The Authenticity Code™

Tools to Catapult Your Career



(480) 822-9939

IOL@insideoutlearning.com

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EXECUTIVE SUMMARY

PURPOSE

- Share key tools and concepts from the Authenticity Code™ book and program

VALUE PROPOSITION

- Develop your presence
- Achieve your goals
- Increase sales revenue
- Improve presentations, communication and influence
- Retain and promote employees

ACTION

- Use at least one tool from today to help benefit you and your organization.
- Understand the benefits companies have achieved from implementing The Authenticity Code™.

AGENDA

- Introduction
- The Authenticity Code™
- Your Presence
- Your Audience
- Your Presentation
- Close

Your Presence

Authentic Presence Qualities
Warmth *Clarity* **Integrity** Polish/Poise *Thoughtfulness*
Sincerity Inspiration *Confidence* **Trustworthiness**
Openness *Passion* **Respect**
Authentic Brand *Body Language*
Non-Verbal Communication
Virtual Presentation Tips

+

Your Audience

Know Your Audience – Audience Understanding Matrix
Tailor Your Message to Your Audience – Style Recognition

+

Your Presentation

Formula for Presentation Success
Attention-Getting Opening Executive Summary
Agenda **Clear Body Message** Finish Strong
Creating Compelling Slides
Giving and Receiving Feedback
Completion & Practice of Actual Presentation
Video Recording **Final Video Review**

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Your Success

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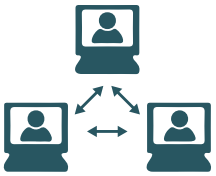
TOOL 1: AUTHENTIC PRESENCE QUALITIES



Instructions: Please fill out this self-assessment by rating your Authentic Presence Qualities (APQs). 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 two lowest and your two highest rated APQ's.

		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.	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	The willingness of being accessible to others and of being interested in them.	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'S:

_____ _____

HIGHEST RATED APQ'S:

_____ _____

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.

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AUTHENTIC PRESENCE QUALITIES (APQ'S) DEVELOPMENT PLAN

Which APQ will you work on?

1.

Why?

What actions will you take to develop your APQ?

APQ

-
-
-
-
-
-
-

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

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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 meeting my commitments, understanding individual choices, and making wise decisions.

YOUR GREATEST STRENGTH + YOUR GREATEST WOUND = YOUR GREATEST GIFT

Question 4: One Thing Leadership Strength

- What is the ONE THING I know I have as a leadership strength that comes naturally to me?
  - Examples:
    - Providing a safe environment for everyone to speak their truth
    - Inspiring people to give their 100%
    - Setting a clear vision that many follow

Question 5: Your Greatest Wound

- 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 answers below:

I give this by (#4)

and (#5)

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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?

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

WHAT IS AUTHENTICITY?

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

WHAT IS THE AUTHENTICITY CODE™?

Your Presence + Your Audience + Your Presentation = Your Success

YOUR PRESENCE +

- What is Authentic Presence?
    - How you affect others by the impression you make through your character, your physical presence, your demeanor, your presentation of thoughts, and general mode of conversation you have with others.
- What are the 12 Authentic Presence Qualities?

Clarity	Confidence	Inspiration	Integrity
Openness	Passion	Polish/Poise	Respect
Sincerity	Thoughtfulness	Trustworthiness	Warmth

YOUR AUDIENCE +

- Tailor Your Message to Your Audience

People People - Personal	Party People - Humor
Planning People - Data	Point People - Bottom Line

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

YOUR PRESENTATION =

Follow our proven Formula for Presentation Success

- Attention Getting Opening
  - Story
  - Image
  - Analogy
  - Question
  - Quotation
- Executive Summary
  - Presentation Purpose (e.g., educate, program update, proposal)
  - What's in it for the audience (e.g., business or technical impact)
  - Action you want from the audience (e.g., buy-in, input, resources, decision)
- Agenda
- Clear Body Message
- Finish Strong

YOUR SUCCESS

- The accomplishment of your aim or purpose

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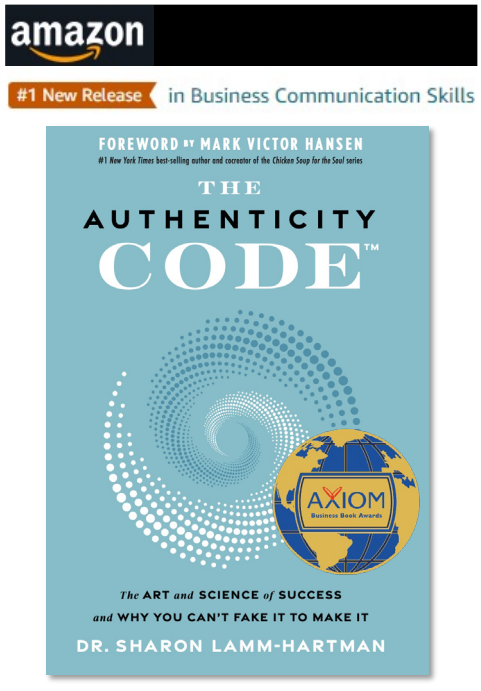
HOW TO STAY CONNECTED

- Free Community of Practice on LinkedIn Groups
  - https://www.linkedin.com/groups/13841506/
- Free Style Recognition Assessment download. Scan the QR code provided at right.
  - https://insideoutlearning.com/style/

- Check out or share The Authenticity Code™ Book
  - http://amzn.to/3nBRdXF or scan the QR code provided at right.



- ***Featured in Forbes, Authority Magazine, CEO World Magazine, Thrive Global***
- ***USA Today, Wall Street Journal, and Amazon Best-Selling book***
- ***Axiom Business Book 2022 Gold Medalist Winner for Best Business Fable***

Join the Inside-Out Learning Community of Practice!

P.O. Box 7854, Cave Creek, AZ 85327

(480) 822-9939

IOL@insideoutlearning.com

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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 WBENC and 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 18 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 Authenticity Code™ Programs, team development programs, and culture-change offsites to thousands of professionals and leaders world-wide. Up to 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 corporate 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. She is a regular instructor for WBENC's WeTHRIVE program.

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, Forbes, CEO Magazine, 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.

Dr. Sharon recently became a best-selling author in the Wall Street Journal, USA Today and Amazon with her book release of The Authenticity Code™. Her book just received the Axiom GOLD Medalist award for best 2022 Business Fable. WBENC buys her book for all WeTHRIVE participants. She has been named as one of the top 100 Women to KNOW Across America by the KNOW Women Group.

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