

Gravitas:
The Art and Science of Grace Under Fire.

Your Personal Toolkit



Troubleshooting:

What's your pain?



Aristotle's Three Pillars

ETHOS: Your character

LOGOS: Your content

PATHOS: Your emotion



Introducing

Cats and Dogs



Connection vs. Status



**Cats start at
status and
position**

Positons

Issues

Relationships

**Dogs start at
connection
and
relationship**



Behaviours

CONNECTION: Dog

Leans forward

Head bobs

Weight more on one leg

Makes listening sounds

Palms up

Approachable voice – SELL

STATUS - Cat

Sits straight

Head still

Weight balanced

Silent listener

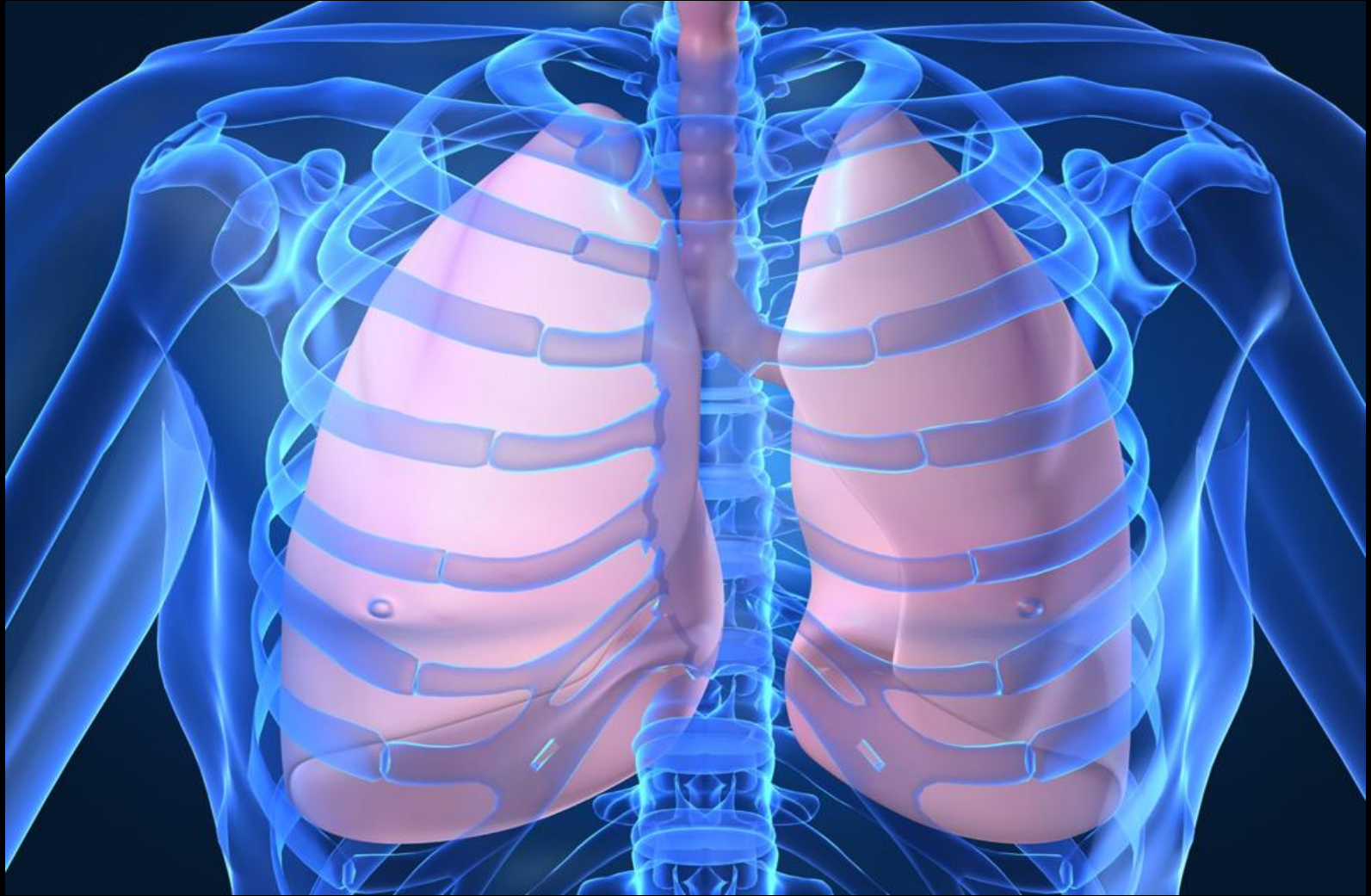
Palms down

Credible voice – TELL

Voice Toolkit:

How does the voice work?

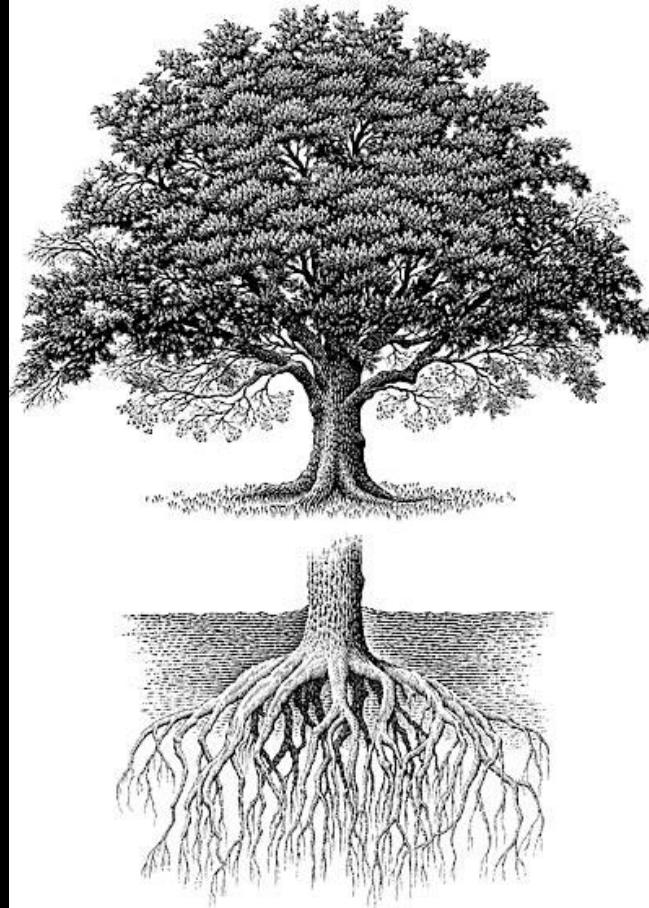


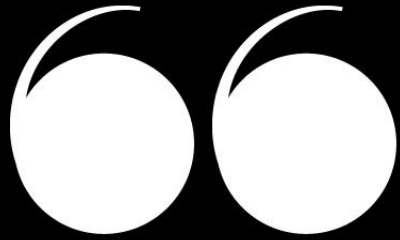


The
pause that
refreshes

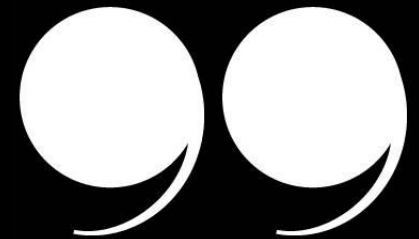


Find Your Roots





We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the street, we shall fight in the hills; we shall never surrender.



Impact in the Spotlight



What's in your toolkit?



Stay in touch!

GRAVITASMETHOD.COM

@CAROLINEGOYDER

THE
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