



# EXECUTIVE PRESENCE FOR **SENIOR EXECUTIVES**





EXECUTIVE PRESENCE  
INNOVATORS



## STRONG INTERPERSONAL COMMUNICATION SKILLS

Making positive first impressions, strong interpersonal communication skills, actions and behaviors in the workplace, and a professional appearance are all critical components for accessing and enhancing Executive Presence.



THE GOAL OF EP IS NOT A SINGULAR,  
STELLAR MOVE UP THE CAREER LADDER  
**BUT CONTINUOUS, UPWARD MOBILITY.**

The extraordinary thing about EP is its 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:

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.

EXECUTIVE PRESENCE  
IS NEITHER EXCLUSIVE  
**NOR ELUSIVE™**

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

Accessibility In fact, it's attainable to everyone with the will to succeed.

Executive Presence is neither exclusive nor elusive.™



# EXECUTIVE PRESENCE FOR **SENIOR EXECUTIVES** THEMES



Chicago | Denver | New York

## INTRODUCTION TO EXECUTIVE PRESENCE

- Executive Presence: What it is and what it is not
- The EP4 Fundamentals

## FIRST IMPRESSIONS

- How first impressions are created
- The “charisma” elements
- The “state of mind” factor
- The 4 variables that influence first impressions
- Overcoming a bad first impression

## COMMUNICATION SKILLS

- Body Language: The silent message we often ignore
- Non-verbal intelligence
- The 10 C’s of body language
- Interpersonal Skills:
- Introducing yourself and others with poise and confidence
- Creating your own unique value statement for greater impact

## HOW TO COMMAND A WORK ROOM

- Preparing
- Making your entrance
- Mingling effectively
- Business card exchange protocols
- Food and drinks
- Exit and follow-up

## THE VIRTUAL EXECUTIVE

- Email protocol and structure
- Video and conference calls
- Your profile on social media
- Your online personality

## PROFESSIONAL APPEARANCE

- The importance of image
- The language of clothes
- The 10 elements to create a credible image



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