and more sought after, in their personal lives and in business. That’s where to start.

Look good. Sound good.
Be good. Do good.TM

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