

MAXIMIZING YOUR LEADERSHIP PRESENCE

How to Show Up, Stand Out, & Shake Up The World

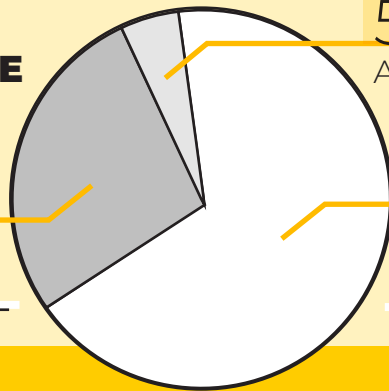
3 FACTORS OF EXECUTIVE PRESENCE

28%
COMMUNICATION

5%
APPEARANCE

67%
GRAVITAS

Source: 2013 Center for Talent Innovation



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PRESENCE VS LEADERSHIP PRESENCE

PRESENCE:

the style you show up with and how that style makes someone feel.

LEADERSHIP PRESENCE:

a style of communication that earns others' confidence and trust.

We all have presence, but not everyone has **LEADERSHIP PRESENCE.**

6 ACTIONABLE WAYS TO MAXIMIZE YOUR LEADERSHIP PRESENCE



MASTER YOUR INNER GAME

Know who you are at your best
Live your core values
Honor your strengths



MAKE YOUR APPEARANCE MATTER

Be well groomed
Dress to fit the culture
Add your authentic signature



VALUE CANDOR AND CARE

Have a point of view
Share your truth
Be tactful in your delivery



MANAGE YOUR INTENSITY

Pause when emotionally triggered
Name emotions to tame them
Be aware of your body language



PUT EMPATHY BEFORE INFORMATION

Deeply listen to others
Acknowledge their feelings
Dampen the intensity in the room



PROTECT YOUR ONLINE PRESENCE

ASK YOURSELF:
Will this post build my credibility/brand?
Is this truthful/tactful?
Will this post make my momma proud?