

Tips on How to Build a Powerful Presence for Job Interviews As Featured on *Process for Profit*

Research indicates that nonverbal communication is the single most powerful form of communication. According to a UCLA study, more than 93% of what we communicate is nonverbal. It's in how we show up that's important.

Being fully present to the moment and establishing a rapport with the interviewer is just as important as being prepared for what you are going to say in the interview. Remember: only 7% of what we convey to others is through words. The rest is through body language, how relaxed we appear, the tone and rhythm of our voice, our mood, etc.

Below are some ways to prepare for how you show up for a job interview. These tips are in addition to the due diligence of researching the company, its employees, clients, market and so forth. Many people say that first impressions count. Here are some suggestions to get you in shape to make the most of your first impression:

#1 - Arrive early. Give yourself enough time to transition and get ready for the meeting. This will help you avoid feeling flustered and rushed.

#2 - Take the time to settle your nervous system and ground yourself by breathing slowly and deeply through your diaphragm. Breathing is essential for allowing oxygen to flow to the brain. This will help you think clearly and slow down any nervous energy.

#3 - Concentrate on your breath and take notice of the weight of your body being anchored by gravity. This will help slow down your thoughts and settle into your body. You will feel and appear calmer and confident.

#4 - Remember that you are talking to another human being who is in essence, not much different than you. This person may be just as or even more nervous than you are.

#5 - Be curious and engaging. You are there to not only talk about what you know best, which is yourself, but you are also there to learn more about the organization and the people. This is a conversation of exploration.

#6 - It's okay to be nervous! Taking the time before the interview to breathe and relax may not completely eradicate the anxiety, at the least it may help from having your nerves and the jitters overtake you.