



## Time Allocation - Topics

15% Introduction to executive presence

- What is executive presence?
- Why is executive presence important?
- How do others in your company perceive you? Do they see you as having a low or high degree of executive presence?

75% 4 ways to build your executive presence

(1) Radiate Gravitas: you will learn how to be poised, confident, in command and charismatic.

- Poised: You are composed, grounded, solid, and strong.
- Confident: You are in command of the situation: calm, focused, and in control.
- Command: Others perceive your presence and power.
- Charismatic: You radiate appeal, personal charm, and an optimistic attitude.
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(2) Act with Authority: you will learn how to be decisive, bold, accountable and convincing.

- Decisive: You take charge and drive toward a solution.
- Bold: You are willing to make bold decisions, and to put a stake in the ground and own your position.
- Accountable: You take full responsibility and ownership for projects and outcomes.

(3) Build a Positive Reputation: you will learn how to be seen as credible, trustworthy, respected and reliable.

- Credible: You are consistently competent, effective, and accurate.
- Trustworthy: People see your words, deeds, and character as honest and authentic.
- Respected: You are highly regarded. People admire who you are and look up to you. .
- Reliable: People know they can depend on you to get the job done right and on time.

(4). Communicate Powerfully: you will learn how to be concise, prepared and deliver confident messages with conviction.

- Concise: When you speak, you are succinct and to the point.
- Insightful: You make great recommendations.
- Prepared: You are organized and on top of things; you proactively seek knowledge and strive to stay well-informed.
- Expressive: You share your thoughts and ideas without hesitation.

10% Where does executive presence matter at work?

- What are the situations that an improved executive presence will benefit (e.g. meetings, events, presentations, reviews)?
- Who is the audience that most benefits from an improved executive presence? (e.g. customers, clients, vendors, employees, boss, board).

## Focus

### Primary - Leadership Development

Commitment, Communication, Decisiveness, Developmental Perspective, Initiative, Interpersonal Relations

### Secondary - Planning/Organizing

Decision Making, Use of Authority, Direction

### Tertiary - Executing/Controlling/Evaluating

Generate and Obtain Plan Support

## Level

Introductory

Intermediate

Advanced

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