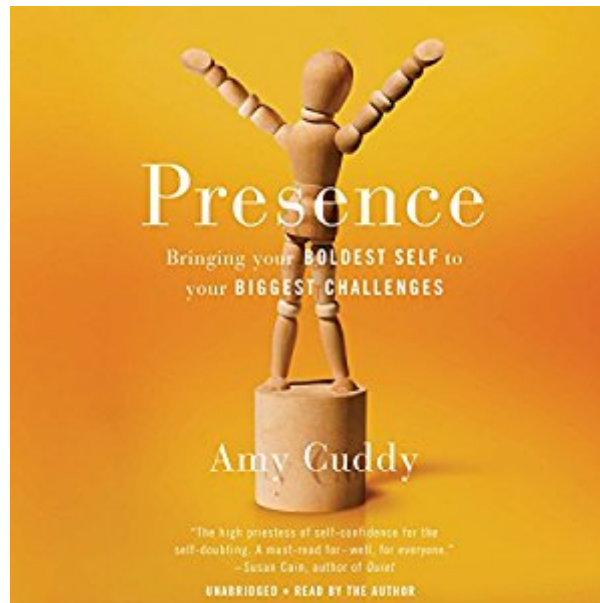




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# **Presence: Bringing Your Boldest Self To Your Biggest Challenges**



## 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 latter serves the former, a phenomenon that should become clearer and clearer throughout this book." Here are some of the things I like about it:-- Ample illustration of the concepts with real-life stories of folks from all over the world who have overcome huge challenges using the "Presence" techniques -- all the way from grade-school kids, to people stuck in bad relationships, to Icelandic show horses (really)-- The author's generosity and vulnerability in sharing of her own stories, e.g her painfully slow recovery from a brain-damaging college car accident and her own struggle with Impostor Syndrome-- It's a fantastic compendium of the relevant science on how the body affects the mind, all in jargon-free, highly accessible form, from the leading scientists of the day. Of course, the main reason I read a book is to learn cool new useful stuff. And even though this book is smack-dab in my own field of work, I still learned a ton (took 19 pages of notes!). Here are some tidbits I particularly appreciated:-- The cortisol-testosterone dual hormone hypothesis: you're most effective when you have high testosterone and low cortisol-- We usually think that confidence leads to decisions and thoughts drive behavior. But a surprising amount of the time, it's the other way around: decisions create confidence and behavior creates thoughts.-- 80% of all fibers from the vagus nerve go from the body to the brain, not the other way around. Body

changes mind!-- The more people use the word "I", the less powerful and sure of themselves they are likely to be.-- "Ultimately, participants' speaking rate had an inverse relationship with how powerful they felt. That is, the more slowly they read the sentences, the more powerful, confident, and effective they felt afterward." Speak slowly to feel powerful!-- Hunched over posture of staring at smartphones ("iPosture") kills both your mood and your productivity.-- Why new year's resolutions don't work-- Loved the section on self-nudges: little, incremental ways to change our behavior for the better.-- "The three most important things to understand about the self, particularly as it relates to presence. The self is: 1. Multifaceted, not singular. 2. Expressed and reflected through our thoughts, feelings, values, and behaviors. 3. Dynamic and flexible, not static and rigid."But wait: there's a bonus to Valerie's story. Now that she's back home for Christmas, Valerie's newfound adoption of more empowering posture is transforming her relationship with her sometimes difficult mother (which I'm sure none of you have, but just in case). Applying the teachings of this book can directly affect your relationships, performances, credibility, work, interviews, impostor syndrome, lie detection abilities, and overall mood. That's some important stuff, and "Presence" offers simple, practical, effective solutions to challenges in those areas of life. That's why I'm telling everyone about this book and buying a stack of 'em to press into the hands of my friends. It's quite possible that you, too, will feel compelled to give your friends the gift of a core skill for success after reading "Presence."-- Ali Binazir, M.D., M.Phil., Happiness Engineer, author of *The Tao of Dating: The Smart Woman's Guide to Being Absolutely Irresistible*, the highest-rated dating book on Amazon for 4+ years

Love this book. Used to not really care about what people thought of me at work and always just shrugged it off as my work will speak for itself- I don't need to prove anything. This book takes what others have tried to tell me about posture and "presence" and provides another way of looking at how you present yourself. It's a more genuine approach- one I definitely relate to more and am excited to incorporate into my life. Within reading and applying the little nuggets of knowledge I gained from the first few chapters- I already started to notice a difference in how I feel and how others interact with me. It's not some psycho babble book that says "think this way or that way"- it's presented with the zest and excitement of a 3rd grader whose hypothesis on a science project is being consistently proven and they are super excited to share with mom, dad, and the world. Amy Cuddy is definitely "present" in this book. Loved her TED talk and love her book even more- definitely recommended!!

I bought the book based on a segment I saw about the author on my favorite TV show, CBS Sunday Morning. I also saw the author's TED talk and found that interesting. The book I must admit, I found a bit disappointing. It seemed as though 90+% of the book was devoted to substantiating the science behind Ms. Cuddy's work but less than 10% on how to actually apply it. Overall, the book left me with the feeling of, 'is this all there is?'

Gave this wonderful book to my daughter and daughter-in-law for Christmas - they really liked it. It's important to help others as they start their careers and are trying to understand how everything works and what to do to continue climbing the success ladder and building confidence.

Amazing book, well written easy to understand for lay people. Very helping in all aspects of life!

Presence is by far one of the greatest books I have ever read. As a student of presence, she was amazing at expanding my understanding and practice of presence! Also, I have a brain injury (TBI) and learned from the research and her experience that has assisted me in moving forward. Amy is brilliant, humble and an outstanding scholar and teacher. I first heard this on Audible and now reading the book. This is worth purchasing!!

I am really enjoying the book a lot. Interesting subject matter. Started off a bit slow but then picked right up. Worth the read!

Great book. I'm not a great reader. Honestly, it's been years since I read an entire book but once I started reading this book, I couldn't stop until it was completed. It had some very interesting facts that I would have ordinarily never believed until I saw them in proper context. It revealed many things easy to do in just everyday living that could make a big difference in your attitude about life.

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