

AUTHENTIC  
CONFIDENCE

THE 7 KEYS

MARC VAHANIAN

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**Confidence**

The **7** Keys

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# The 7 Keys

*1. Purpose*

*2. Passion*

*3. Preparation*

*4. Partnering*

*5. Practice*

*6. Poise*

*7. Presentation*

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## INTRODUCTION

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### *Authentic Confidence = Can-Do*

How is confidence relevant to your life and work?

Confidence is an invisible force that is as real and consequential as gravity itself. It takes confidence to get out of bed in the morning. It takes confidence to step inside the arena. It takes confidence to play “all in,” to know when “nice and easy” is enough.

Every client and potential client needs to feel confident that you will look after their interests. Your colleagues need to know not only that you are competent, but that you have the confidence to handle your part of the deal.

There is the confidence required to speak up at a board meeting in opposition to the majority vote. The quiet confidence revealed in the silences between the words, in the stillness of posture, and ease of breath.

When you see a winning smile, the masterful swing of a bat, the light touch of a classical violinist – or the courage and vulnerability of two people in wholehearted conversation, *Authentic Confidence* is its source.

As you pursue goals, *Authentic Confidence* mobilizes you to take risks, overcome obstacles and to stay – stay in relationship, stay in the game, stay on course, stay true to you.

*Authentic Confidence* is knowing you are competitive, resilient and relevant.

*Authentic Confidence* has a powerful, magnetic pull. When you know you can-do, others believe in you, too.

But, then there are people who are waiting for confidence to arrive before they take that first step, to follow their dream or do that thing they've always wanted to do.

In any work you do, whether you are a leader in sales or operations, sports or the performing arts - you need confidence. Applying *The 7 Keys* will elevate your game and turn up the flame.

*The 7 Keys* will guide you in the complex process of presenting yourself and your work. Applying *The 7 Keys* will distinguish you from the competition.

When you declare your commitment to a specific quest, you will discover how *The 7 Keys* band together to aid you in pursuing and achieving your highest aspirations.

The aim of this book is to equip you with *The 7 Keys* and connect with your innate confidence. Whenever you are shaken, temporarily thrown, or even disheartened – *The 7 Keys* are there to remind and restore your **Authentic Confidence**. Confidence and faith are partners – giving you courage to step in, step up and move forward.

This book is designed to be both a quick read and a workbook. To get the very most out of this book, I invite you to explore each page at your own pace and find out how to put *The 7 Keys* to work for you.

I encourage you to take the time and write your answers to the questions posed. Make this an interactive experience versus a passive one. This process helps you define, practice and own your *Authentic Confidence*.

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## KEY 1: PURPOSE

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### *why you do what you do*

*Purpose* gives us the passion to pursue our dreams and persist in the face of obstacles, big and small.

Clarity of *purpose* is an essential coordinate of your personal and professional GPS. Knowing your *purpose* keeps you on track and gets you back on course if you go off.

*Purpose* gives us spine. It directs you to fundamental conversations, picks you up when you're tired or discouraged, and pushes you to conquer fears after a setback.

Know why you're here, what you care about, and what matters to your client. When you are clear about your *purpose* – why you do what you do - you have the first of *The 7 Keys* in your arsenal.

Each day you have conversations or make presentations about the company, product and the services you provide. These all require clarity of *purpose*.

Knowing your *purpose* allows you to connect and communicate in every conversation. It will enhance your ability to influence others. Your clients, customers and colleagues all want to know if you really care, if you are interested in them and if you will do right by them. Your

primary tasks: Create a connection. Take care of the customer. Be of service.

### **Explore**

Place your skepticism and preoccupations in a state of suspended animation. Ask yourself:

- Why am I here today?
- What is my larger *purpose*?
- What do my clients or staff count on me to do?

When you make your *purpose* and commitment to serve more compelling than your fear of performing badly, you're on the right track.

*During World War II, the U.S. Army Air Corps flew missions from stations in England to Germany, where they faced the lethal Luftwaffe and heavy anti-aircraft fire. They flew in B-17 bombers known as the flying fortresses. Some completed all 35 missions and survived to tell their story. My Dad, was one those lucky ones. He flew 35 missions as a young radio pilot and bombardier. These young men understood the odds were stacked against them, yet they confidently climbed aboard of their own free will.*

*What gave them that confidence? I know from my Dad's mission diary that he was scared. Their courage didn't depend on a lack of fear, but clarity of purpose. They believed in the principles that*



*brought the United States to war. Their sense of purpose was greater than their fear or concerns for their own safety. The clarity of the mission galvanized my Dad and his crew to work together, to stick together and get the job done.*

**Explore**

- What is your current mission and goal?
- What do you believe in?

My purpose is to help people express themselves artfully, wholeheartedly and with ***Authentic Confidence***.

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## **Application: Purpose**

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**Take time to work through the following questions. Your answers will provide you with clarity of direction, focus and aim – Your *Purpose*.**

*What is your purpose?*

*What drives you?*

*What provides meaning for you?*

*How will you make what you are already doing, more meaningful today?*

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## KEY 2: PASSION

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*the animating force that  
propels you into action*

When you're lit up, people respond and are drawn to your light. We are drawn to people who have enthusiasm for their work and life. This special energy is both magical and magnetic.

Your *passion* is the current that carries you through challenges and setbacks and into people's hearts and minds. It drives you forward and moves others to action.

*In 1776, John Adams grew tired of being held hostage by the English taxes, their laws, their king. He felt strongly that the people living in America were being treated unjustly. He grew angry. A vision stirred within him; his passion was aroused. He wanted the people here to be free from tyranny and unjust taxation. He wanted a democratic nation. John Adams began to champion the cause of freedom. He wasn't particularly well-liked. His delivery could be strident, harsh and even annoying. But nobody doubted his sincerity or his fierce commitment to the cause. He had clarity of purpose and he was passionate in the pursuit of that purpose. We know the result: The Declaration of Independence and the birth of a nation.*

If you want to sell yourself or your company's services, persuade people to adopt a change, or enlist people to engage in a new project - tell your story. A good story paints a picture, has high stakes and swiftly engages the audience. Each of us has a lifetime of experiences from which to draw. Recall and tell a pivotal or defining event from your life that would allow your audience to know you, relate to you, and to feel a connection.

### **Explore**

- How do you express your *passion*? Do others know, feel and experience your fire?
- How does your enthusiasm for your cause get communicated?
- How do you renew or restore your *passion*?

Express your *passion*, make a lasting imprint. Connect with your inner flame and share the warmth.

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## **Application: Passion**

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**To access your personal high-octane fuel, answer the following:**

*What are you passionate about?*

*What inspires you?*

*What are you willing to fight for?*

*Think of a time when you felt passionate and then did something about it. Write it down.*

*What keeps your passion alive?*

*What fires you up?*

*What will you do today to turn up the heat?*

*To tap into your passion, picture in your mind a moment in vivid detail, when were really fired up.*

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## KEY 3: PREPARATION

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### *getting ready*

Preparation is both science and art.

In order to be *prepared*, we need to know what we're getting ready for. Are you *preparing* for a presentation, business meeting, interview, or a difficult conversation? Are you seeking to be better *prepared* to execute on your current project or role? What does your audience need to hear from you? How can you exceed your customers' wildest expectations?

### **WIIFT**

What's In It For Them? Discover what your audience needs. Everybody is busy. Some are distracted, others overwhelmed. You need to get their attention. Know what matters to your customer. Proactively address those needs. This will make it easier for you to build rapport, sell your product or provide outstanding service. Know your audience.

### **Know Yourself –witness the activity of your mind.**

Mindfulness is a way to cleanse the lens of your perceptions. When we pause to observe our inner world, we interrupt the chatter of the mind-machine. With this slowing of the chatter, we create space between the chaotic jumble of thoughts, concerns and judgments.

Once our “monkey-mind” has been witnessed and acknowledged, it begins to loosen its frantic grip on us. We can, from this momentary lull, recover from the sting of our negative self-talk. We return to this breath.

We connect in the quiet with our deeper self. We begin, slowly at first, to re-interpret events; re-frame the meaning we previously assigned. A fresh perspective opens. It is a larger, more expansive canvas of possibilities. This mindfulness practice steadies, centers and readies us for whatever is next.

Recall that you have already withstood and recovered from all kinds of challenges, upsets and surprises. You’ve survived and thrived. You’re still here, you’re still in the game.

To be *prepared* is to re-evaluate, re-educate and re-invent yourself – to re-brand what you do and how you do it. This evolution is something every business and service professional will face at an ever increasing pace.

This combination of research, self-assessment and reflection will *prepare* and empower you to be your best advocate and champion.



### **Explore**

- Write your top five accomplishments.
- Name your three biggest failures or mistakes. What did you learn?
- Be specific about why and how you solved problems and list the results.
- What are your strengths?
- How will you take what you've learned to be better *prepared* for tomorrow?

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## **Application: Preparation**

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**Take time to get *prepared*.**

Find out your audience's top four concerns. Ask yourself:

1. What keeps them up at night?
2. What matters most to them?
3. What is it they want to achieve?
4. What are they afraid of?

What do you need to do today to be even better *prepared* for tomorrow?

## **Presentation Preparation Prescription**

### *Be intentional*

- Choose what you want to convey.
- Be sure that what you are saying aligns with your clients' needs and objectives. Know the purpose as well as the scope of any project.
- Know as much as possible about your clients, their needs and objectives.

### *Content*

- Does your story or presentation advance your cause?
- Does it have a clear beginning, middle and end?
- Is it compelling and relevant for this audience?
- WIIFT – What's In It For Them?

### *Style*

- Timing: shorter is better.
- In your PowerPoint presentation, use fewer words, fewer slides and dynamic visuals.

### *The main ingredients of a story that connects and influences:*

- Drama
- Surprise
- Humor
- High stakes
- Emotion
- Strong goal
- Discoveries
- Conflict or obstacles
- Results

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## KEY 4: PARTNERING

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### *working together to create value*

The world is changing fast.

If you wish to increase your capacity - get some leverage. Aspire to be a masterful collaborator.

Creative collaborations inspire innovative approaches to multiple personal, professional and business issues.

*Partnering* provides access to new ideas, fresh perspective and support. It offers insights for growth and is mutually beneficial.

*Partnering* can be a potent and profound system of accountability. Studies show that we are far more likely to get things done and achieve our goals when we have shared our plan with a trusted friend or colleague.

*Partnering* – a buddy system - is good business. It is an effective, efficient way to prepare for important meetings and presentations. The following are two examples of *partnering*, collaboration and leverage.

*Andre Agassi, early in his career, found himself folding in the face of higher-seeded players when it came to the finals of big tournaments. To counter this problem, he hired and partnered with a team of people to prepare mentally, emotionally and physically. This team worked together with him to*

*develop his physical skills and a winning mind-set. This approach paid off – big time. Andre Agassi was soon the number-one tennis player in the world, as well as one of the few to win all four Grand Slams. He won those Grand Slams on three different surfaces: hard court, clay and grass.*

On a personal note...

*A few years ago, I was preparing to give a corporate presentation to a very large financial services company.*

*This was a big project that had the potential of being rewarding in every way. I was purposeful, focused and determined. I spent hours upon hours researching, structuring, and fine-tuning my ideas over weeks. I wanted to be sharp and professional - truth is, I wanted to be great.*

*In fact, I wanted so much to be great, to do it perfectly, that this project had become all-consuming. Anxious, oh yeah. Nervous? Yes, indeed. The interview had taken on a larger-than-life meaning. It felt life- and career-defining.*

*My younger brother, Jeffrey, a financial advisor, was a great thought-partner. Just before I went to the meeting, he put his arm on my shoulder, looked me in the eyes with the “I see you” way that only people who really love you can, and said to me, “You care. You’re prepared. You’ve done your homework. You’re good at what you do and you*

*bring value. And remember: Some will, some won't, so what?"*

*For a moment my jaw dropped. What do you mean, SO WHAT? I said, "This is your best coaching? Hey, dude...I want this job."*

*With his other hand on my shoulder and a hint of a smile, he replied, "Want, yes. Need, no. Some will, some won't. So what?"*

*"Oh, right, so what."*

*I relaxed immediately. My shoulders dropped; my sense of humor and ease returned.*

*Like Luke Skywalker getting advice from Yoda. This was my brother's way of saying, "There is no try; do. Trust the Force."*

This experience with my brother encouraged me to find *partners* on every project I undertake. As parents, my wife and I seek to *partner* in everything that involves our two children, from school to social activities.

We are smarter, faster and better together.

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## **Application: Partnering**

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**Take time to build *partnerships*.**

*How could you benefit from teamwork?*

*What are three challenges you would be better equipped to meet with the aid of the right partner?*

*What are three challenges you have not faced head on?  
What could a buddy bring to the process?*

*What is one way you would like to improve your own partnering?*

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## KEY 5: PRACTICE

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### *the path to mastery*

#### *Purposeful, Passionate, Prepared, Partnered*

How do you calibrate all this energy and power? Much of what goes on in a conversation is conveyed between the lines, in the silences and in the nonverbal communication. Your audience is taking measure of this creature before them. You. They want to know if you have enough confidence - when under pressure - to deliver the goods.

You'll convince them if you are convinced. The way to know you can deliver is to *practice*.

Many people shy away from *practice*, concerned that with over-practice they will sound or look too stiff, or rehearsed. Because of this, many of those same people end up talking too much, going into irrelevant details or spinning off on unrelated tangents that will put their prospect, client or potential client to sleep.

*Practice* also determines how you react when you get emotionally hijacked. When you hear some bad news, it can throw you into a reactive state, kick you right out of your zone and into fight-or-flight mode. When people turn down requests or don't want to buy what you are selling, you can lose confidence.

This is why *practice* is so important. It enhances your confidence and can immediately rescue you from a downward spiral – even in mid-thought, mid-sentence. With *practice* you can interrupt the voice of the critic. With *practice*, in your head you gently whisper, “Stop.”

*Practice* sensing your feet, firmly planted, in high-pressure situations. Remember why you’re here. To be of service. Remember? Right now, feel the earth-floor beneath you. And breathe...slowly...deeply. Return your attention to the people before you. Be curious, listen, or ask another question.

*A couple of years ago, I worked with a VP of Sales who was preparing and practicing for her meeting with a company CEO.*

*Jane had carefully researched the company and understood its challenges, concerns and opportunities. She felt confident she could provide value. Jane and the CEO talked for about thirty minutes and it seemed to be going well. But at the end of the presentation, the CEO said, “That’s about a 6 and we’re looking for an 8.”*

*Not what Jane was hoping to hear. She was thrown momentarily. Everything she had worked for could slip away in an instant. Jane briefly paused, sensed her feet on the ground and slowly took a deep breath. She was determined to stay in the conversation. It suddenly occurred to her to simply ask, “So, what would be an 8?”*



*The CEO smiled and named four additional issues that he hadn't mentioned before. One of them was right in my client's wheelhouse. Jane said, "I can help you with that."*

Can you relate to that defining moment?

When the CEO said, "That's about a 6, we're looking for an 8," lots of people would have collapsed, quit and left with their tails between their legs. Jane was clear about her purpose and passionate about the service she was offering. She had prepared - done her homework, practiced, her *practice* sessions had positioned her to be agile enough to recover her poise, pivot and then advance rather than retreat. Jane got her client to tell her what he wanted. The CEO named the problem he needed solved, and Jane was able to provide a solution and close the deal.

As I watch my children struggle with anything from pulling on socks to tying shoes, I am reminded just how important it is to develop a higher tolerance for frustration. We master the things we *practice*.

Whenever my seven-year-old son is able to do something he could not do the day before, I remind him by asking: "Michael, how do you get good at anything?"

"Practice," he says with a knowing smile.

## **Practice Prescription**

*Think about an upcoming presentation, meeting, or interview and follow these steps:*

- Write the presentation.
- Have your partner read it and offer constructive suggestions.
- Video your run-through presentation.
- Listen to or watch the recording and critique yourself.
- Ask your partner to listen to you rehearse your presentation and give you feedback.
- Define your “grabs” or knee-jerk responses that can hijack the conversation or presentation.
- Center yourself

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## **Application: Practice**

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*What do you do that would benefit from practice?*

*What prevents you from practicing?*

*What does it mean to practice in the busy work-world we live in?*

*Which two people could you practice with for your next important presentation or meeting?*

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## KEY 6: POISE

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### *grace under fire*

When we respond well to stress, success and failure, we are *poised*. Poise allows you to stay genuine, unruffled and self-assured. Poise is your attitude in the moment you stand up after falling.

Your voice and your body convey your message far more than your words. Studies indicate that 93% of what we communicate is nonverbal. Your *poise* is expressed through your passion, enthusiasm and through the warm tones of your voice, the twinkle in your eyes and the quiet dignity of your posture.

*A few years back, an actor called me after his first Broadway preview, which had gone badly. “I was so frightened,” he told me, “that when I opened my mouth to sing, I only got part of the song out. I just froze. I felt so ashamed.”*

*The producers understood to a point; but it was clear that if he didn’t find his voice in the next performance, he would probably be out of a job. We didn’t have much time.*

*I asked him, “Why do you sing?” He grinned. “I feel alive and excited when I sing.” I asked, “What was so scary?”*

*After a moment of reflection, he confessed, “All of a sudden, I looked out there over the stage lights and I could see and hear...a thousand people out there...it just hit me, what if they don’t like me?”*

*Ahh. Yes, I think we all can relate to that fear. “The thing is,” I began, “your fear is justified. Some of those thousand people probably aren’t going to like you or your singing. But there are people who don’t like Adele or Beyoncé - so what? You told me you’re alive when you sing. Remember your purpose: Sing to share that aliveness. Keep in mind, your love of what you do needs to be bigger than any concerns about whether they like you or not.” He agreed.*

*“Also,” I said, “you need to prepare a way to regroup swiftly during instances where the butterflies really fly wild.”*

*“Oh, that.”*

*“The challenge is getting all the butterflies flying in formation.”*

*He laughed; I added, “Stand up even straighter. Be intentional about breathing in slow and deep; be purposeful about planting your feet firmly on the stage floor. If you can feel your feet...your voice will be there for you.”*

*Twenty-four hours later, his voice was there for him.... And he kept his job.*

Everyone I have ever known or read about who stretched themselves, tried to do something new or simply pursued their passion, has had to face the fear of rejection. A big weight will be lifted from your shoulders when you realize you don't have to be perfect. You bring the best you have to offer today.

The clients wants to know you are comfortable in your own skin. They see you as *poised* when you give them your unruffled and utmost attention.

### **Wisdom of the Body and Your Competitive Fire**

Our bodies store our history and reflect our relationship to the world. Cultivate the qualities you wish to be known for, so they become woven into your character. You reveal yourself in the choices you make and the way you behave with people.

Become a keen observer. Witness your attitudes, reactions and responses to people, places and situations.

What happens to you when the stakes are high? What happens to you under pressure? Do you talk faster? Clench your jaw? Find it difficult to speak? Does your heart rate increase? Do you get sweaty palms, cold feet, a red face? Some people get the shakes; others even throw-up before the big game, performance or interview. People preparing for high-stakes events experience the gamut of emotions.

Each of us responds to the heat of competition in different ways. For some it is an adrenaline rush and life affirming. For others, it is pure terror.

### **Poise Prescription**

Fine-tune your physiology. Compete and win.

Under stress, many people tend to hold their breath. Breathe. Remind yourself to breathe; it will inspire you and produce ease. This promotes a state of being ready and relaxed. Allow your hands to drop easily by your sides. You will appear to be open and accessible. Sense your feet firmly on the floor. Present yourself as a person who is centered, well-balanced and grounded.

Relax your shoulders and soften your jaw. Stand up or sit up even straighter. An erect spine sends a message of confidence and dignity.

### **Mood-Sonar**

Mood is one of the intrinsic ways we communicate. Sensing the mood of your audience as they listen to you helps you to orient, blend and join with them.

If you were to put attention on your thoughts, sensations and emotions right now, that's tapping into your Mood-Sonar. The science behind this concept is mirror

neurons. Think of this as an innate ability to gauge your own - and read other people's - frame of mind.

As you practice assessing mood, you learn to maximize this intel-gathering system – your sonar. Determining your mood allows you to become fully present. When you are truly present, you can interrupt your automatic responses and assumptions. You will notice things you might otherwise have missed. You'll hear nuances in tone and language that you could easily have overlooked.

Mirror neurons allow us to sense and observe how other people feel and behave; this can yield understanding which produces genuine empathy. From this connection, you can begin to successfully manage yourself and influence others.

Kids, for example are tapped into those mirror neurons. When your kids want ice cream, who do they ask? The parent who is in a better mood. Dad seems grumpy? Let's ask Mom. Use your Mood Sonar to feel into the situation, and then calibrate your mood, so you can connect with confidence.

## **Eat to Win**

Eat fresh, whole foods. Be curious about the what, when and how much you really need to eat. Some of us do better with additional carbohydrates; others need more proteins. Eating too much, too little, or too late, can create stress, cause headaches, or otherwise impair your ability to be at your best. For a focused, high-energy performance, get wise to the precise timing, quantity and



specific foods that make you function best. Once you have the right fuel in your engine, your motor will hum. With your blood sugar balanced and brain chemistry supported, you will be confident, at ease and poised.

### **Rise to the Challenge**

The higher up you go, the smaller the funnel. There is always someone else who is vying for the very business opportunity or job you want. To compete and win, you need to understand your attitude about competition. Do you like to compete? Can you handle the heat? When you imagine yourself seated across from the CEO or that all-important new potential client, what happens to you?

What are you telling yourself about your role and right to be in the conversation?

In high-stakes moments, remind yourself of your *purpose* and *passion*. Your mantra:

- I have earned a seat at this table.
- I belong.
- I am the right person for this opportunity.

Everyone has doubts and fears. So what?

To compete, turn up the heat.

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## **Application: Poise**

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*Who have you observed that was poised?*

*Moving forward, what will you do differently to manage your high-energy activation?*

*Now, recall a time when you were really in the zone and on your game... take a moment and visualize it!*

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## KEY 7: PRESENTATION

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### *Telling your story, getting real and closing the deal*

*Presentation* is the promise you make to people about who you are and what you will do. Whether you're selling complex financial services or a better widget, there is an art to presentation.

How do people judge you? You will be judged not only on what you say, but how you say it. How you walk, talk and sit. What you wear and the cut of your hair. How quickly do people make these assessments? In the blink of an eye.

*Several years ago, my father was diagnosed with prostate cancer. Prior to his surgery, we sat together waiting to meet the surgeon. My Dad was scared, frightened of what they might find. The surgeon, wearing tennis shoes, bounded through the door. He was tall, lean and energetic. He was the walking embodiment of Can-Do.*

*He shook my father's hand, looked him straight in the eyes and said simply, "We're going to go in and get it done." He conveyed absolute confidence. It was clear that he was a seasoned, well-prepared professional. He knew what he*

*was doing. If you had to get this operation, you would want this guy to do it.*

*The following morning when my Dad awoke from the anesthesia, I got to share with him the good news. “The doctor delivered on his promise. You made it, Dad, and you’re going to be okay. Everything is still in working order.”*

We want our doctors to be confident; it reassures us. We want our leaders to have confidence in their vision and abilities. When you present your services, your ***Authentic Confidence*** is vital in producing a memorable and exceptional customer experience.

### **Leadership Presence**

The business proposal or new initiative is a *presentation* of how you will add value. People get a gut sense of who you are at “Hello.” They trust or distrust you, like or dislike you, on sight. They will feel your warmth and accessibility or the frost of your distant demeanor.

There is a particular blend of experience, know-how and confidence that produces a special kind of invitational and compelling *presence*.

Whose *presence* has made a big impression on you?

*I remember the first time I saw a Bruce Lee film. In one scene, he climbs down a rope, landing silently, like a cat. Stealthily, he moves, looking carefully for danger. Pausing, even without*

*turning his head, he senses the villain creeping up from behind him. It was thrilling to watch the way he moved. He seemed to listen with all his senses, felt a threat approaching and reacted skillfully and lethally. Presence.*



*At the age of 21, Mike Tyson, then Heavyweight Champion of the World, had a dangerous presence as he faced off against any opponent in the ring. Recently, I saw him on stage in a one-man show about his life. He is formidable, but his passion and power were now expressed through his words instead of his fists. And instead of his usual fury, he shared his wins, losses and tragic mistakes with humility and humor. His expressive physicality and voice were confident and authentic. Presence.*



*Margaret Thatcher had an air of stoic restraint, a steely determination and intelligence in the glint of her eyes. She carried herself in a way that appeared somewhat elusive and flinty. But always assured. One knew immediately that she did not and would not suffer fools. Presence.*



*The Dalai Lama beams with kindness. It is conveyed through his twinkling eyes, ever-present*

*smile, as well as the graceful and gentle way he moves and talks. Presence.*

### ***Presentation Prescription***

- Put your customers at ease.
- Get the attention off yourself.
- Present an inviting, confident smile.
- Assure them through your voice and posture.
- Dress for success.
- Let them know – you’ve got this!

### **Call to Action**

Your call to action is asking for the account or the sale. A call to action is asking for what you want, simply, clearly and confidently.

Courage: The source-word for courage is from the French word “coeur,” meaning heart. It takes courage to ask from the heart. Remember: courage and commitment are required to fulfill your *purpose*. Step in, step up and ask for what you want.

You are a unique individual who has much to offer. No one else has your history, your perspective, your soul and the unique self that you *present*. Stay true to your *purpose*. Stay in the conversation. Listen. No matter what, keep breathing. Remember, you can do this. Have fun and trust your –

***Authentic Confidence.***

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## **Application: Presentation**

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*Whose presentations do you remember and admire?*

*How do people see you, define you?*

*What are the qualities you will be known for?*

*How will your offer add value?*

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## APPLYING THE 7 KEYS

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Apply the principles of *The 7 Keys* to all that you aim to do and achieve. Whatever it is you want to do, Get-it-Done. Get it done with distinction. Do that and you will stay relevant, competitive and *Authentically Confident*.

- ***Purpose*** – why you do what you do
- ***Passion*** – the animating force that propels people into action
- ***Preparation*** – get ready
- ***Partnering*** – working together to create value
- ***Practice*** – the path to mastery
- ***Poise*** – dignity and grace amidst the unexpected
- ***Presentation*** – telling your story, getting real and closing the deal



Marc Vahanian, Executive Coach  
marc@marcvahanian.com  
*www.marcvahanian.com*  
818-475-1418  
Book and cover design by Rebecca Hayes

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