

**The Pinnacle Method: 3-Step Process****A****I****M****Defining Your Personal Brand**

A leader is one who
knows the way, goes the
way, and shows the way.

John Maxwell

**Ways to Demonstrate
Executive Presence****Objective:** _____**Intention:** _____**Presenting in Virtual Settings**

Strong Intentions

Excite	Persuade
Motivate	Reassure
Empower	Challenge

Weak Intentions

Update	Educate
Review	Notify
Inform	Apprise

Pinnacle Method Glossary

Acting As If - A technique used in acting, or life that takes advantage of natural mental and emotional responses to posture and behaviour to impose a feeling of confidence, or security

Belly Button Rule - A term coined by author Janine Driver stating the direction a person's belly button faces can reflect their attitude and reveal their emotional state

Benefit - Something advantageous, or positive that an audience will achieve or receive as a result of hearing your message

Body Language - Nonverbal communication such as gestures, postures and facial expressions that help support a person's intention

Congruence - The state in which all aspects of voice and body language perfectly support a communicator's intention

Core Breathing - The low belly breath used by actors and singers for maximum support; also called diaphragmatic breathing

Engagement - A connection with an audience that finds them in a willing state of attentiveness during your communication

Gesture - Any movement of the hand, arm, body, head, or face that communicates a specific idea, opinion, or emotion

Hedging Language - Words that are used to mitigate, or lessen the impact or certainty of a statement

Home Base Position - The relaxed, open body position that serves as a communicator's physical neutral when not moving, or gesturing

Inflection - The specific pitch in the voice (up or down) used at the end of a word, or phrase

Intention - The purpose and emotion conveyed through your delivery that instructs your audience how to react

Intention Cues - Any aspect of a person's vocal, or physical communication that conveys meaning to an audience, or listener

Mirror Theory - The idea that people pick up on whatever emotion or intention a speaker projects and both feel and project back that emotion

Monotone - A succession of sounds or words without change in pitch

Mutuality - The sharing of a feeling, action, or relationship

Nonverbal Communication - Any aspects of communication, aside from the actual words spoken, that send messages or conveys meaning

Objective - A goal you hope to accomplish with your communication

Pace - The rate at which a person speaks

Pacifier - Any nervous behaviour, or activity displayed by a speaker that communicates discomfort, or nervousness

Pattern Interrupt - Any action, or behaviour that breaks a pattern in an effort to maintain the attention of an audience

Personal Stamp - The uniqueness and individuality a speaker or actor brings to a presentation or performance

Posture - The position of a person's body when standing or sitting

Spatiality - The way in which a speaker uses space, movement and distance when communicating a message to others

T-Rex - Constrictive body position with arms and elbows seemingly locked to the torso

Upspeak - The tendency to make your voice rise at the end of sentences so that statements sound like questions

Verbal Virus - Verbal fillers (such as ah, um, or I mean) that appear in speech and communicate uncertainty to an audience, or listener

Vocal Dynamics - The ways in which you use the various qualities of the voice (pitch, inflection, articulation, volume and pace)