

Are you in a position of authority? Proud to be a force of nature? Top of the food chain?

Then consider what you have in common with the **shark**. Like you, the shark plays a vital role in the health of their ecosystems. Focused and forward moving, they act with strength and precision.

While sharks are very powerful, they have no facial expressions, no eyebrows to communicate a change of intent, and without vocal chords they don't make a sound. When great power is combined with a lack of nonverbal expression, fear ensues.

Take responsibility for the impact you have on those you lead and release the old notion that "Executive Presence" requires physical rigidity, a low monotone voice, and a stoic persona to convey expertise. That energy not only lacks passion, it spooks people! In the absence of information people will fill in the blanks with their own worries and projections.

Engage people by aligning your thoughts, words, and actions. When your body's language reflects your motivations, people will sense your passion. Your presence will command attention, so you won't have to *demand* attention. Unlike the shark, you can portray confidence naturally when you **EMBODY YOUR HUMAN VIRTUES**.

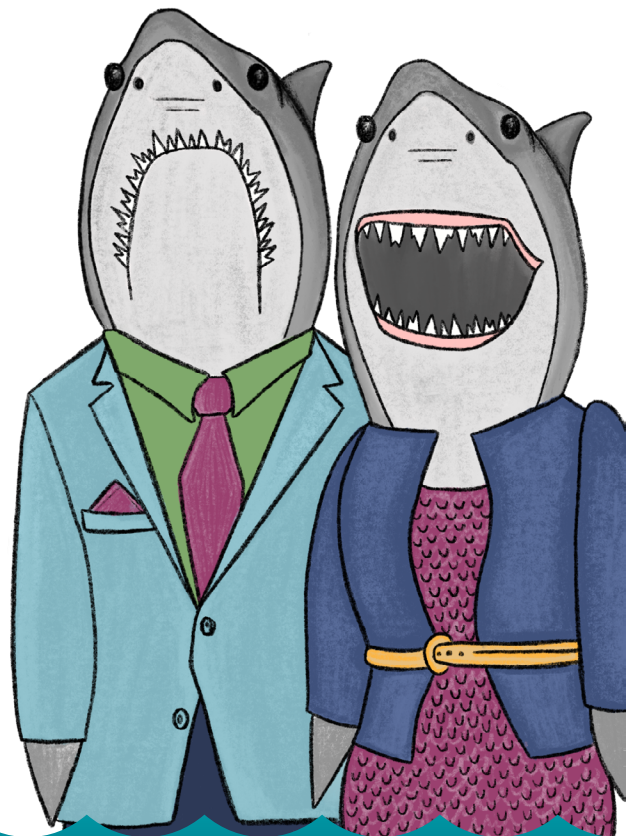
SERVICE Meet the needs of the moment and show interest in others' ideas. Nod your head as you welcome information and lean forward to connect. Sharks can't do that - no upper body bending options for them.

HONESTY Deliver the truth by looking people "eye to eye" and avoid the intimidating tactic of staring. Gain respect through trust, not fear.

AUTHENTICITY Let's *be real*. Your voice matters. Set a tone of sincerity in your environment and say bye-bye to vocal fry.

RESPECT Listen. Avoid interruptions and be mindful of boundaries. Sharks tend to dominate in most situations ... *to put it mildly*.

KINDNESS Offer a genuine smile and soften your brow line. Don't "act nice" with a forced smile, which is dead-eyed and all teeth. Leave that move to the sharks. It's their trademark.



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