



REDEFINING PRESENCE: UNLOCKING THE SECRETS TO LEADERSHIP AND INFLUENCE

with Lida Citroen

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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In our rapidly evolving world, the traditional concept of executive presence has given way to a more inclusive and outcome-focused perspective. The spotlight is no longer solely on exuding gravitas, articulating with scripted eloquence, and adhering to a specific image of authority.

Today, a new type of leader is emerging—one with a bold mission who empowers others through courage, realness, and unwavering passion. Modern-day executive presence mandates new levels of authenticity, agility, and visibility never seen in the C-suite.

Leaders embracing new principles for influence see more authentic, long-lasting, and strategic results. In this program, we will explore a fresh approach to gaining influence, fostering community, and expressing the participants' goals and vision in ways that truly matter to themselves and the organizations they lead. Through inspiring examples, compelling stories, and practical exercises, this program will help you tap into your passion, connect authentically with others, and create space for leadership growth to new heights.

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

SECTION 1: BUILDING INFLUENCE: (THE WHY)

- ESTABLISHING CREDIBILITY FOR YOUR VISION
- UNDERSTANDING THE EXECUTIVE PERSONA – WHAT DRIVES OTHERS TO FOLLOW
- CLARIFYING YOUR LEADERSHIP VOICE
- SHARING YOUR REAL VOICE WITH OTHERS

SECTION 2: CREATING PRESENCE: (THE WHAT)

- UNDERSTANDING YOUR STYLE AND HOW IT CONVEYS YOUR LEADERSHIP PERSONA
- COMMUNICATING WITH CONFIDENCE AND CLARITY
- REFINING YOUR MESSAGE WITH CROSS-CULTURAL TEAMS
- UNDERSTANDING THE POWER OF STORYTELLING

SECTION 3: ELEVATING YOUR SITUATIONAL AWARENESS: (THE HOW)

- ESTABLISHING CONSISTENT PATTERNS TO BUILD TRUST
- LEARN HOW YOUR DIRECT REPORTS ARE RECEIVING YOUR VOICE
- SHOWCASE PERSONAL ACCOUNTABILITY, HUMANITY AND OWNERSHIP
- BUILDING AN AGILE MINDSET INTO YOUR LEADERSHIP STYLE
- BE VISIBLE WITHIN THE ORGANIZATION TO ATTRACT OPPORTUNITIES

SECTION 4: CURATE HEALTHY TEAM RELATIONSHIPS (THE WHO)

- UNDERSTAND THE NEEDS OF YOUR DIRECT REPORTS AND TEAMS
- COMMUNICATING THROUGH THE LENS OF INCLUSIVITY AND CONFIDENCE (ESPECIALLY WHEN ADVOCATING MESSAGES FOR THE COMPANY)
- ENCOURAGING HEALTHY DISCOURSE AND QUESTIONING
- LEADING WITH COURAGE, VISIBILITY (AND NOT AUTHORITY)

FOR REGISTRATION PLEASE CONTACT: **Spiro Serpanos** - IMS Regional Director - Washington-D.C.

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