



Susan Ritchie

*Lead With Impact*



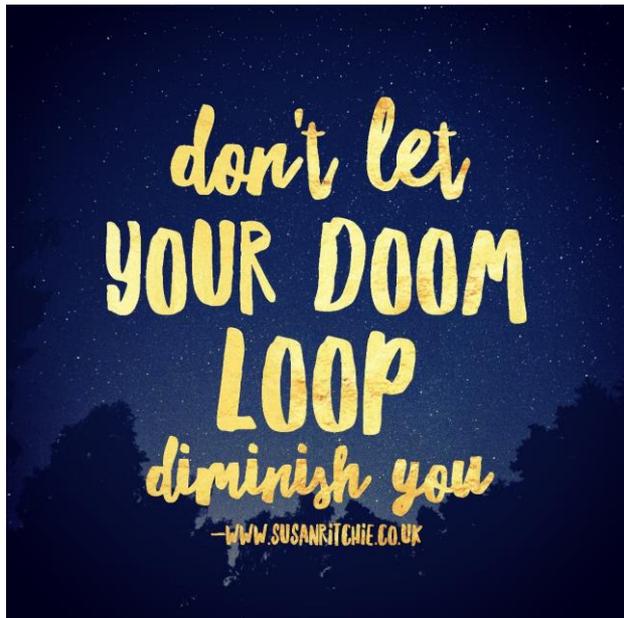
**Making Your Presence Felt: Creating  
Personal Impact**

# Leadership presence...

...TAKING YOUR  
EXISTING ATTRIBUTES,  
TALENTS AND GIFTS,  
**AND POLISHING**  
THEM SO THAT  
YOU SHINE SO BRIGHTLY,  
OTHERS CAN'T IGNORE YOU.

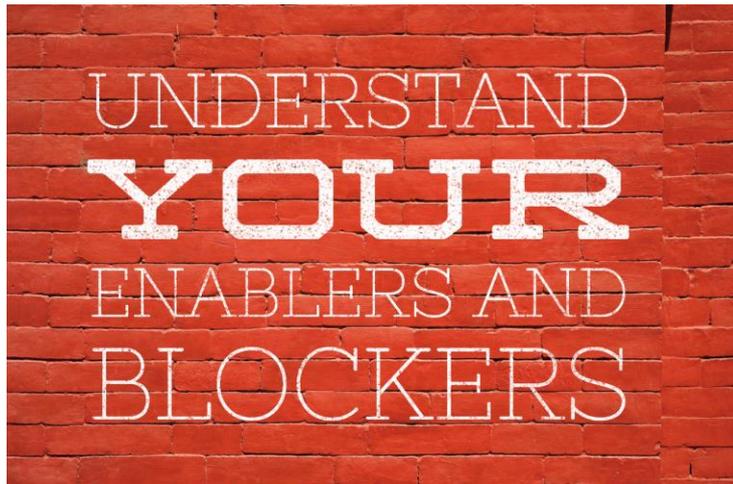
It's not about pretending to be somebody else, or having a personality transplant! It's an essential part of leadership at every stage. When others look at you, they need to see a leader – so you need to show up as one. The ideas here will help you in a range of circumstances: in the classroom, interviews, establishing yourself as a new leader, creating impact in an existing leadership role. The impact we create is everything – it's up to us to make sure it's the right one.





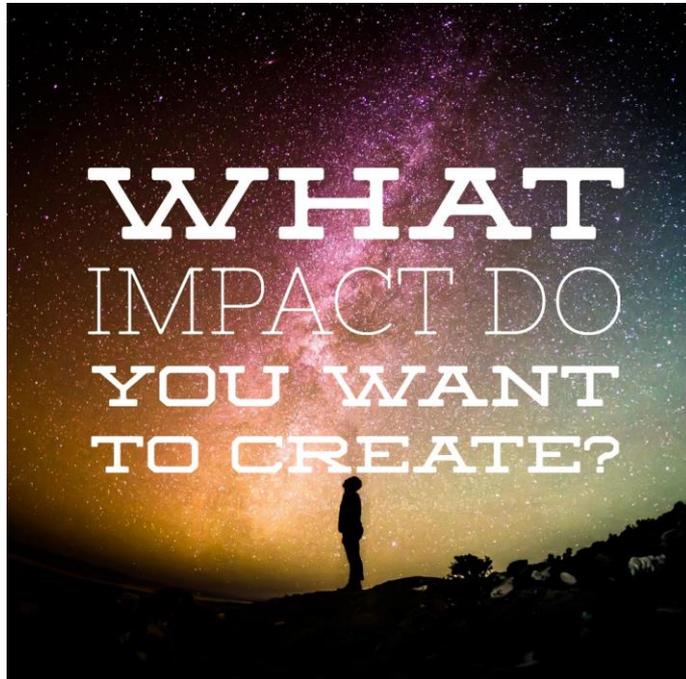
Your Doom Loop refers to that negative inner voice, which left unchecked, can cause you to underperform. One cause of it is The Imposter Syndrome – read more about this here, [3 Ways To Manage Your Imposter Syndrome](#) Another cause is paying too much attention to what the wrong people think about you. You can read more about that in [5 Ways to Manage Your People Pleasing Tendencies](#) and [Lessons in Leadership from a Stranger on a Plane](#) will help too!





Your enablers are your beliefs, attitudes and behaviours that enable you to be at your best. Your blockers are the opposite. Understanding these about yourself allows you to make the most of yourself, and manage any roadblocks you may put in your own path. Ask yourself – what is it about me that works for me, and what works against me? Feedback from people you like, know and trust, and who have your best interests at heart will also help you.



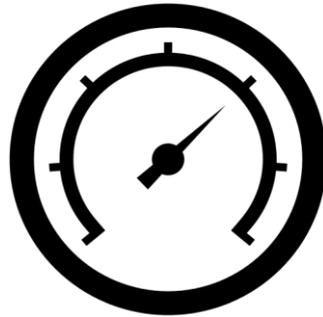


Something we often overlook is that we get to decide how we want other people to experience us – so it’s worth making sure we choose well! How do you want others to view you in that meeting? How about over the next week or half term? Who do you want to influence? Here are [7 Little Tools for Leading](#) that will help you to show up as a leader – whether you have the title yet or not. Don’t leave your career to chance.





Strength



Warmth

Amy Cuddy's research at Harvard showed that we look at people through two lenses – strength and warmth. Strength is about confidence and competence, and warmth refers to how likeable we are. People that are admired most are those with high strength **and** high warmth. Think Barak Obama or Oprah Winfrey. [Making the Tea and Other Mistakes](#) and [Part 2](#) will help you understand how to begin to get the balance right!

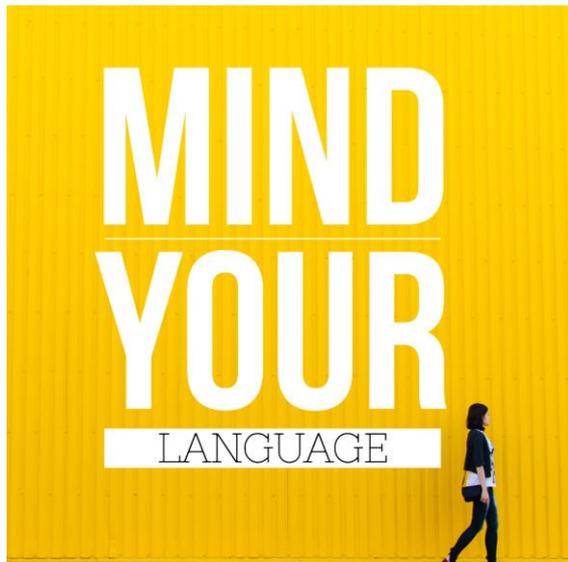


## *Mind your posture*



Your non-verbal communication speaks volumes, often whether you want it to or not. Some simple ways of maximising your presence are to stand up straight, slow down, make eye contact, smile as you speak (unless your message doesn't fit with this). Balance yourself across both feet equally so you're stable and grounded. Breathe into your feet. Imagine you're wearing a heavy crown – how would you hold yourself and move. Watch this [Amy Cuddy TED Talk](#) - it's fabulous!





Think VESPA – volume, energy, speed, pitch and articulation. It’s up to you to make sure you’re understood verbally, so give yourself the best chance by speaking loudly enough (especially if you have a tendency to get talked over), slow down, add some energy and dynamism to your speech, watch your pitch if you’re nervous (it gets higher and is a give away) and speak with clarity. Be concise and eliminate hesitancy.





The ability to engage others and build rapport is high up on my list of skills a leader needs, whoever you're leading, at whatever stage of your career.

[Small Talk, Big Impact](#) - I've never forgotten what it felt like to be dismissed as being of no consequence. Don't make that mistake yourself!





One way to create impact is to behaviour as a leader long before you have the title – in fact, if you don't, you won't end up with one. [Following the Rules Will Stop Your Career in it's Tracks](#) I wish I'd worked this out sooner in my career. Never underestimate the power of voicing a preference for something to make it happen. People are generally happy to help – and you may hear 'no', but it may well come with a 'not yet', 'ask me again', 'try this instead' or 'I know someone who can help'. #justask This will help you to stand out from the crowd.



# Let's Connect



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# And Finally...

My specialist area is leadership presence and personal impact; I deliver Training and CPD to schools, universities and colleges, as well as other public and private sector organisations in industry.

There are plenty of other articles on my website, as well as free downloadable books. You can find details of my current CPD offerings for schools here [CPD and Training](#) I can also put together bespoke sessions for you – just get in touch.

