

# THE FORUMS FOR EXECUTIVE WOMEN

## Session 3: Executive Presence



**Executive Presence** is the ability to 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 Connections / Engagement**



### **Demonstrate Competence**

#### *How you look: "Like a Leader"*

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

#### *How you sound: Credible and Capable*

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



### **Build Connections / Engagement**

#### *How you look: "Collegial"*

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

#### *How you sound: Warm & Engaging*

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

The secret is to show up as *both*  
**Credible AND Engaging**

### **Key Topics:**

- Executive presence is crucial to credibility, and your ability to influence others
- Provide a model and approach for presenting your messages and yourself with greater clarity, confidence, and conviction
- Increase effectiveness in responding to challenges under pressure
- Tell your leadership "story" with stronger impact

### **Language of Business Honing Your Message**



#### **Audience Centered**

- Know what your Leaders / Clients Value
- Talk IMPACT / Results not Activities

#### **Structure: 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, Filler Words
- **Make it Personal:** Use less Jargon; More Stories / Examples

*Think on your feet*



### **The Credibility Formula**

#### **Frame Your Message to Help Your Brain:**

- Confirm or Clarify the Question
- Offer TWO Key Points
- End with "Bottom Line" (so what)  
*"There are a couple of key issues / reasons ..."* OR  
*"What I can tell you is.."*  
*"Bottom line..."*

#### **DELIVERY:**

- Short Sentences / Bullet Point Speech
- Smile and use a Conversational Tone
- Group Eye Contact

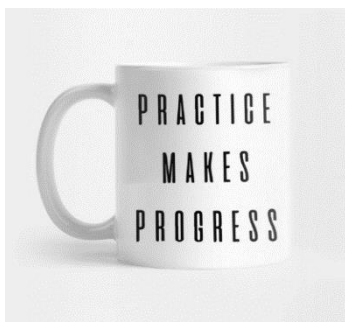
# EXECUTIVE PRESENCE



## Tips for “Virtual” Presence: *Be Bright, Be Brief, Be Engaging!*

- Voice is Key! *Upbeat energy & tone*
- Listen for Context
- Look “through” camera (Video)
- Use names (to interject)
- Visual language – stories, analogies
- FRAME your input (“I agree, and I’d add 2 points”)
- Short sentences / bullet point speech
- Connect content to the audience
- Maintain “7” volume
- Stand and deliver (Phone)

<b>Feedback / Observations</b>	<b>Round One</b>	<b>Round Two</b>	<b>Round Three</b>
<b>Delivery strengths</b> <ul style="list-style-type: none"> <li>• <i>Competence</i></li> <li>• <i>Connection</i></li> </ul>			
<b>Content:</b> <ul style="list-style-type: none"> <li>• Audience focused</li> <li>• Bottom line</li> </ul>			
<b>General observations</b>			
<b>Key areas for development</b> <i>(Increase your Impact)</i>			



- Pick one key behavior and consciously practice EVERYWHERE, with EVERYONE.
- Remember: this is about being the best YOU, not changing your personality.
- Authentic Connections Matters: The strength of your Influence is based on the strength of your Relationships.
- First 30 seconds have ripple effect: Strong AND Warm.
- Learn how to manage your energy more consistently.

