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EXECUTIVE PRESENCE

PROPOSAL FOR DISCUSSION





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EXECUTIVE PRESENCE TRAINING PROGRAM

Experts agree that Executive Presence is far more than leadership abilities.

Yes, the ability to lead is a component. Communication is also a significant skill set and the facility for powerful, interpersonal engagement is pivotal. Executive Presence is clearly multi-faceted.

The New York-based think tank, Center for Talent Innovation (CTI), established a task force to investigate Executive Presence. Its focus was to provide insights into how organizations could leverage their talent through Executive Presence. The 75 global corporations and organizations involved in the task force operate in 190 countries around the world, comprising four million employees. The CTI task force's report, published in 2012, captures the essence of why Executive Presence is so critical:

"Performance, hard work, and sponsors get top talent recognized and promoted. But 'leadership potential' isn't enough to lever men and women into the executive suite. Leadership roles are given to those who also act the part."

There is no question that ability, talent and skills count BUT Executive Presence plays a key role in assuring people achieve their full potential. The goal of EP is not a singular, stellar move up the career ladder but continuous, upward mobility.

As the CTI report states: "Executive Presence alone won't get you promoted ... but its absence will impede your progress."

The extraordinary thing about EP is its accessibility. In fact, it's attainable to everyone with the will to succeed.

Executive Presence is neither exclusive nor elusive.™



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EXECUTIVE PRESENCE

TRAINING PROGRAM

Our practical 2-Day Workshop teaches transferable skills that communicate the executive presence required to achieve upward mobility. Each participant practices in a variety of situations and receives feedback from both peers and instructors.

Case studies are customized to participants' specific work environments. Whether the focus is customer service, supervision, team building or leadership, strong interpersonal communication skills form the infrastructure of success.

Participants learn the core skills required to enhance their ability to communicate with confidence in everyday business situations.

Executive Presence plays an essential role in today's corporate world:

- Empowers employees with the credibility to secure business goals
- Encourages confidence — the "deal-maker" that move business negotiations along, seamlessly
- Ensures a competitive edge for the brand
- Elevates the global stature of the organization as a progressive innovator
- Escalates career advancement for the individual



EXECUTIVE PRESENCE
INNOVATORS

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EXECUTIVE PRESENCE

10 OBJECTIVES

1. Understand the fundamentals of Executive Presence
2. Recognize the 4 critical elements of First Impressions
3. Use Body Language to read between the lines
4. Enhance Interpersonal Communication for effective leadership
5. Create an impactful Virtual Image
6. Understand the difference between corporate branding and personal branding
7. Understand the impact of actions and behaviors on executive relationships to enhance personal political savvy
8. Discover personal leadership and negotiating styles
9. Deliver power presentations
10. Project a professional image through appearance



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EXECUTIVE PRESENCE

10 MOTIVATING FACTORS

1. Become more influential, persuasive and inspiring
2. Connect better and faster
3. Elevate personal status
4. Communicate more effectively
5. Enhance leadership competencies
6. Network with confidence anywhere and with anyone
7. Get to the next level
8. Achieve goals more quickly
9. Manage and maintain an exemplary reputation
10. Encourage people's trust and respect



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ORGANIZATIONS HIRE FOR TECHNICAL AND FIRE FOR BEHAVIORAL

It's no secret that these days, Executive and Professional Presence Training is very much centre-ice in HR circles. And, it would appear, with good reason. There is an immediate need, no let's go a step further and say there's a sense of urgency, to bump up the standard of behaviour among staff at all levels.

What seems to have happened is that across the broad spectrum of people doing the hiring and interviewing, technical expertise is often the overwhelming force behind employment decisions. In other words, step up to the plate with great credentials and the job is yours! The folks being interviewed and looking for a new job or promotion have fallen into this same trap: technical prowess trumps interpersonal skills. So naturally, there's minimal encouragement or reason to look outside the technical box – until it's too late.

At a recent conference for board directors, a survey revealed some startling stats. There was a simple poll where participants were asked two straightforward questions:

- 1) Reasons you hire: Technical or Behavioral
- 2) Reasons you fire: Technical or Behavioral

The results were astonishing! One hundred percent replied they hire based on technical criteria and 90 percent acknowledged that staff behavior results in a decision to fire. A vicious circle.

Several years ago, the Carnegie Foundation published a study that challenges the predisposition to hire based on technical bias. To paraphrase, "Your success in business is 85 percent based on your attitude and ability to relate to other people and only 15 percent based on your job knowledge and technical skills."



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EXECUTIVE PRESENCE

RISE ABOVE THE CROWD

The Executive Presence System is structured to ensure participants:

- Elevate their status to achieve the next level
- Network with confidence, anywhere and with anyone
- Encourage people's trust and respect
- Enhance their Reputation, key to developing authentic Executive Presence



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EXECUTIVE PRESENCE

LOOK AND ACT LIKE A LEADER

This multi-faceted Workshop takes participants through a series of coaching sessions to:

- Create powerful First Impressions
- Communicate with confidence and professionalism across all platforms from boardrooms and large presentations to client meetings and “virtual” connections, including video conferences, emails and social media
- Behave with confidence and poise in every situation



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EXECUTIVE PRESENCE

EXPANDING HORIZONS

Executive Presence is multi-dimensional. We cover all the bases and more:

- Credibility, Likeability, Trust and Appearance, the 4 elements comprising First Impressions
- Integrity, the key to recovering from a less-than-perfect First Impression
- Maintaining credibility
- Charisma, how to emanate power while displaying warmth



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SEVEN COURSE MODULES





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1. Introduction to Executive Presence and First Impressions

Develop a genuine Executive Presence:

- Motivating factors of "Why Executive Presence"
- 4 Pillars of EP
- 3 Traits of Charismatic Presence
- 4 Variables of First Impressions



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INNOVATORS

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DIGITAL PRESENCE IS EVERYTHING,
WHAT IS IT SAYING ABOUT YOU?



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2. Body Language

Read non-verbal signals, connect and build rapport:

- Nonverbal Intelligence
- 10 C's of Body Language
- Micro-facial Expressions for Business



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3. Interpersonal Communication Skills

Communicate with passion and confidence; build positive relationships and listen effectively:

- Introduction protocols
- Conversation: Small talk, Power of Yes, Levity
- Talking tips do's and don'ts
- Networking skills
- How to command and work any room
- Personal Branding





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4. Executive Dining & Business Meals

The ability and confidence to dine anywhere with anyone is of particular importance in business. Relationships are built during meals and although intended to be a more relaxed way to meet, many people consider business meals stressful.

At every business meal, the host and the guest each have their own set of responsibilities. Our dining tutorial takes place over the luncheon period and focuses on dining with C-suite, senior management and clients. The emphasis is on conversation, interaction and how to maintain presence throughout the meal.

We also cover the following topics:

- Who sits where
- Showing the extent of your hospitality
- When to start talking business
- How to handle bad or slow service
- Guest and host duties
- Styles of eating (i.e. North American and Continental)
- International dining awareness
- Handling the knife and fork



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5. The Virtual Executive

This segment covers all aspects of technology – related communication: telephone, voicemail, smart phones, email correspondence, videos and teleconferences.

The workshop emphasizes the underlying message of how and what techno-communication skills say about an individual. Participants learn to communicate effectively and professionally, to appear competent and credible when using electronic media. The following topics are covered:

- Conveying professionalism over the telephone
- Recording voicemails
- Smartphone and texting
- Video and conference calls
- Email structure for professional messages
- Online image

Communicate professionally via technology and social media.



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NETWORK WITH MORE CONFIDENCE
WITH ANYONE, ANYWHERE IN ANY
CULTURE.



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6. The Executive Workplace Best Practices

Executive Presence is behaving appropriately in a given place and situation, within the context of the prevailing corporate culture. The following topics are included:

- Core traits of Executive Presence
- Political savvy
- Leadership styles
- Negotiation styles
- Boardroom effectiveness
- Presentation skills: On stage presence
- Ways to enhance Executive Presence
- Helping others with their Executive Presence



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EXECUTIVE PRESENCE IS NOT EXCLUSIVE
FOR A FEW. IT CAN BE LEARNED.



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7. Professional Appearance: The Look of Success

Dress to project leadership presence and enhance stature and reputation
Set the bar for appearance to act as role model for team members

- The importance of image
- The language of clothes
- The 10 contributors to a professional appearance .



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Complete Program: 14-Hour

*The program can be reduce in time



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Options for Course Structure

- Half-Day training
 - Select one module
- One-Day training
 - 3 modules
- Two-Day training
 - 7 modules



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THANK YOU.

