INSIDE-OUT LEARNING

THE AUTHENTICITY CODE™

Program Information



HOW WE DEFINE **AUTHENTICITY**

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



INSIDE-OUT LEARNING INC
Transformative Learning That Lasts

Advantage

Quick View

How we define "Authenticity"

Authentic Presence Qualities Defined

Authentic Brand Statement

Style Recognition Cheat Sheet

Formula Overview

AUTHENTIC PRESENCE QUALITIES

POLISH / POISE
The look of sophistication, conveying a background of education and experience.

THOUGHTFULNESS
The projection of thinking or of having thought through something before responding

INSPIRATION
Feeling passionately about the vision and mission of the Organization

WARMTH
The willingness of being accessible to others and of being interested in them

PASSION
The expression of commitment, motivation, and drive that shows people you really believe in what you do

INTEGRITY
Your beliefs, words, and actions are aligned and demonstrated through the willingness and skill to constructively share your point of view and follow through on commitments

TRUSTWORTHINESS
Models true positive character qualities and top-level competence of their profession

SINCERITY
The conviction of believing in and meaning what you say

RESPECT
Values the thoughts and opinions of others and openly considers these as viable options and opportunities

CLARITY
The ability to communicate your message in an intuitively clear and compelling way

OPENNESS
No prejudging; the willingness to consider another's point of view

CONFIDENCE
The air of assurance, such that others know you have the required strength and resolve



*"I can now show up **confidently** in who I truly am and bring my **whole self to work**."*

AUTHENTIC BRAND STATEMENT



EXAMPLE

I am a role model leader who teaches others how to be better leaders through leading by example. **I** interact without judging or becoming defensive. **I give this** by understanding individual choices, making wise decisions **and** meeting my commitments.

WHAT IS AN AUTHENTIC BRAND?

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

*"Becoming an **authentic leader** helped me with **career advancement**."*



STYLE RECOGNITION

Once you have recognized what type of person/people your audience is, then you can flex your style to make sure your message is getting across.

	PEOPLE PEOPLE	PARTY PEOPLE	PLANNER PEOPLE	POINT PEOPLE
Pattern	Open/Indirect	Open/Direct	Guarded/Indirect	Guarded/Direct
Pace & 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 & Maintain Relationships	Interact & Be Recognized	Gather Information & Know Process	Get to the Bottom Line & 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

INSIDE-OUT LEARNING

FORMULA FOR PRESENTATION SUCCESS



- ✓ Know Your Audience
- ✓ Attention-Getting Opening
- ✓ Executive Summary
- ✓ Agenda
- ✓ Clear Body Message
- ✓ Finish Strong

*"I recommend that **all leaders and potential leaders** do whatever it takes to **attend this program** as it will **greatly assist you and your entire company**."*

LEARN MORE

For additional information, visit Advantage Performance Group, call us at (415) 925-6832 or email contact@advantageperformance.com. Explore our complimentary resources at apg1.us/free.