

# The It Factor: Optimizing Your Professional Presence



**The It Factor:**  
Optimizing Your Professional Presence

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**Program Title:** The It Factor: Optimizing Your Professional Presence

**Delivery Format:** Workshop or Webinar

**Program Length:** 2hr Workshop / 1hr Webinar

**Audience:** AHA Employees

**Program Description:**

*When you walk in a room, do you make an impression? Do people listen to you? Do they remember you?*

When we think of people who have that special something - that “It Factor” - we sometimes find it hard to put our finger on what makes them special. Is it their reputation? The way they look? The way they speak? How about all of the above! In the It Factor: Optimizing Your Professional Presence workshop, we show you what it means to truly stand out... and we show you how. In the workshop we focus on the three qualities that set you apart: Gravitas, Communication, and Appearance. We show you how to develop these qualities and how to use them every day to truly stand out and achieve your most ambitious goals.

## **Key Objectives:**

- Identify opportunities to improve personal gravitas
- Discern the differences between strength and warmth and combine them for maximum effectiveness
- Improve self-confidence through increased knowledge
- Enhance professional protocols
- Use mindfulness and emotional intelligence to
- Identify opportunities to improve personal communication
- Exercise better communication through connection
- Identify opportunities to improve personal appearance
- Demonstrate proficiency in identifying body language cues
- Synthesize It Factor Concepts

**Included Program Materials:** The It Factor Job Aid

**Follow-Up:** 3 monthly activities

**Cost:** No Cost



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