



## HOW TO BUILD YOUR EXECUTIVE PRESENCE AND IMPACT

with May Busch

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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Having executive presence and impact is essential for leadership and career success in today's competitive landscape. This program provides comprehensive insights and clarity on the actionable strategies that participants can implement immediately to inspire confidence, command attention, and earn the respect of senior decision-makers from the moment they enter the room—whether in a physical setting or a virtual one like Zoom—through to the conclusion of the meeting.

An important aspect of cultivating executive presence is mastering the art of communication; this includes not only how to sound like an executive but also how to engage effectively with a variety of stakeholders. This program will teach you that critical skill, covering everything from making impactful "small talk" to addressing significant topics with poise and authority. Participants will learn how to articulate their thoughts clearly, read the room, and adjust their communication style to resonate with their audience, ensuring they leave a lasting impression in any professional setting.

## MAY BUSCH

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May Busch is an international executive and career coach, speaker, facilitator, and the author of *Accelerate: 9 Capabilities to Achieve Success at Any Career Stage*. She is passionate about helping people thrive at work and reach their full potential. She is Senior Advisor and Executive in Residence in the Office of the President, and Professor of Practice at W.P. Carey School of Business, at ASU.

Previously, May enjoyed a 24-year career in investment banking, most recently as COO for Morgan Stanley Europe. She chaired the firm's European Diversity Council and was a member of its European Management Committee. A graduate of Harvard Business School, May is dedicated to promoting greater thought leadership, diversity, and entrepreneurial spirit in the workplace.

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