



Executive Presence

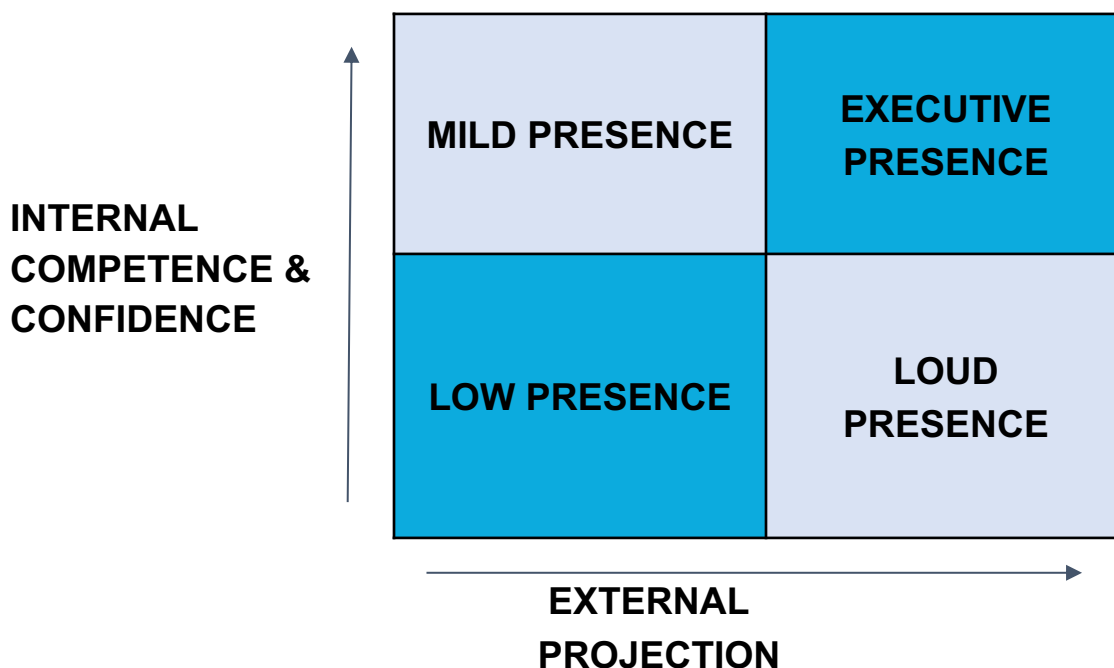
Enelra Tip Sheets:
Getting Better Every Day

Executive Presence

What is it?

- It's what you signal about what you do, not what you do.
- It's not about competence, but you how signal competence.
- Executive presence is being *present* for others; it's the impact you create in your environment; we demonstrate executive presence when our interactions inspire others and generate trust and confidence.
- To radiate “presence”, you have to radiate that you are “present”.

Executive Presence is both internal and external:



3 Key Elements to Executive Presence



- 1 Gravitas: How You Act
- 2 Communications: How You Speak
- 3 Appearance: How You Look

Tactics to Build

Gravitas:

Perception that you know your business cold; able to go six questions deep in domain of expertise.

Builds	Takes Away
<ul style="list-style-type: none">● Signals of stature and status (e.g., kicking off a meeting, speaking first, choosing the right seat)● Confidence and grace 'under fire'● Decisiveness● Integrity and speaking truth to power/ courage to share a POV● Having a vision● High emotional intelligence/ able to read a room (identifying and managing the emotions of self and others)● Driving change rather than being changed	<ul style="list-style-type: none">● Gender or culturally insensitive remarks● Flip-flopping● Shallow/ light weight on topics● Inflated ego/ bullying

Tactics to Build

Communication:

Perception of clear, concise, compelling communications

Builds	Takes Away
<ul style="list-style-type: none">● Eye contact● Giving others full attention/ full presence● Commanding a room<ul style="list-style-type: none">○ Read the room (sense the room, pick up on cultural cues, adjust language and content to the need)○ Establish a connection<ul style="list-style-type: none">■ Eye contact**■ Give others full attention/ presence■ Small talk■ Pacing that matches the audience○ Deliver words like a musician (consider phrasing, inflection, and pace)○ Don't be boring (avoid too much detail, jargon)○ Use stories and narratives○ Be succinct (straight forward and brief)○ Be comfortable with humor and banter○ Confident body language; good posture, enter and exit a room with assertiveness	<ul style="list-style-type: none">● Constant device checking● Being distracted; not paying attention● Props, screens, notes, things between you and the other person / audience● Avoiding small talk● Verbal crutches (um, like, that's great, etc.)● Not being prepared to speak● Not answering challenges in the room (e.g., humor, acknowledge the truth in it, refute)

Tactics to Build

Appearance:

Important in initial interactions, but a much smaller impact than the others. More of a knock-out than an accelerator.

Builds	Takes Away
<ul style="list-style-type: none">● Polished and groomed● Simple and stylish clothing● Working out; demonstrates resilience and sustainability● Dressing for the job you want● Evolving your personal brand● Reading the culture; staying nimble	<ul style="list-style-type: none">● Showing up disheveled or unkempt● Poorly maintained clothing● Inappropriate attire● Clothes that don't fit

Resources:

[Executive Presence: The Missing Link Between Merit and Success](#). By Sylvia Ann Hewett.

Demystifying Executive Presence by Kshitij Sharma: <https://youtu.be/2RBt2KVRuY>