

# Session 6: Leadership Presence

## The "IT" Factor



**ENGAGE**  
Others and Build  
Relationships

### Key Topics:

- Leadership presence is crucial to credibility, and your ability to influence others
- Provide a model and approach for enhancing leadership presence
- Present your messages and yourself with greater clarity, confidence, and conviction
- Increase effectiveness in responding to challenges under pressure



**WUI Rule – Look Like a Leader.**



**Leadership Presence** is a set of skills / qualities that *inspire Confidence*, and create a *Compelling and Commanding* impact on those around you. It is about **Credibility and Trust**.

### The Key is Balance: EQ and IQ

"EQ"

**RAPPORT**  
*Drives Trust*



"IQ"

**COMPETENCE**  
*Drives Respect*

Your Impact Is Determined By:

**Delivery:** *How you Look and Sound*

**Content:** *What you Say*



"People don't always remember what you say or even what you do, but they always remember how you made them feel."

~ Maya Angelou.

*The stronger  
your presence,  
the more  
credible your  
message  
will be.*



### Virtual Presence Tips: Be Bright, Be Brief, Be Engaging!

#### Rapport

- Conversational style: Voice is Key
- Upbeat Energy
- Smile
- Use Names (to interject)
- Engaged – Listen and Ask Questions
- Visual Language: Stories, Analogies vs. Jargon

#### Competence

- Stand and Deliver
- Know Your Message – Headlines / Bottom Lines
- FRAME your Input ("I agree, and I'd add 2 points")
- Short Sentences / Bullet Points
- Downward Inflections and PAUSE
- Maintain "7" Volume

# LEARN | ENGAGE | ACHIEVE | DELIVER



*It's about managing relationships and making connections.*

## Build Rapport: Warm & Engaging

### How you look

- Open, Relaxed
- Approachable / Warm
- Smile (any size)
- Group Eye Contact

### How you sound

- Conversational Style
- Upbeat Energy
- Audience Focused
- Interested: Ask Questions and Listen
- Use Names



*Powerful people take up time, and take up space.*

## Demonstrate Competence: Credible and Capable

### How you look

- "Like a Leader"
- Still Body
- Deliberate, Expansive Gestures
- Direct Eye Contact

### How you sound

- Voice of Authority - Pitch and Pace
- Downward Inflection
- Concise: Short Sentences
- Strong Volume
- PAUSE

## Language of Business Honing Your Message



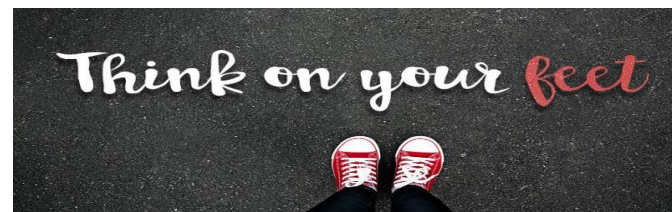
### Audience Centered

- Know what your Leaders / Clients Value
- Talk IMPACT / Results not Activities
- Demonstrate Conviction and Energy

### 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)

Be yourself,  
but be your **best** self.



## 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



- Pick one key behavior and consciously practice EVERYWHERE, with EVERYONE.
- For "voice of authority", listen to your voicemail messages. Adapt and re-record as needed.
- Observe people whom you believe have strong "presence." What are the competence and rapport behaviors that now stand out?
- Learn how to manage your energy more consistently.

DEVELOPING LEADERS WHO  
THINK GLOBALLY.  
ACT STRATEGICALLY.

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