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LEADERSHIP PRESENCE: THE HIDDEN FACTOR TO YOUR SUCCESS
with Lida Citroen
$395 (US) per person

VIRTUAL SESSION (3-HOUR)

LEADERSHIP PRESENCE: THE HIDDEN FACTOR TO YOUR SUCCESS

What makes one person's voice stronger and more respected than others? Why do some people command the room while others are overlooked? Leadership presence and the ability to communicate through story is what separates leaders from operators. It's why some people enlist followers and others struggle to have their opinions, recommendations and ideas validated. Think you've heard it all regarding leadership presence? Think again!Through the lens of personal brand and reputation management, we'll go behind the curtain on presence, body language, gravitas, storytelling and effective communication to share the secrets behind the most impactful and influential leaders in business today. After this highly interactive session, you'll be ready to put into action the proven strategies to enhance your leadership presence and establish yourself as trusted, credible and memorable.

LIDA CITROEN

Lida Citroen is an award-winning personal branding and reputation management expert and author of several best-selling books including Control the Narrative: The Executive's Guide to Building, Pivoting and Repairing Your Reputation and Reputation 360: Creating Power Through Personal Branding. In her engaging and informative presentations, Lida shares the secrets to building a standout personal brand at companies like Abbott Labs, Google, GE Healthcare, Johnson & Johnson, Sirius XM/Pandora Media, LinkedIn, Mazda North America, Mary Kay Corporate, Comcast and more. A powerful TedX speaker, "Talks at Google" speaker, keynote presenter, and multiple-course instructor on LinkedIn Learning, Lida also writes for Entrepreneur.com and Military.com and has been featured on MSNBC, Fortune magazine, Bloomberg.com, Forbes.com and numerous other media outlets.

TOPICS COVERED

WHAT IS LEADERSHIP PRESENCE AND WHY DOES IT MATTER
COMPONENTS OF LEADERSHIP PRESENCE
LEADERSHIP PRESENCE THROUGH STORYTELLING
BODY LANGUAGE TIPS AND BEST PRACTICES

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