

Maximizing the Value of Your Best Feature
(The Power of Presence)

WELCOME!

WEBINAR

The background image features a person in a dark suit holding a glowing, multi-colored orb (red, orange, yellow) in their hands. The scene is set against a blurred cityscape. Overlaid on the image are several white hexagonal icons: a group of three stylized people, a target with an arrow in the bullseye, a play button inside a monitor frame, a globe, and three interlocking gears.

The Ellis Companies

Enhancing Employee and Customer Experience

Your industry partner for over **35** years!

- Apartment Mystery Shopping
- Prospect & Resident Surveys
- Ratings & Reviews
- eLearning (Online Training)
- Customized Training & Coaching

The Ellis Companies

Enhancing Employee and Customer Experience



Edge2Learn

Enhancing Learner Experience

The screenshot displays the Edge2Learn dashboard for a user named Molly Manager. The interface includes a top navigation bar with links to Home, Course Library, Achievements, and Live Sessions. A green callout box in the top right corner states: "Easily view your course requirements and achievements". The dashboard features four circular progress indicators: "To do" (5), "Overdue" (0), "Completed" (2), and a "Login Week Streak" of 1. A "Total 7" badge is positioned below these indicators. A green callout box on the left side says: "Launch training from your Dashboard". Below the progress indicators, there are tabs for "All", "In Progress", "Overdue", "Not Started", and "Completed". The main content area shows three course cards: "E2L PBT Essential: Demonstrating", "E2L PBT Essential: Greetings", and "E2L Webinars: Social Media Marketing". A "News" section on the right contains a message: "Congrats on your perfect Mystery Shop Sarah!". A green callout box in the bottom right corner states: "Create custom learning paths for your teams".

Thank you for joining us today!

Want to learn more?



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Today's Presentation!



Meet Your Speaker

Kathy Vance



- Kathy is an experienced consultant, coach, and workshop facilitator
- She is the founder and managing member of Kathy Vance Consulting
- Her experience in Multifamily includes roles from management to organizational development for over 38 years 
- Kathy creates dynamic learning experiences for apartment professionals across the company (including Edge2Learn!)
- Fun Facts

Objectives

Webinar participants should be able to:

- Explain the value created by your Presence
- List major factors contributing to Presence
- Recall the role of Emotional Intelligence

What Is Your Most Valuable Feature?



PRESENCE

A dynamic blend of factors that contribute to the image projected to others:

Positively or Negatively

Impressions

FIRST IMPRESSIONS

Observations that quickly contribute to assessment and judgement.



Poll

What two things are people judging when meeting someone new?

- A. Attractiveness & Knowledge
- B. Trust & Respect
- c. Friendliness & Sense of Humor

7-38-55% Rule

Elements of Personal Communication

55%	Body
38%	Voice, Tone
7%	Words
Spoken	

“The non-verbal elements are particularly important for communicating feelings and attitude, especially when they are incongruent: if words and body language disagree, one tends to believe the body language.”

~ Albert Mehrabian, UCLA Professor-
7-38-55% Rule

Elements of Presence - #1 Visual

ENTRANCE

APPEARANCE

EXPRESSIONS

BODY LANGUAGE



Elements of Presence - #2 Auditory

VOICE QUALITY



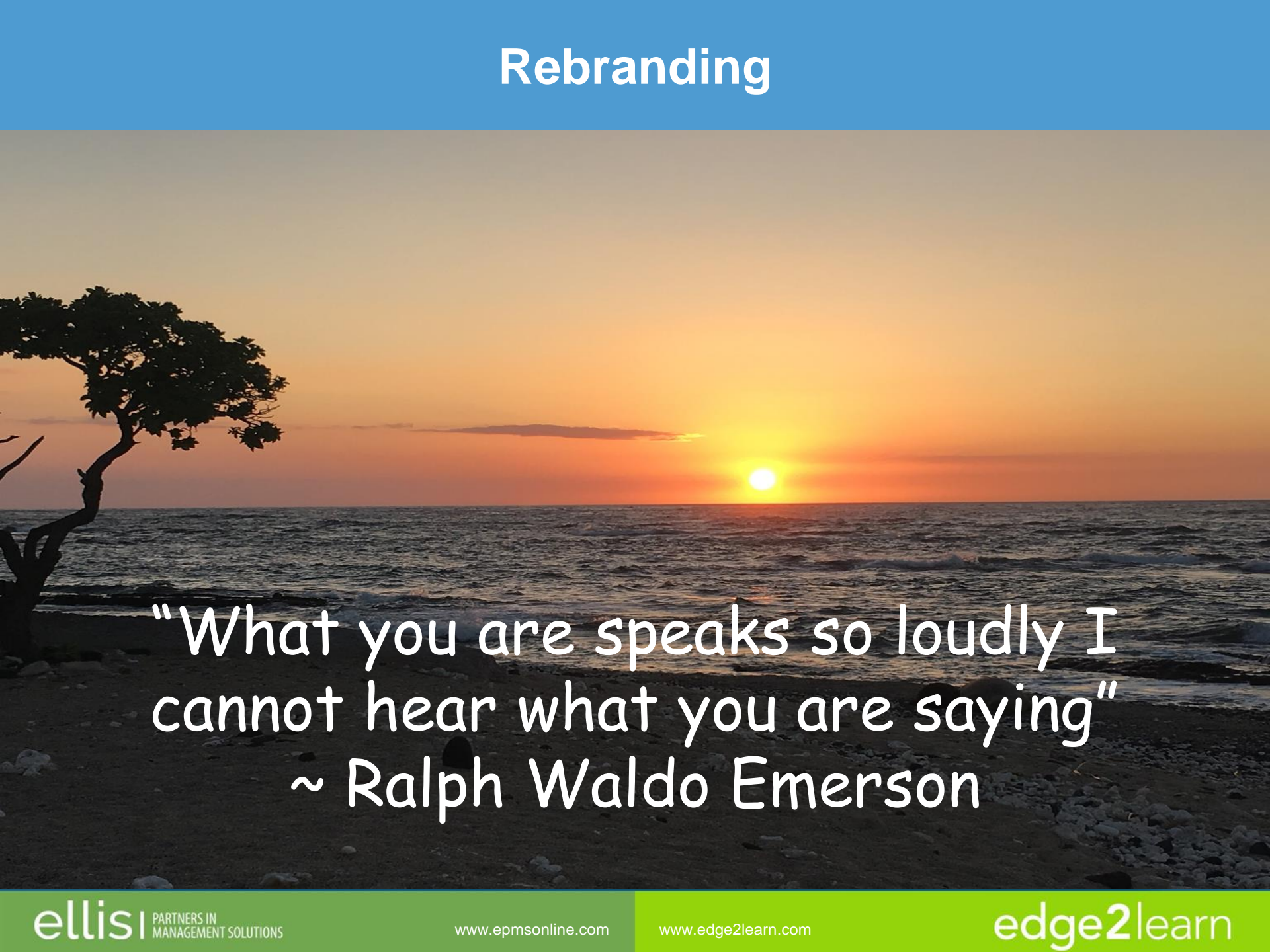
VOCABULARY

Poll

What matters most in sustaining or regaining positive presence?

- A. How you look?
- B. What you say?
- c. How you act?

Rebranding

A serene sunset scene over the ocean. The sun is a bright yellow orb on the horizon, casting a warm orange glow across the sky. The ocean is dark with white-capped waves breaking. On the left, a dark silhouette of a tree with a curved trunk and leafy branches stands on a rocky beach.

"What you are speaks so loudly I
cannot hear what you are saying"
~ Ralph Waldo Emerson

Elements of Presence - #3 Personal Qualities



- CONFIDENCE
- HONESTY
- POSITIVE ATTITUDE
- ETIQUETTE
- COMPETENCE
- AUTHENTIC
- VERSATILE

Chat

What other personal qualities influence your assessment of others with regard to whether you would trust and respect them?

Please add your suggestions to Chat!

Rebranding

“You can’t go back and change the beginning, but you can start where you are and change the ending.”

~ C.S. Lewis

Emotional Intelligence - Self Awareness

Recognize &
Understand
Your Emotions and
Physical State



Oblivious or Transparent



Emotional Intelligence - Self Management

practice

practice

practice

practice

The End Is Just The Beginning

RESOURCES

Self Assess

Take a personal inventory of your current attributes related to Presence

Ask for Feedback

Ask a trusted colleague for input on what they observe and how it impacts them

Keep a Journal

Note situations, how you react, how those reactions may have impacted others

Continue Learning

Refer to the list of resources that will be provided after this webinar



Questions?

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thank you!

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