The Institute of Chartered Accountants of India

(Set up by an Act of Parliament)

Women & Young Members Excellence Committee

Organises

Next Gen SkillUp Series for Young Member



CA. Purushottam H. Khandelwal
Chairman, WYMEC, ICAI



CA. Sripriya Kumar
Vice Chairperson, WYMEC, ICAI

Building Your Professional Persona

Presence That Builds Trust

ICAI | Next Gen SkillUp Series



www.allzwellever.com

WHAT WILL YOU TAKE AWAY TODAY?

- ✓ The 4 C's of Your Professional Persona
  - Composure — How you show up
  - Clarity — How you introduce yourself
  - Credibility — How you communicate your expertise
  - Consistency — How you build your reputation over time
- ✓ A professional Persona Audit
- ✓ A 30-Day Persona Reset

THE PROFESSIONAL PERSONA GAP

AllzWellEver®

10/10

YOUR EXPERTISE

- Technical Knowledge
- Experience
- Qualification
- Problem-Solving



≠

BUT WHAT IF PEOPLE EXPERIENCE YOU AS...

Hesitant

Difficult to approach

Too technical

Intimidating

Unclear

Passive

Lacking confidence

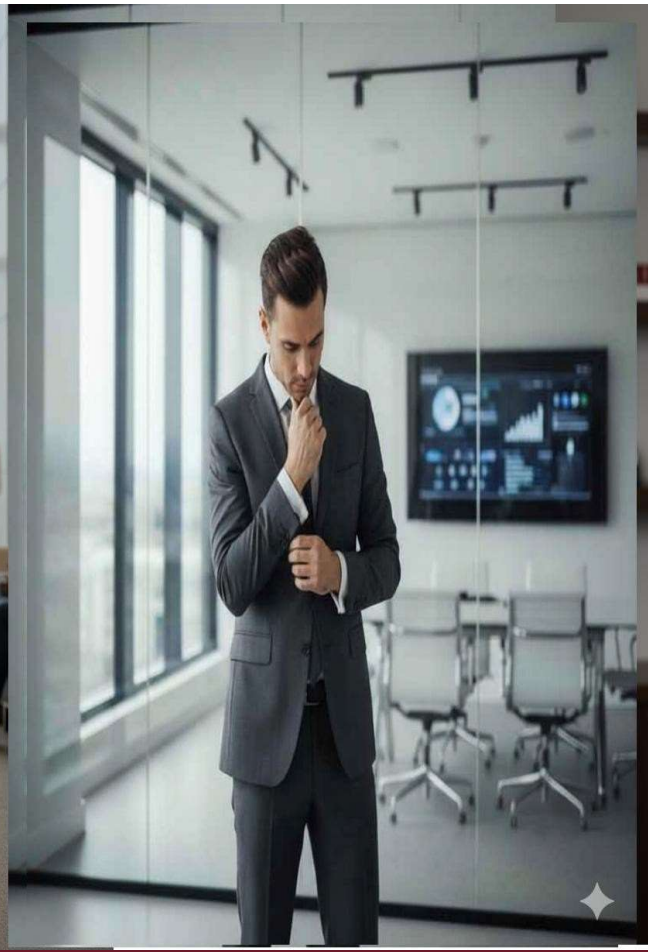


AllzWellEver®

7

seconds







Before you speak —

they have already decided.




AllzWellEver

Composure — How You Show Up





INTENTIONAL
EYE CONTACT

OPEN
GESTURES

O

I

S

SMILE

POSTURE

P

E

ENERGY



P

POSTURE

Feet firm · Spine tall



P O I S E

O

OPENNESS

Hands visible · Arms open



I

EYE CONTACT

Intentional · Steady



P O **I** S E

S

SMILE

Calm · Professional





P O I **S** E

E

ENERGY

One deep breath



P O I S E

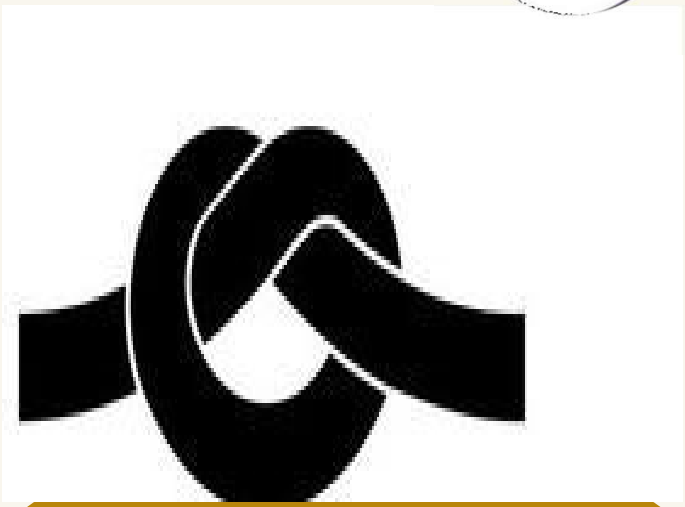
Clarity — How You Introduce Yourself



H I T







H

HOOK

Grab attention first

I

INTRODUCE

Name · Firm · What you do

T

TIE-IN

Connect to the topic

Credibility — How You Communicate Your Expertise



The One- Sentence Rule

If they remember only one thing — what should it be?

Point first

Proof Next

Details After

Consistency — How you build your reputation over time.



"People may not remember every piece of advice you gave them. But they remember how **safe, clear and dependable** it felt to work with you."

Consistency — How you build your reputation over time.



PROFESSIONAL PERSONA AUDIT



What do people SEE?

My Presence

What do people HEAR?

My Communication

What do people EXPERIENCE?

My Professionalism

Confident · Clear · Credible · Approachable · Reliable



3 Words

30-DAY PERSONA RESET

WEEK 1



01

COMPOSURE

Check your **POISE**

WEEK 2



02

CLARITY

Practise your **HIT**

WEEK 3



03

CREDIBILITY

Answer → Explain

WEEK 4



04

CONSISTENCY

Repeat **one** behaviour

SMALL. DELIBERATE. REPEATED.

A STRONGER PROFESSIONAL YOU

PEOPLE | PERSPECTIVE | PROGRESS



Your *Professional Persona* is already being built every day.

The question is whether you're building it by *Accident* “or” *On Purpose*



Thank You

CA PAYAL GOEL
Corporate Wellness & Communication Coach

CA, CS, M.COM, MA (Psychology),
Speaker & Best-selling Author

Payal Goel
Corporate Wellness & Communication Coach | Consulti...

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