



UNFORGETTABLE PRESENCE: ELEVATE YOUR  
INFLUENCE AND ACCELERATE YOUR CAREER  
with Lorraine K Lee  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## UNFORGETTABLE PRESENCE: ELEVATE YOUR INFLUENCE AND ACCELERATE YOUR CAREER

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You work hard. You deliver results. Yet, somehow, your peers receive the recognition, climb the ranks, and leave you wondering why you're being overlooked. In today's fast-paced and competitive workplace, excelling at your job is no longer enough—you need to cultivate a presence that makes a lasting impression at every stage of your career.

This program dives deep into the concept of professional presence—what it means, where it matters, and how to shape it with intention. We'll also explore executive presence, a crucial facet of professional presence, and how its definition has expanded beyond traditional markers like sharp business attire and formal networking events. In today's professional landscape, leaders must demonstrate authentic leadership, build a compelling career brand both online and offline, and foster relationships rooted in trust and respect.

Join Lorraine K. Lee as she unpacks the 3Cs of professional presence essential for modern leaders. Whether you're at the start of your career or an experienced professional, this session will equip you with the insights, confidence, and skills to elevate your leadership presence and make a meaningful impact in any organization.

# LORRAINE K LEE

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Lorraine K. Lee is an award-winning global keynote speaker, instructor for Stanford Continuing Studies and the author of *Unforgettable Presence: Get Seen, Gain Influence, and Catapult Your Career* (Wiley, 2025). Lorraine has been invited as a guest speaker to some of the world's most recognizable brands including Zoom, Cisco, Amazon, ASICS, Hilton, and McKinsey and Company. She works with Fortune 100 organizations, global teams, and individuals to teach them how to supercharge their professional presence. Lorraine has been featured in publications including *Forbes*, *Inc.*, *ReadWrite*, and *Entrepreneur*. She received her BSJ from Northwestern's Medill School of Journalism and currently resides in San Francisco.

## TOPICS COVERED

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### **THE SOFT SKILLS PATH TO CAREER SUCCESS**

WHY TECHNICAL SKILLS ALONE AREN'T ENOUGH FOR LONG-TERM GROWTH  
THE ESSENTIAL SOFT SKILLS THAT ELEVATE YOUR CAREER AND LEADERSHIP IMPACT

### **THE POWER OF INFLUENCE: A KEY TO PROFESSIONAL GROWTH**

HOW INFLUENCE ENHANCES TECHNICAL EXPERTISE AND LEADERSHIP EFFECTIVENESS  
STRATEGIES TO BUILD CREDIBILITY AND GAIN BUY-IN FROM COLLEAGUES AND STAKEHOLDERS

### **EXECUTIVE PRESENCE ISN'T JUST FOR EXECUTIVES**

BREAKING THE MYTH: WHY EXECUTIVE PRESENCE MATTERS AT EVERY CAREER STAGE  
THE 3CS OF PROFESSIONAL PRESENCE: CONFIDENCE, COMMUNICATION, AND CONNECTION

### **CRAFTING AND EXPANDING YOUR PROFESSIONAL NETWORK**

BUILDING A STRONG NETWORK THAT SUPPORTS CAREER GROWTH AND VISIBILITY  
LEVERAGING ONLINE AND OFFLINE RELATIONSHIPS TO ENHANCE INFLUENCE AND OPPORTUNITIES

### **THE EVOLUTION OF PROFESSIONAL PRESENCE IN A DIGITAL AGE**

MOVING BEYOND TRADITIONAL MARKERS LIKE ATTIRE AND FORMAL NETWORKING EVENTS  
CREATING AN AUTHENTIC LEADERSHIP BRAND THAT RESONATES BOTH IN-PERSON AND ONLINE

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