The Authenticity Code™

Authentic Presence & Presentation Skills

Your Presence

Warmth | Clarity | Integrity | Polish/Poise | Thoughtfulness | Sincerity Inspiration | Confidence | Trustworthiness | Openness | Passion | Respect
Your Authentic Brand | Being Politically Savvy
Eye Contact | Body Language | Non-Verbal Communication

+

Your Audience

Know Your Audience | Reading Your Audience
Fielding Audience Questions | Tailor Your Message to Your Audience

+

Your Presentation

Energy & Inflection | Formula for Presentation Success | Attention-Getting Opening
Executive Summary | Agenda | Clear Body Message | Finish Strong
Creating Compelling Visuals | Completion & Practice of Action Presentation
Video Taping | Feedback | Numerous Video Reviews

=

Your Success

(480) 822-9939

IOL@insideoutlearning.com

© 2021 Inside-Out Learning. All rights reserved.

EXECUTIVE SUMMARY

PURPOSE

- Share how the Authenticity Code™ can help you achieve your desired success

VALUE PROPOSITION

1. Grow your presence and sales
2. Achieve your goals
3. Improve presentations, communication and influence
4. Retain and promote employees

ACTION

- Use at least one tool from today to help you achieve your desired success.

AGENDA

- The Authenticity Code™ Overview
- Your Presence
- Your Audience
- Your Presentation
- Q&A

Your Presence

Warmth | Clarity | Integrity | Polish/Poise | Thoughtfulness | Sincerity Inspiration | Confidence | Trustworthiness | Openness | Passion | Respect
Your Authentic Brand | Being Politically Savvy
Eye Contact | Body Language | Non-Verbal Communication

+

Your Audience

Know Your Audience | Reading Your Audience
Fielding Audience Questions | Tailor Your Message to Your Audience

+

Your Presentation

Energy & Inflection | Formula for Presentation Success | Attention-Getting Opening
Executive Summary | Agenda | Clear Body Message | Finish Strong
Creating Compelling Visuals | Completion & Practice of Action Presentation
Video Taping | Feedback | Numerous Video Reviews

=

Your Success

© 2021 Inside-Out Learning. All rights reserved.

Clear Page

AUTHENTIC PRESENCE QUALITIES

Please fill out this self-assessment by rating your Authentic Presence Qualities (APQ's). How well do you demonstrate each APQ? Rate yourself on a scale from 1-5 (1–Needs Improvement; 3–Average; 5–Amazing). Once complete, fill in the blanks below to identify your lowest and your two highest rated APQ.

		NEEDS IMPROVEMENT AMAZING
Clarity	The ability to communicate your message in an intuitively clear and compelling way.	1 2 3 4 5
Confidence	The air of assurance, such that others know you have the required strength and resolve.	1 2 3 4 5
Inspiration	Feeling passionately about the vision and mission of the organization. The ability to communicate that passion, purpose, and meaning establishes the inspirational culture of the organization. Breathing life into others.	1 2 3 4 5
Passion	The expression of commitment, motivation, and drive that shows people you really believe in what you do.	1 2 3 4 5
Polish/Poise	The look of sophistication, conveying a background of education and experience.	1 2 3 4 5
Respect	Values the thoughts and opinions of others and openly considers these as viable options and opportunities.	1 2 3 4 5
Sincerity	The conviction of believing in and meaning what you say.	1 2 3 4 5
Thoughtfulness	The projection of thinking or having thought through something before responding.	1 2 3 4 5
Trustworthiness/ Integrity	Models true positive character qualities and top-level competence of their profession. Your beliefs, words and actions are aligned and demonstrated through the willingness to constructively share your point of view and follow through on your commitments.	1 2 3 4 5
Warmth/ Openness	The willingness of being accessible to others and of being interested in them. No prejudging; the willingness to consider another's point of view.	1 2 3 4 5

LOWEST RATED APQ:

Passion

HIGHEST RATED APQ:

Passion

WHAT IS AUTHENTIC PRESENCE?

How you affect others by the impression you make through your character, your presence, your engagement, your communications, And general mode of conversation you have with others.

© 2021 Inside-Out Learning. All rights reserved.

AUTHENTIC PRESENCE QUALITIES (APQ'S) DEVELOPMENT PLAN

Clear Page

Which APQ will you work on?

1. Passion

Why?

What actions will you take to develop your APQ?

APQ Passion

-
-
-
-
-
-
-

Identify people who can help you work on this quality and give you feedback over time.

© 2021 Inside-Out Learning. All rights reserved.

YOUR AUTHENTIC BRAND

Your most powerful way of adding value by expressing your unique gifts and talent.

YOUR AUTHENTIC BRAND EXAMPLE (#1-5)

(#1) I am a role model leader…

(#2) who teaches others how to be better leaders through leading by example…

(#3) I interact without judging or becoming defensive…

(#4 and #5) I give this by understanding individual choices, making wise decisions and meeting my commitments.

Question 4: One Greatest Gift

- What is the ONE THING I most wish my parents would have given me growing up?
  - Examples:
    - Seeing and celebrating my unique gifts and talents
    - Modeling a healthy relationship
    - Listening to my point of view

Write your answer below:

HOW TO USE YOUR AUTHENTIC BRAND

- Every morning…read your brand statement out loud
- Place a copy of your brand statement by your computer or on the device you use most often
- Continue to improve and adjust your brand statement
- Before important meetings and uncertain times, read your brand statement

© 2021 Inside-Out Learning. All rights reserved.

AUDIENCE UNDERSTANDING MATRIX

WHAT IS AUTHENTICITY?

Your most powerful way of adding value by expressing your unique gifts and talents for your chosen audience.

- Who is your key audience; within that who is/are your key decision maker(s)?
- Complete the matrix for your presentation before you start writing it.
- Share your key insights with your Accountability Partner.

	1	2	3	4
What is most important to them?				
What hooks them?				
What details do they need?				
What are they willing to compromise?				

© 2021 Inside-Out Learning. All rights reserved.

STYLE RECOGNITION CHEAT SHEET






	○ PEOPLE PEOPLE	○ PARTY PEOPLE	○ PLANNER PEOPLE	○ POINT PEOPLE
Pattern	Open/Indirect	Open/Direct	Guarded/Indirect	Guarded/Direct
Pace and Orientation	Slower/People Oriented	Faster/People Oriented	Slower/Task Oriented	Faster/Task Oriented
Their Goal	Steadiness	Influencing Others	Compliance	Dominance
Work Area	Casual, Conforming	Stylish, Interesting	Formal, Functional	Busy, Structured
Wants to	Build and Maintain Relationships	Interact and Be Recognized	Gather Information and Know Process	Get to the Bottom Line and Decide Quickly
Fear	Conflict	Loss of Prestige	Embarrassment	Loss of Control
Aggravated by	Insensitivity	Routine	Surprises	Indecision
Makes decision by	Considering Options	Spontaneity	Deliberate Action	Decisiveness
Decisions are	Careful	Impulsive	Planned	Steadfast
Measures success by	Compatibility, Depth of Relationships	Recognition, Applause, Compliments	Precision, Accuracy, Activity	Results, Track Record, Progress

Which style best represents you and why?

© 2021 Inside-Out Learning. All rights reserved.

THE AUTHENTICITY CODE™: YOUR PRESENCE + YOUR AUDIENCE + YOUR PRESENTATION = YOUR SUCCESS

YOUR PRESENTATION

- Follow our proven Formula for Presentation Success
  - Attention Getting Opening
  - Executive Summary
    - Purpose
    - Value Proposition
    - Desired Action
  - Agenda
  - Clear Body Message
  - Finish Strong

YOUR SUCCESS

- The accomplishment of your aim or purpose

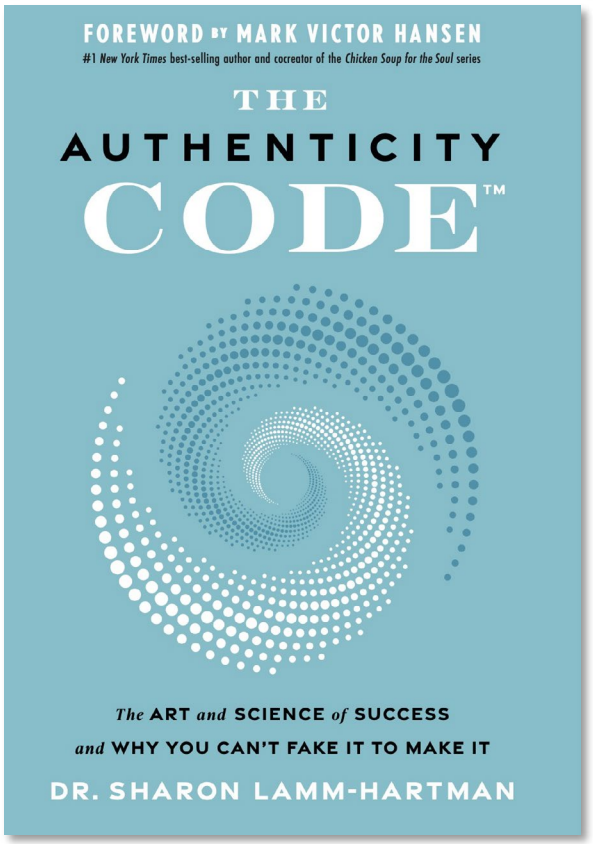
© 2021 Inside-Out Learning. All rights reserved.

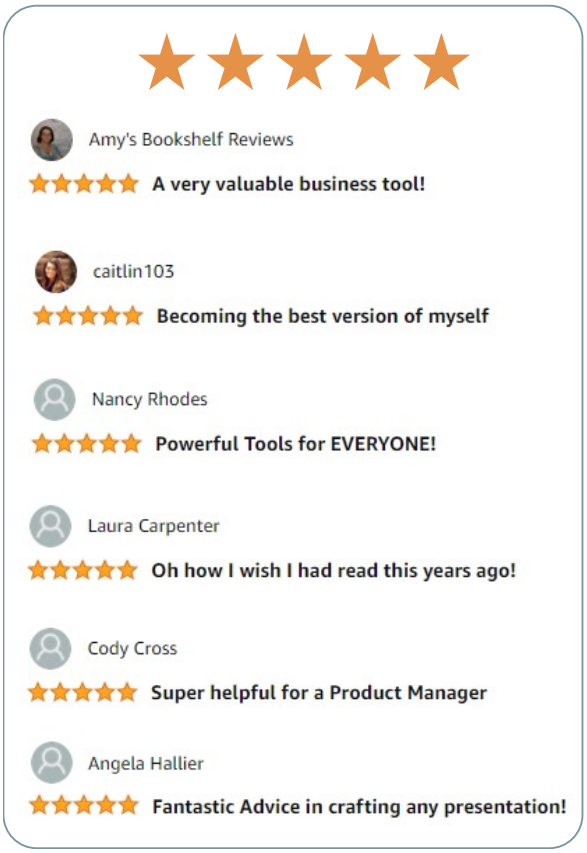
WHAT ACTION WILL YOU COMMIT TO?

HOW TO STAY CONNECTED

Buy or share The Authenticity Code™ Book

- https://amzn.to/3nBRdXF





amazon
Best Seller in 10+ Categories

THE WALL STREET JOURNAL. Best Seller

USA TODAY BESTSELLER

(480) 822-9939

IOL@insideoutlearning.com

© 2021 Inside-Out Learning. All rights reserved.

CHIEF EXECUTIVE OFFICER



Dr. Sharon Lamm-Hartman
CEO, Inside-Out Learning, Inc.
Sharon@insideoutlearning.com
www.insideoutlearning.com
(480) 822-9939

Dr. Lamm-Hartman is an award-winning global executive and presentation coach, leadership development consultant, speaker, writer, and educator. She is the CEO and founder of Inside-Out Learning, Inc., specializing in leadership and personal development. Inside Out Learning is an active member of the global Women's President Organization which only 3% of women owned businesses meet their requirements for membership.

With over 25 years of global experience, Sharon has worked across the United States and Europe as well as Beijing, Hong Kong, Singapore, and Thailand for clients such as Boeing, American Express, GE's Leadership Development Center, Exxon, E*TRADE, ARCO Chemical Company, Mobil Oil Corporation, Berlex Pharmaceuticals, Fannie Mae, Arizona Society of CPA's, Volvo Corporation, and the National Reconnaissance Office. She has designed and delivered over 3,000 innovative programs, including many executive presence and presentation skills programs. Dr. Lamm-Hartman has coached thousands of CEO's, executives and entrepreneurs worldwide.

She worked internally at ARCO Chemical in International Training and Development. She knows what it is like to work internally and has a strong client partnership philosophy. For the past 17 plus years, Dr. Lamm-Hartman has been a preferred executive coach for hundreds of Boeing executives with exceptional results, including promotions, developmental job assignments, and saving E-Series. Dr. Lamm-Hartman has also designed and is teaching the Executive Presence and Presentation Skills Programs, and team development programs to thousands of Boeing employees. Over 80% of employees who participated in these programs have achieved a promotion. Sharon has her Top Secret Security Access and helps executive clients and customer relationships in classified environments. Sharon has consulted on several Boeing change efforts, training change agents, and developing effective strategic implementation and communication plans.

In addition to her private practice, consulting, and being on the global lecture circuit, she is widely published. Dr. Lamm-Hartman has served with the Fresh Start Women's Foundation and Arizona State University's Dean's Board of Excellence Mentoring Program. She was the co-founder and first Director of Central Phoenix Women, a networking organization for women business leaders, and wrote a regular column for Phoenix Woman Magazine.

Dr. Lamm-Hartman holds a doctorate from Columbia University in Leadership and Organization Development, a Masters in Industrial and Labor Relations from Cornell University, and two Bachelor degrees. Dr. Lamm-Hartman also trained as a Life Coach with world-renowned author and life coach teacher, Dr. Martha Beck. Dr. Lamm-Hartman is a Certified Executive and Presentation Coach and is certified in the Myers Briggs Type Indicator.

Dr. Lamm-Hartman is an Adjunct Professor of Leadership at Columbia University where she has taught Leadership classes to Doctorate Level students. She also worked as an Adjunct Faculty member at The Center for Creative Leadership teaching courses on Developing Leadership Talent.

Dr. Lamm-Hartman has been quoted on her views of coaching in numerous publications including, The New York Times, MORE magazine, and Oprah's magazine, 'O' magazine. Dr. Lamm-Hartman has been honored and received awards from the Center for Creative Leadership and the Academy of Human Resource Development for her work and research on personal transformation and leadership development.

© 2021 Inside-Out Learning. All rights reserved.