

# Executive Presence

## Confidence and Credibility in Communication

### What is Executive Presence?



Presence is the ability build powerful relationships, quickly and consistently **instill trust and confidence**, and create **high engagement** with any audience, any time, anywhere.

### It is About Credibility AND Trust

#### The Key is Balance:

Demonstrate Competence

And

Build Connection / Engagement

#### Your Impact Is Determined By:

- ▶ *Delivery: How you Look and Sound*
- ▶ *Content: What you Say*



### High Impact Content: **What, So What, Now What**

- ▶ **What:** Headline: Bottom Line First
- ▶ **So What:** Know your Core Message; and Know what your Audience Values
- ▶ **Now What:** Strong Close (The “Ask” or Personal Commitment)
- ▶ **Delivery Tips:** Eliminate “Qualifiers,” Apologies, Jargon, and Filler Words
- ▶ **Talk Results** not Activities
- ▶ **Make it Personal** (stories, analogies)



### Demonstrate Competence: **Credible and Capable**

#### *How you look*

- Take up space. Move with purpose
- Still body
- Deliberate, visual gestures
- Direct eye contact



#### *How you sound*

- Voice of authority - pitch and pace
- Downward inflection
- Chunking: short sentences
- Strong volume
- PAUSE

### Build Connection: **Warm & Engaging**

#### *How you look*

- Open, relaxed stance
- Approachable / warmth in expression
- Smile (any size)

#### *How you sound*

- Conversational style
- Upbeat energy
- Audience – centered
- Interested: ask questions and listen



### Credibility Formula

- Short sentences / bullet point speech
- Smile and use a conversational tone
- Group eye contact

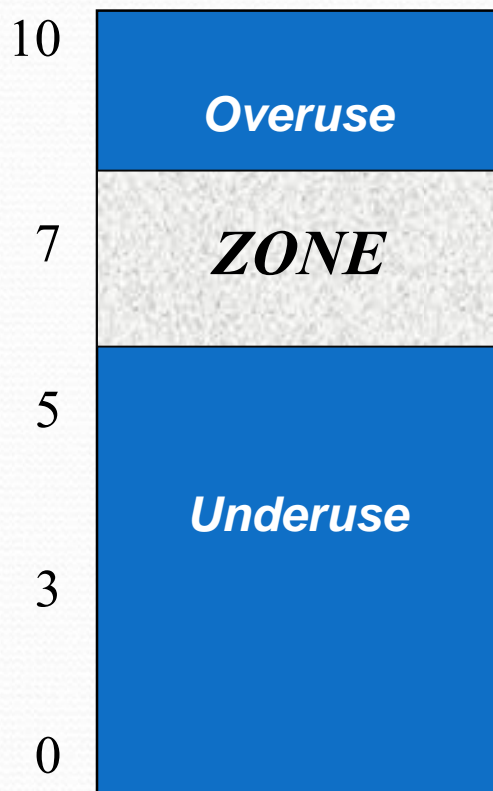
#### DELIVERY

- *Confirm / rephrase*
- *“Two key points ... “ OR “What I can tell you...”*
- *“Bottom line...”*



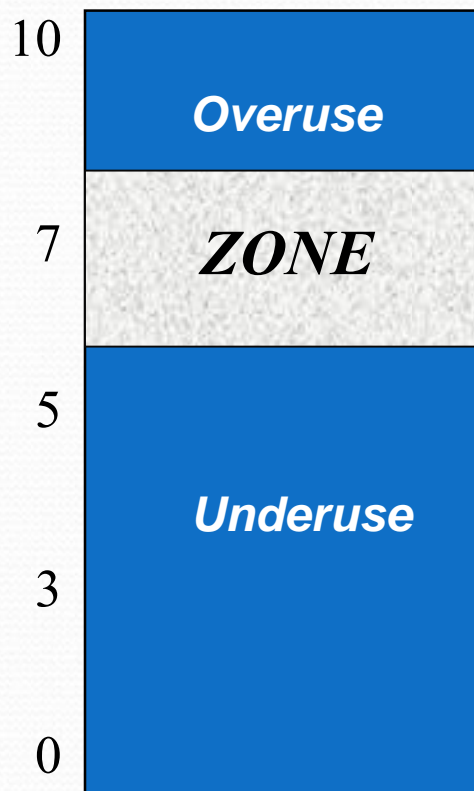
# Presence and Credibility Model

## Competence Quotient



*The ability to demonstrate that you are capable, knowledgeable, and credible*

## Connection Quotient



*The ability to demonstrate rapport, build social capital, create trust, and convey energy*

### **Final Advice –**

#### **Consistently Set the Tone for High Impact**

- START Strong – first 30 seconds has ripple effects
- Warm AND Professional
- Know your Message AND your Audience
- Choose Confidence
- Energy – secret sauce

