

Gravitas and Levitas

Michael Brooke



Many people
say they
would like
to have
Gravitas at
work



What is
gravitas?

How do you
know
someone has it?



Gravitas

Serious

Authority

'Weight'

Presence

Controlled

Deliberate

Deep voice

Pausing

Slow/still

Feeling of ease

What are the
benefits
of gravitas?

Impact
Authority
Credibility
Reputation
Leadership
Influence
Power



When do
you want
to have more
gravitas?



- Understanding gravitas
- Understanding levitas
- Developing your gravitas
- Developing levitas
- Gravitas and levitas combined
- Action Plans/Next steps





Michael Brooke

- Experienced Trainer
- Senior level roles at BNP Paribas
- Expert in Leadership & high performance teams
- Chartered Psychologist and MBTI accredited
- Senior Consultant Speak First



Global training and coaching excellence

CBRE

Spotify

ORACLE®



ACTIVISION®



KPMG

vmware®



Institute
and Faculty
of Actuaries



UBISOFT®



Electrolux

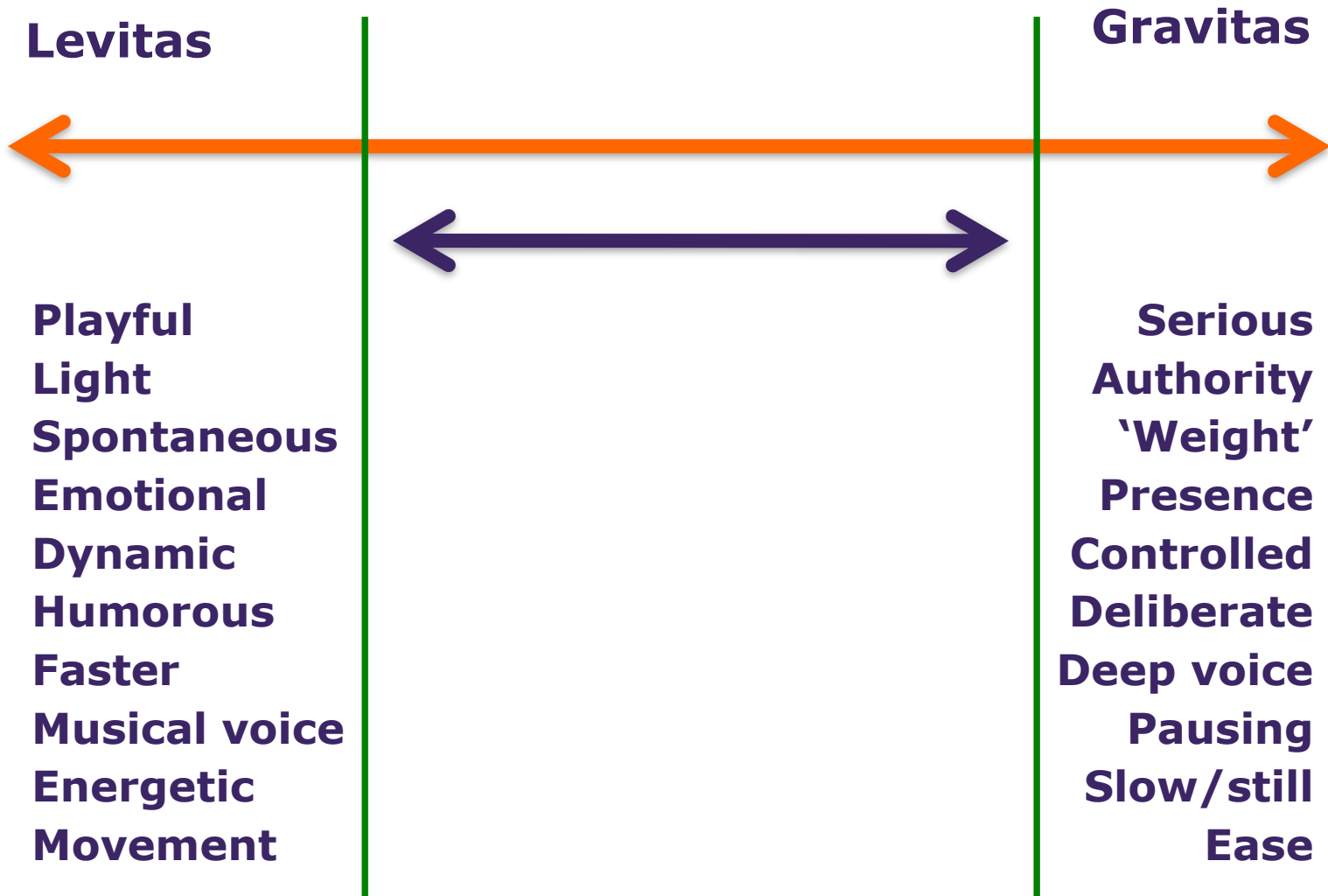
ferrovial

UNIVAR®

Honeywell



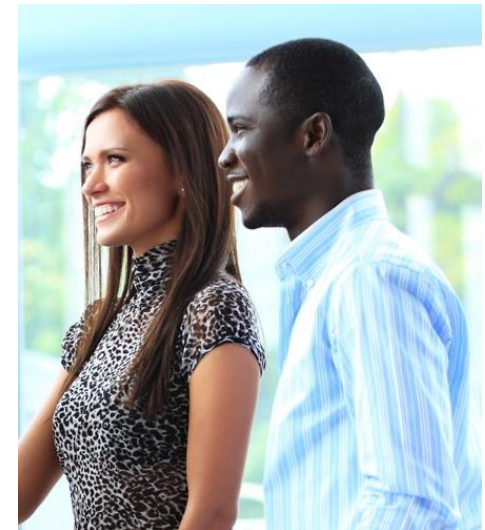
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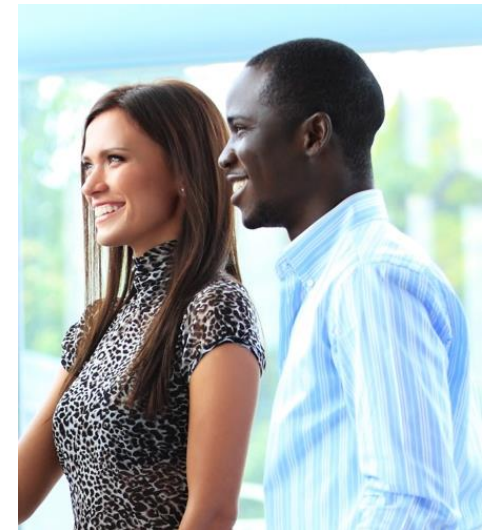
People form lasting impressions of others in just a few seconds



Recent research from **Harvard Business School** shows this is focused on 2 main factors



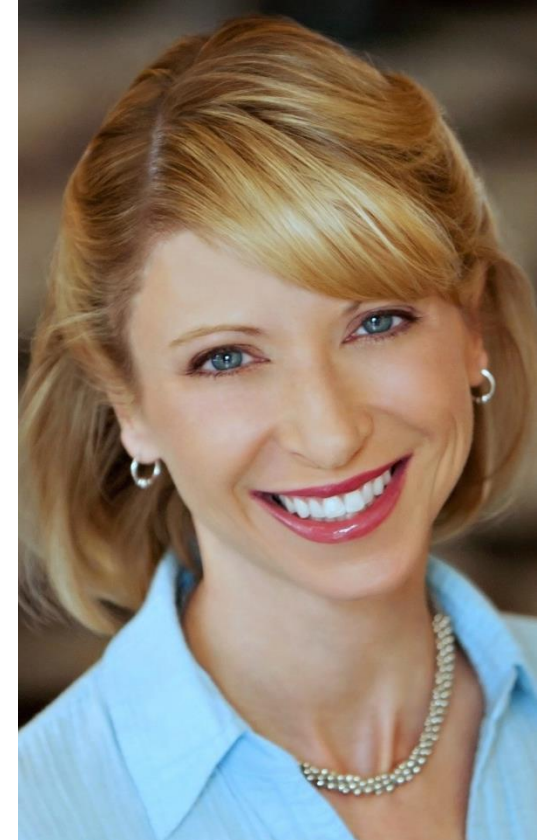
80%+
of your impact
relates to
Warmth
and
Strength



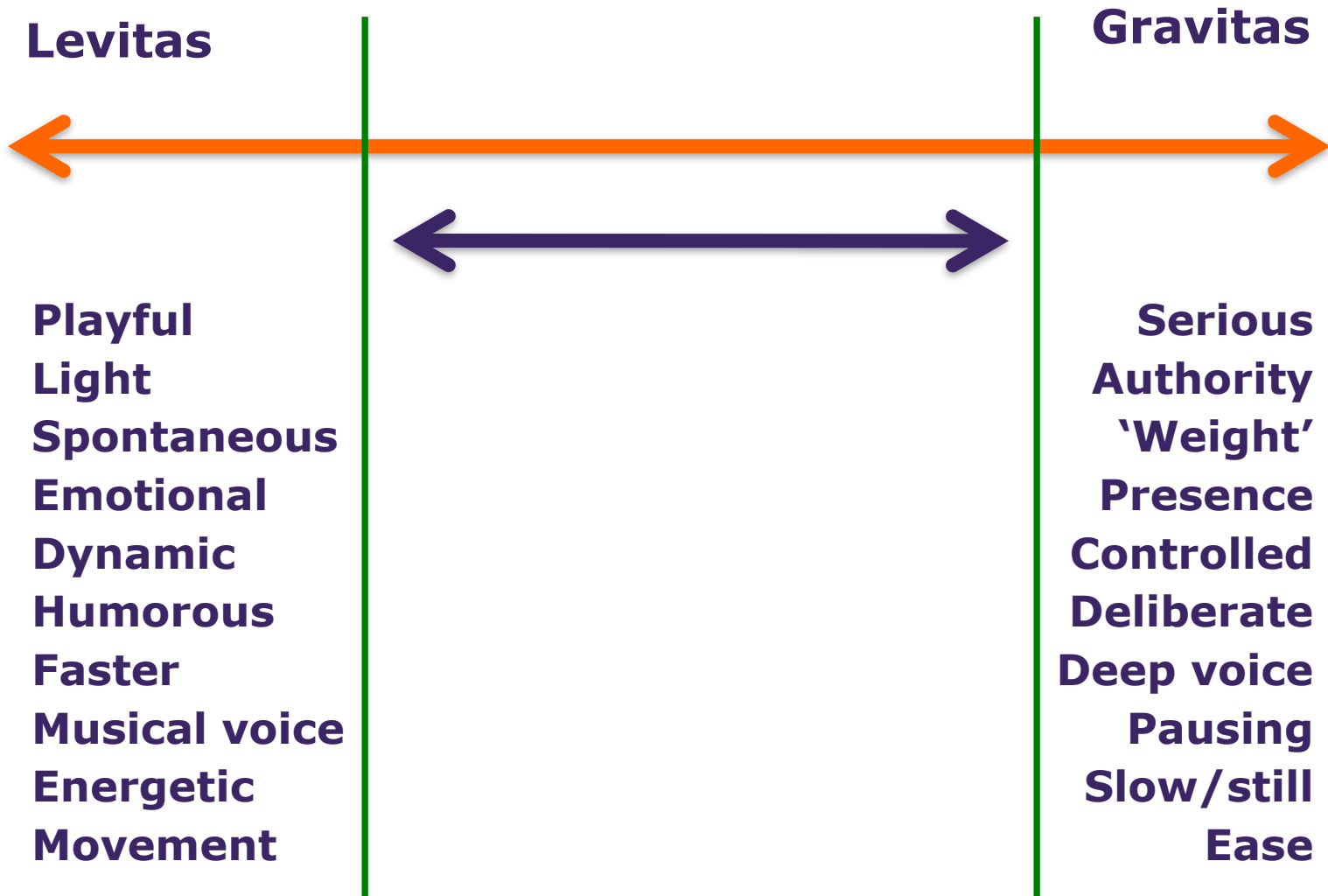
'When we form a first impression of another person it's not really a single impression. We're really forming two.

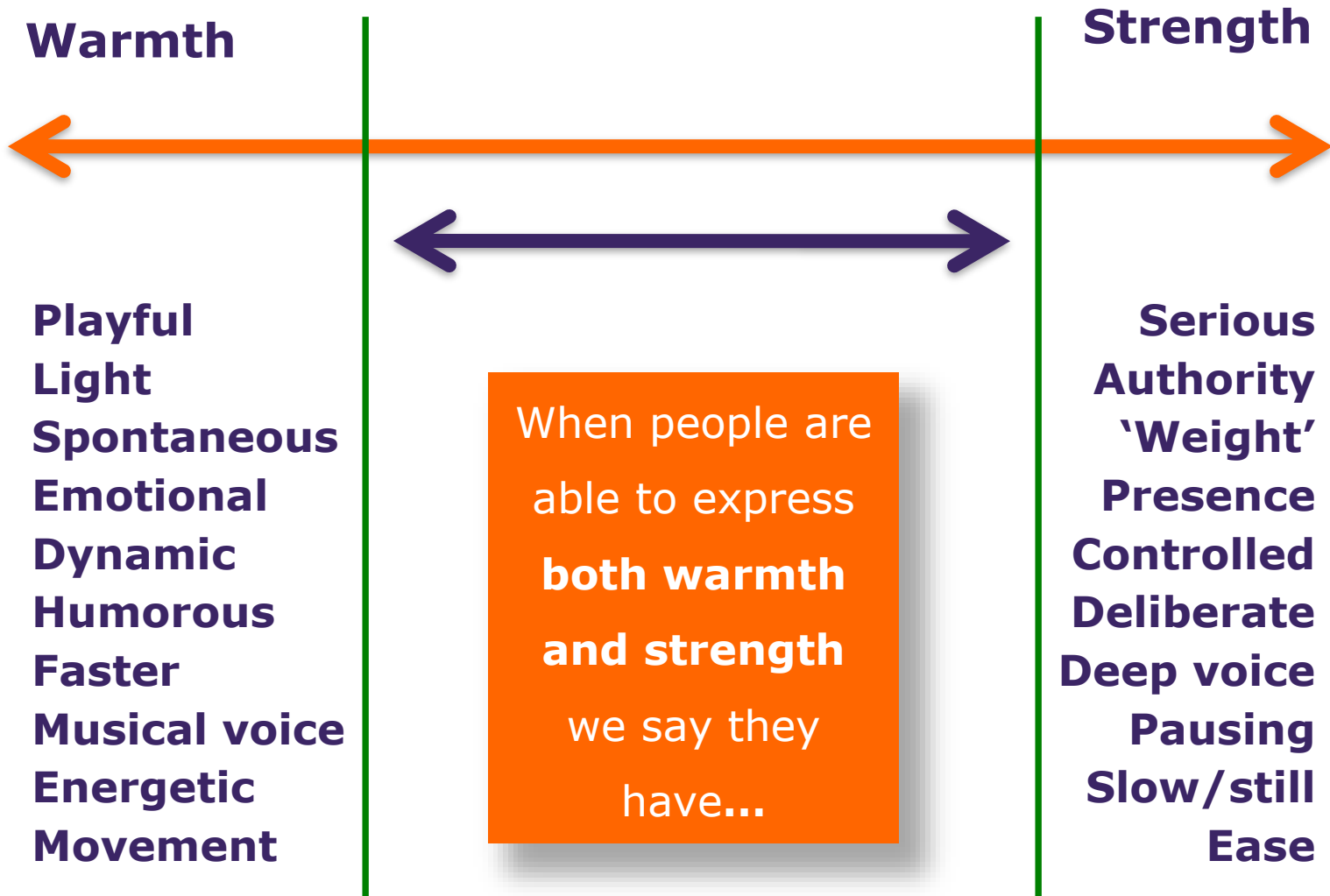
'We're judging how **warm and trustworthy** the person is, and that's trying to answer the question: 'What are this person's intentions toward me?'

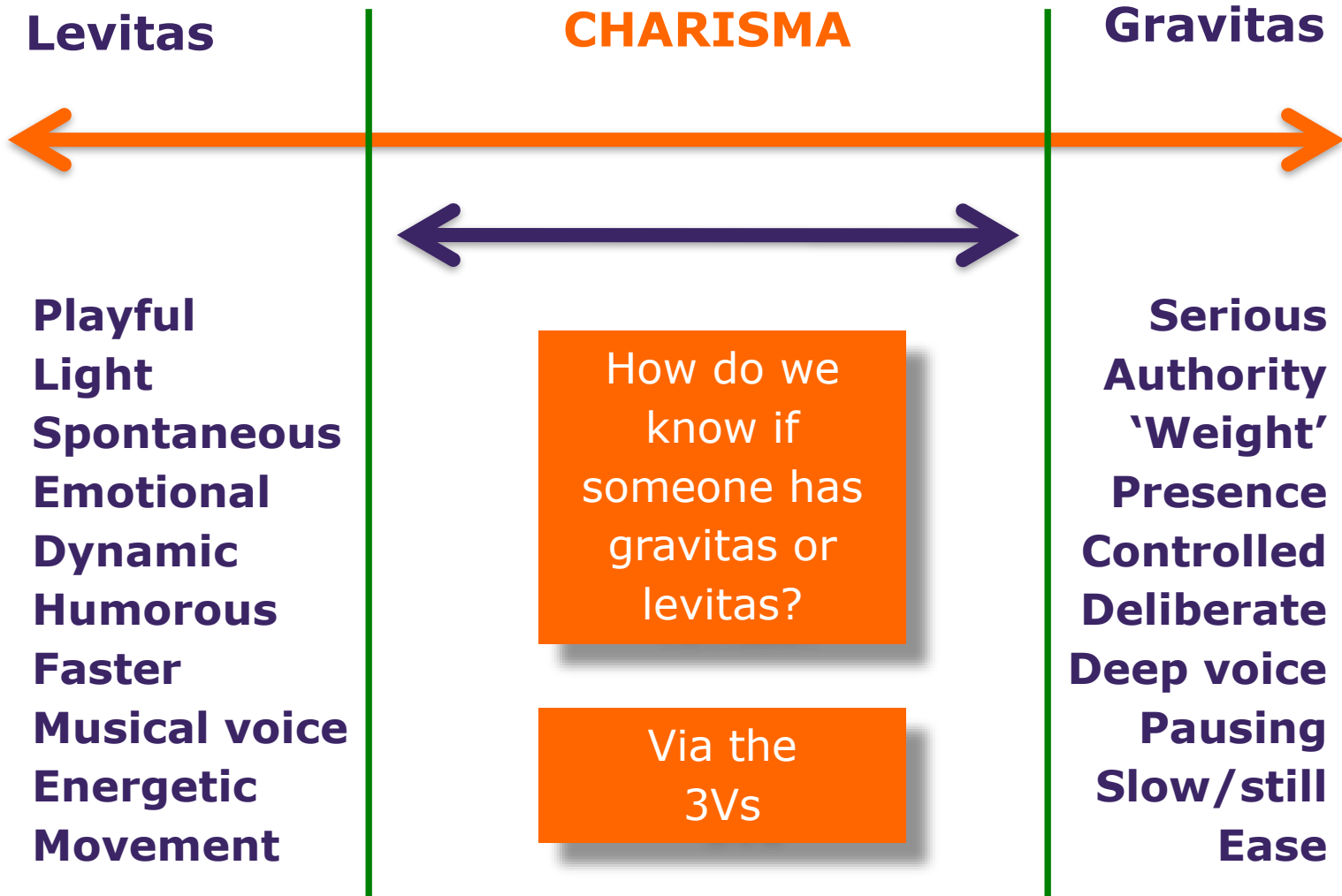
'We're also asking ourselves: 'How **strong and competent** is this person?'

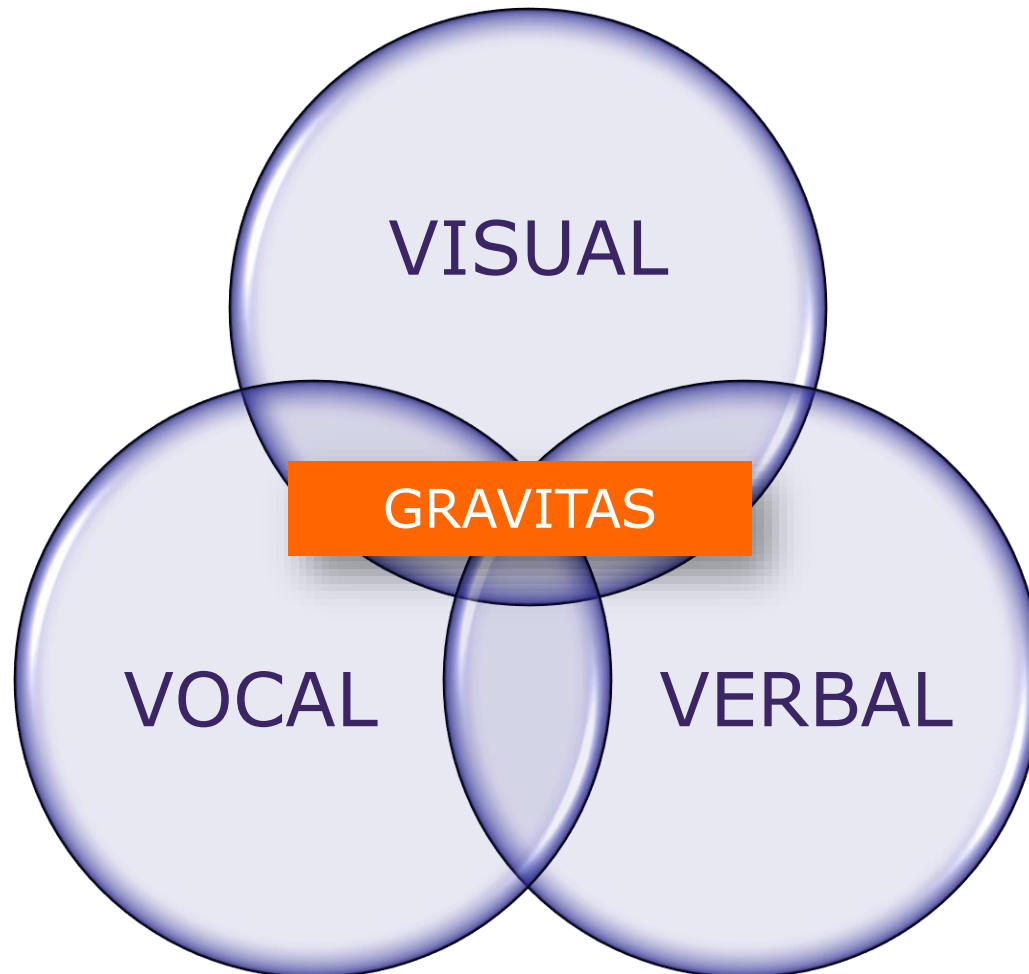


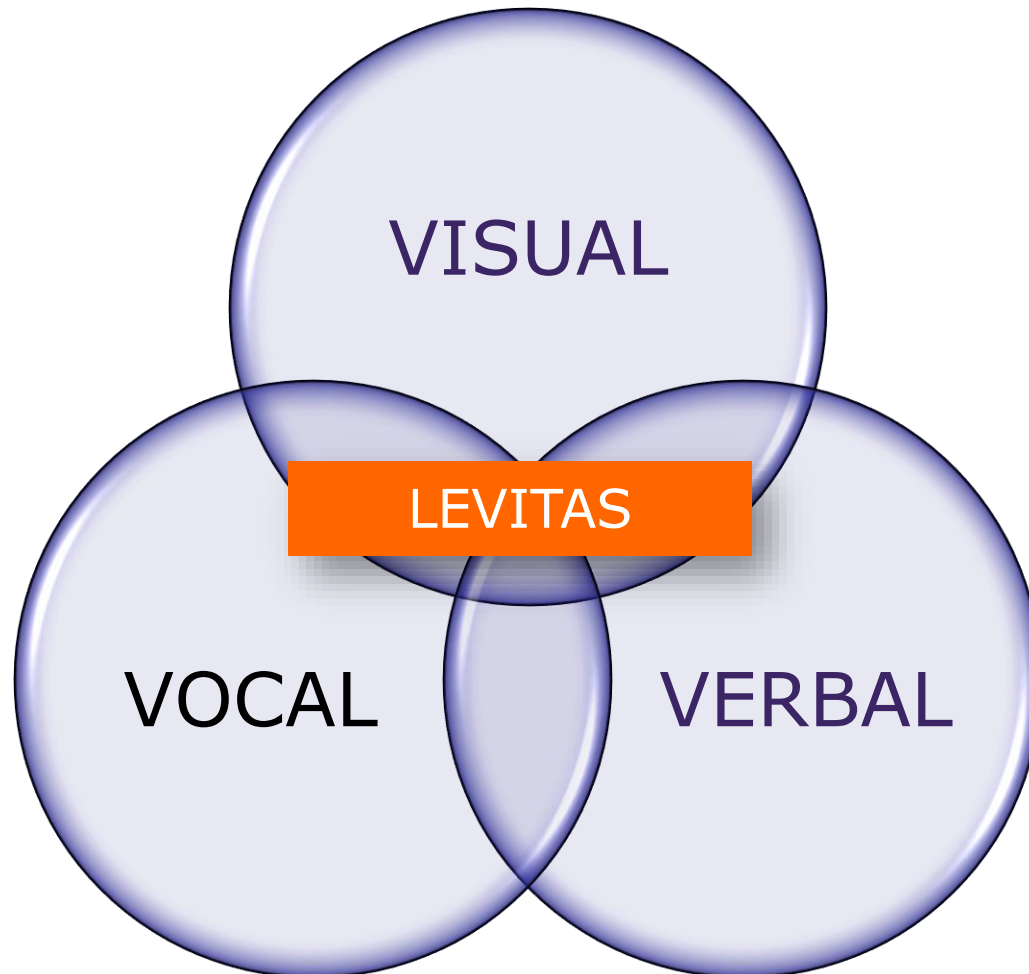
**Professor Amy Cuddy,
Harvard Business School**











the
wrong
verb

Developing
your
vocal gravitas



Vocal
gravitas

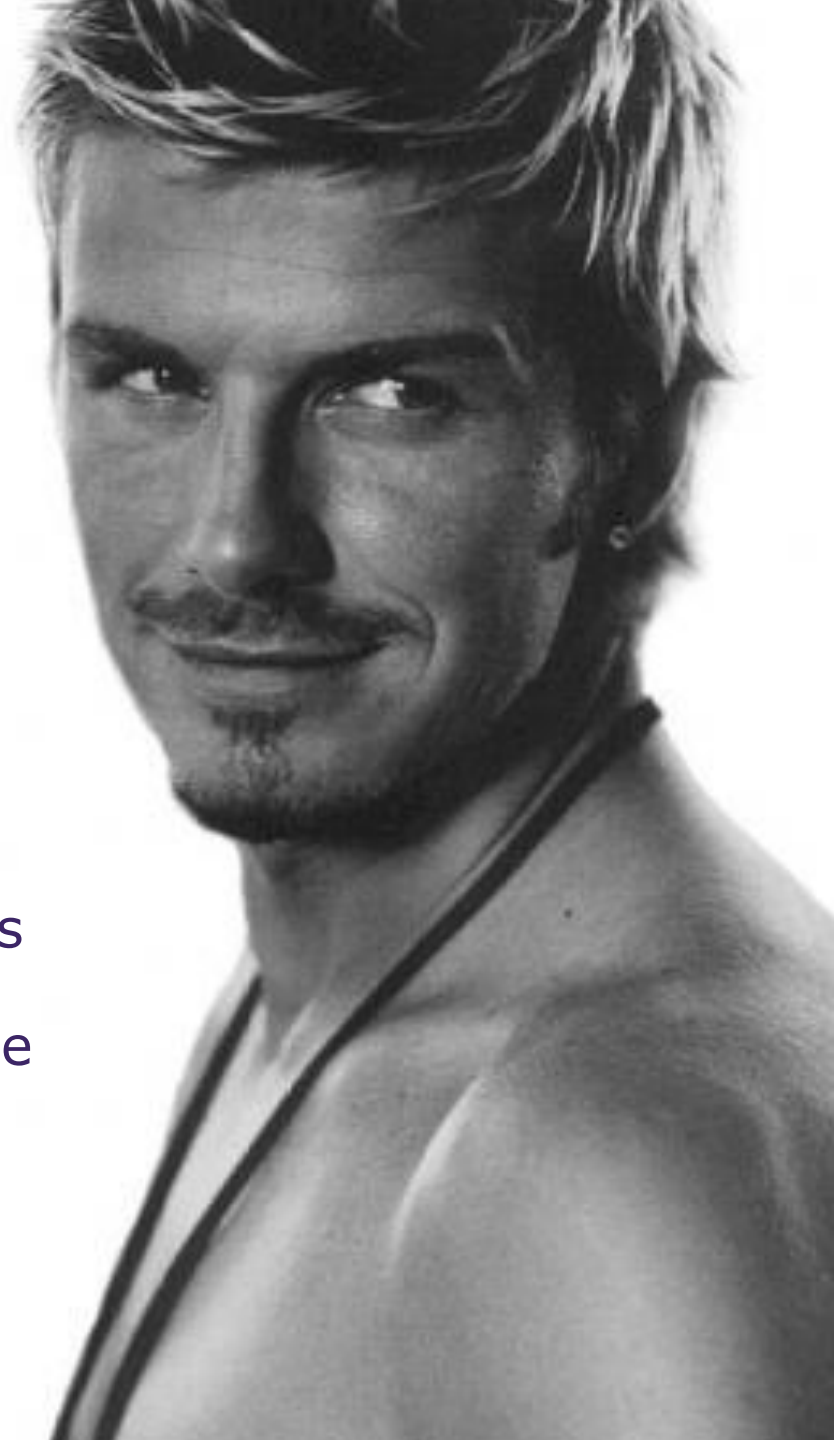






Developing your **vocal gravitas**

- Speak **clearly** and **slowly**
- Be **deliberate** and **purposeful**
- Speak with absolute **conviction**
- **Emphasise** your key words/ideas
- Don't mutter – **project** your voice
- Pause, pause and **pause again**



Developing
your
verbal gravitas





Classic verbal (and vocal) impact from the film Wall St





Developing **verbal** gravitas

- Be concise and precise
- Focus on your key messages
- Talk in punchy 'bullet points'
- Avoid the never-ending sentence
- Eliminate waffle and vagueness
- Avoid 'sort of', 'hopefully', 'I think'

Avoiding
verbal gravitas
killers





PAIR ACTIVITY

Vocal Gravitas (+verbal)

A gives B an update about

something they are doing at work, with
the focus on vocal (+verbal) gravitas

2 min to prepare

1 min to present

1 min feedback

1 min to do it better based on the feedback

Then swap – 8 mins overall

The focus should be
on verbal gravitas
- ie precise, concise,
punchy, with a focus
on key messages and
avoiding the never-
ending sentence

Developing
your
visual gravitas



A woman with long brown hair and red-rimmed glasses is looking at a tablet computer. She is wearing a pink patterned top and a light-colored cardigan. She is holding a pen in her right hand. In the foreground, the back of a man's head and shoulders are visible; he is wearing a light blue shirt. The background is blurred, suggesting an office or meeting environment.

Developing
visual
gravitas

Developing **visual** gravitas

- Stand and sit **tall**
- Have **open** body language
- Hold confident **eye contact**
- Use strong, **powerful** gestures
- Move **purposefully** and smoothly
- Smile but **don't smile excessively**



Avoiding
visual
gravitas
killers





Richard Branson being interviewed



PAIRS ACTIVITY

Visual Gravitas

A seeks to persuade a stakeholder
of their choice to do something
(simple, but real)

1-2 mins to persuade

1 min feedback

1 min to do it better based on the
feedback

Then swap – 8 mins overall

The focus should be
on visual gravitas –
good posture, strong
eye contact and
effective gestures

A diverse group of approximately 18 business professionals, including men and women of various ethnicities, are standing in a line against a white background. They are all dressed in professional business attire, such as suits, blouses, and dresses. Many are smiling and looking towards the camera. They are holding a long, white rectangular banner that spans across the middle of the image. The banner has the text "we want more levitas" written on it in a dark purple, sans-serif font. The floor is a reflective white surface, creating clear reflections of the people and the banner. The overall composition is clean and professional, emphasizing a multicultural and inclusive business environment.

we want more levitas

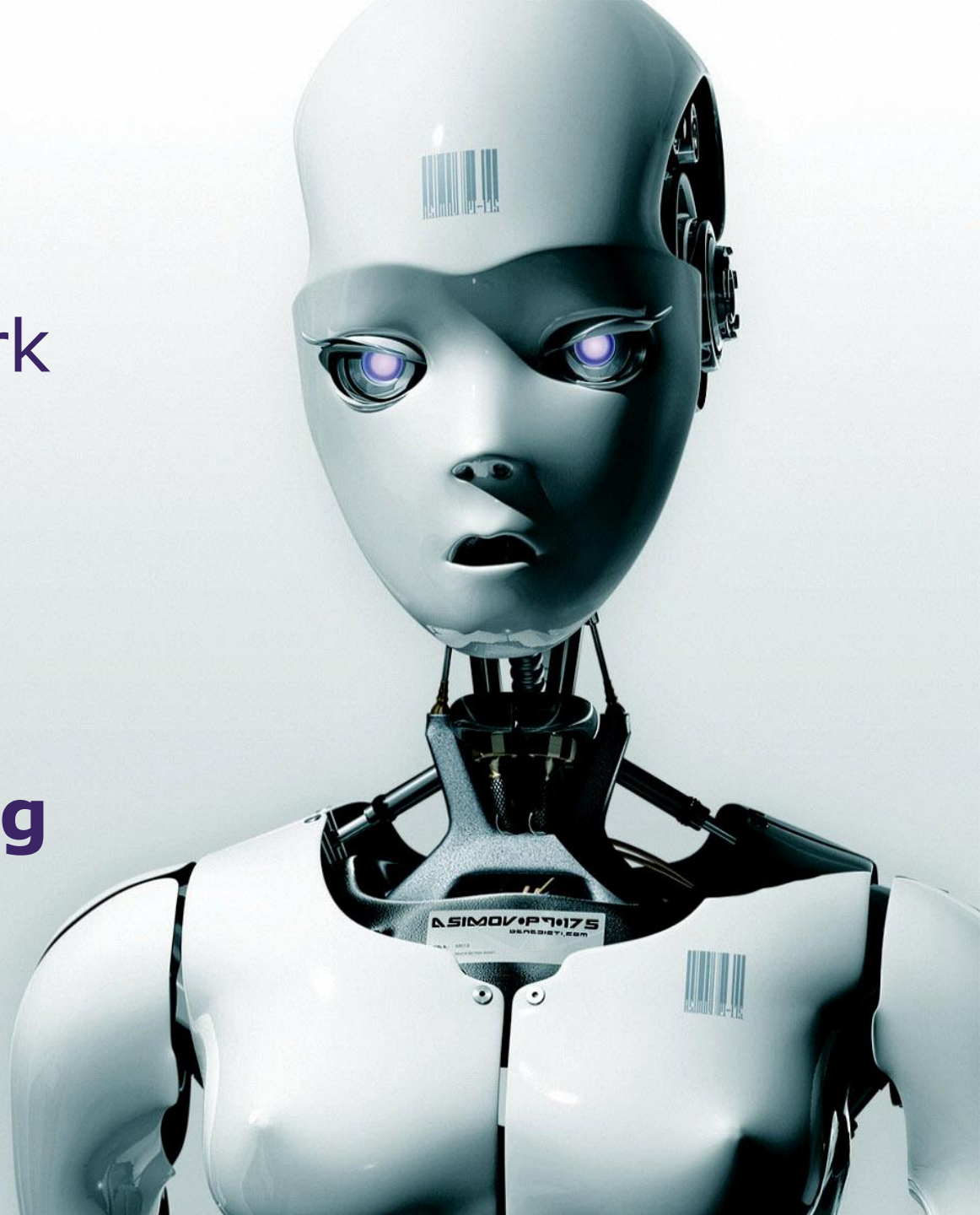
Business is
personal

Engage with
people, internal
and external,
at a
human level



Don't be a
robot at work

Be a living,
breathing
human being



Levitas
comes from expressing
emotion
and being
engaging with others



A close-up shot of Will Smith speaking, looking slightly to his left. He is wearing a teal blazer over a red button-down shirt. The background is a dark, out-of-focus cityscape at night with warm lights from buildings and streetlights.

Developing
levitas





What did you notice
Will Smith
do and say
that contributes
to the warmth
and levitas
he expresses?



- Be **warm** and friendly
- **Smile** with your **eyes**
- Have a **positive** energy
- **Express** your **emotions**
- Tell interesting **stories**
- Be more **spontaneous**
- **Think** 'hello old friend'

Pairs exercise

Levitas activity

Chat with your partner briefly
as if before the start of a meeting

Keep the conversation personal,
friendly and warm.

Ask questions and try to
find as many 'clicks' as possible

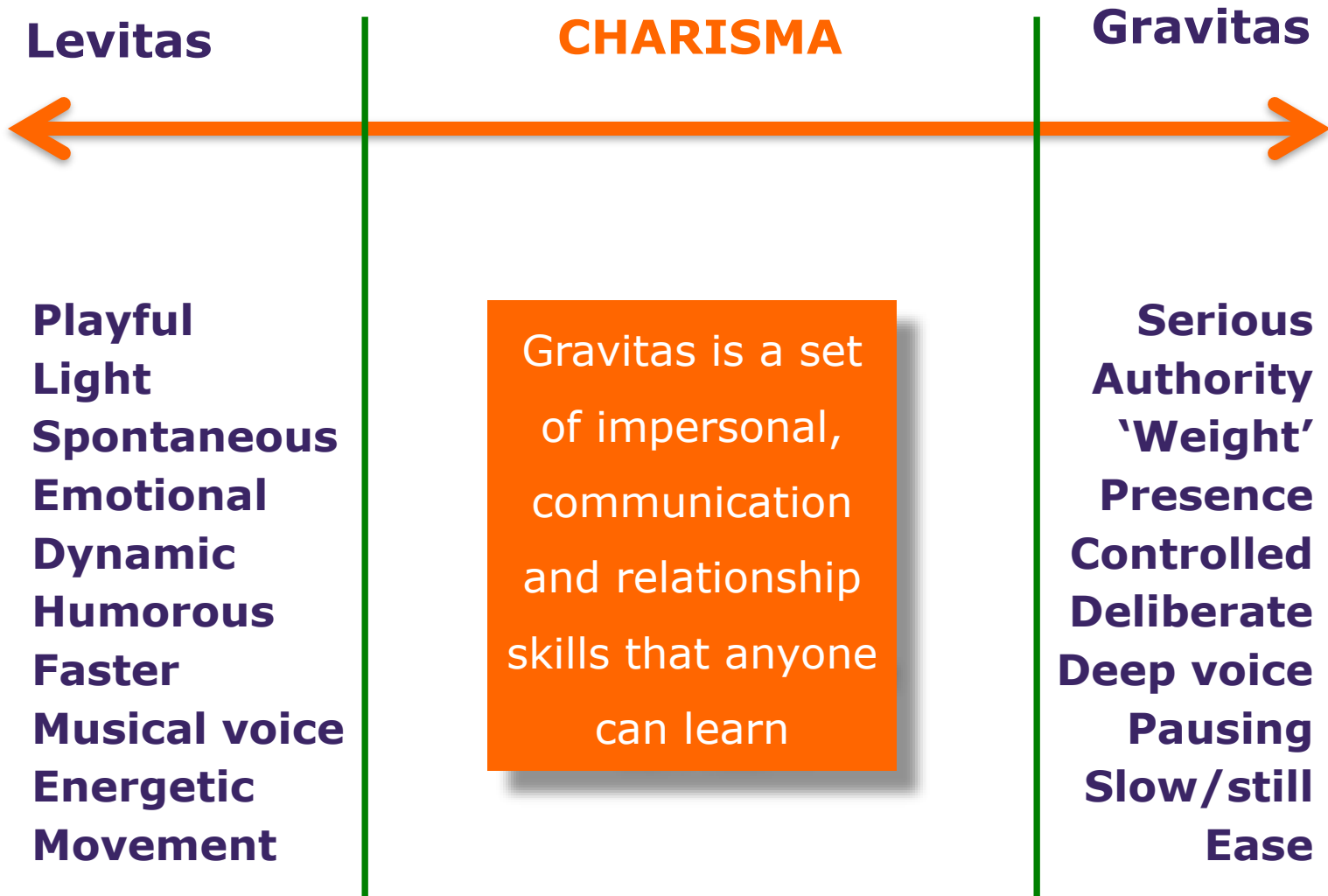
The **power** of
gravitas and **levitas**
combined





TEDTalks
EDUCATION

TED





**Next steps
and action plans**

Gravitas and Levitas

Michael Brooke

