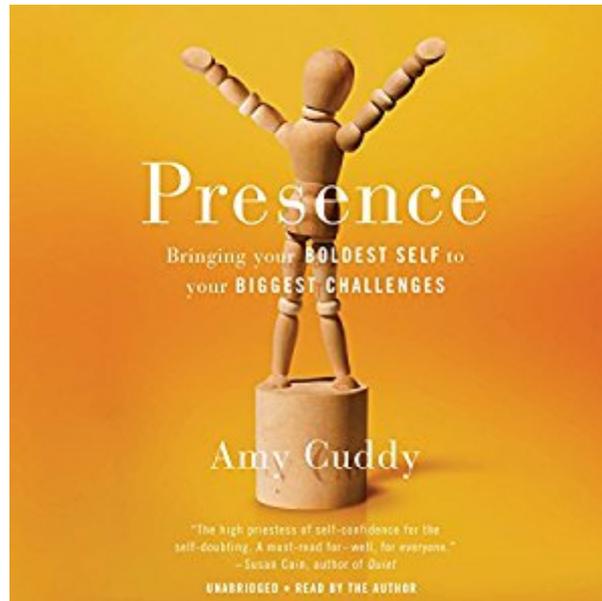


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# Presence: Bringing Your Boldest Self To Your Biggest Challenges



## Synopsis

Have you ever left a nerve-racking challenge and immediately wished for a do over? Maybe after a job interview, a performance, or a difficult conversation? The very moments that require us to be genuine and commanding can instead cause us to feel phony and powerless. Too often we approach our lives' biggest hurdles with dread, execute them with anxiety, and leave them with regret. By accessing our personal power, we can achieve "presence", the state in which we stop worrying about the impression we're making on others and instead adjust the impression we've been making on ourselves. As Harvard professor Amy Cuddy's revolutionary book reveals, we don't need to embark on a grand spiritual quest or complete an inner transformation to harness the power of presence. Instead, we need to nudge ourselves, moment by moment, by tweaking our body language, behavior, and mind-set in our day-to-day lives. Amy Cuddy has galvanized tens of millions of viewers around the world with her TED talk about "power poses". Now she presents the enthralling science underlying these and many other fascinating body-mind effects, and teaches us how to use simple techniques to liberate ourselves from fear in high-pressure moments, perform at our best, and connect with and empower others to do the same. Brilliantly researched, impassioned, and accessible, Presence is filled with stories of individuals who learned how to flourish during the stressful moments that once terrified them. Every listener will learn how to approach their biggest challenges with confidence instead of dread, and to leave them with satisfaction instead of regret.

## Book Information

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## Customer Reviews

What would you say if I told you that there was an essential life skill that could make you a better speaker, help you nail job interviews, get you better dates, improve your performance, and make you a better partner and parent? What if I told you that no one has ever bothered to teach you this skill, mostly because we didn't even know what it was? That secret skill is presence, "the state of feeling connected with our own thoughts, values, abilities, and emotions, so that we can better connect with the thoughts, values, abilities, and emotions of others." And Amy Cuddy's book can teach this state of "self-assured enthusiasm" to you and a whole lot more. For example, just last month, my professional singer friend Valerie was terrified of her upcoming auditions because of crippling stage fright. Right about that time, I was fortunate to attend a talk by Amy Cuddy on her new book. Valerie couldn't attend, so I gave her an advance copy of "Presence" that Amy had kindly given us. Valerie watched Amy's TED talk, read half of the book, executed the "power pose" (i.e. expansive body postures like the 'Wonder Woman' and the 'Usain Bolt' held for 2min) and "self-affirmation of core values" techniques right before her auditions, and nailed 'em: three auditions, three jobs booked. And it all worked \*that\* fast. People -- this is life-changing stuff. As a therapist and speaking coach, I've been teaching Amy's material to students and clients for a few years, so I was thrilled to hear that she's putting her knowledge into book form. If there were a central premise to the book, it would be this: "The lesson is clear: focus less on the impression you're making on others and more on the impression you're making on yourself."

• The opposite of powerlessness must be power, right? In a sense, that's true, but it's not quite that simple. The research I've been doing for years now joins a large body of inquiry into a quality I call presence. Presence stems from believing in and trusting yourself -- your real, honest feelings, values, and abilities. That's important, because if you don't trust yourself, how can others trust you? Whether we are talking in front of two people or a thousand, interviewing for a job, negotiating for a raise, or pitching a business idea to potential investors, speaking up for ourselves or speaking up for someone else, we all face daunting moments that must be met with poise if we want to feel good about ourselves and make progress in our lives. Presence gives us the power to rise to these moments. • - Amy Cuddy in Presence

Amy Cuddy is Awesome! Her TED talk on "Your Body Shapes Who You Are" is the second-most-watched TED talk in history. If you haven't watched it yet, check it out. This book is \*really\* \*really\* good. It's packed with a ton of fascinating research studies proving the power of creating presence via mind and body practices along with some uber-inspiring stories of people who have put the wisdom to use and changed their lives in the process. It's also one of those books you read and say to yourself, "This author is

a really good person. • All of which is a fantastic combo. I HIGHLY recommend it. Here are some of my favorite Big Ideas from the book: 1. Presence - Attuned + expressing your power. 2. Self-Affirmation Theory - Gosh darnit, you're awesome! 3. Priming + Nudges - To build your personal power. 4. Expand Your Body - To expand your power. 5. iHunch - How's yours? 6. • - You? 7. • - You? 7.

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