

The 3 Signals of Executive Presence

Leadership Conference 2018

#BKD2018

IDENTITY AND BRAND EXERCISE

Think about the influential/impactful leaders in your life. They can represent different life stages. They can be personal, professional, formal, or informal. Pick one for this exercise.

At your tables:

- 1 MINUTE EACH: Share what has made that person influential and impactful to you, being as specific as possible:
 - Situation
 - Behaviors
 - Traits

Group conversation:

- Select one person to share his/her example with the group.

LEADERSHIP IDENTITY VS. BRAND

IDENTITY

- VALUES
- EXPERIENCE
- VISION
- MINDSET

BRAND

- BEHAVIORS
- PERSONA
- SKILLS

WHAT DOES EXECUTIVE PRESENCE MEAN TO YOU?



THE CORE OF EXECUTIVE PRESENCE

“The elegant packaging that attracts impressed attention, allowing your hardcore skills, accumulated knowledge, depth of experience, and raw talent to stand out and draw others to you.”

Sylvia Ann Hewlett, Center for Talent Innovation
Author, *Executive Presence*

3 SIGNALS OF EP



**GRAVITAS
COMMUNICATION
APPEARANCE**

WHAT EP ≠



**PERFORMANCE
EXTREME EXTROVERSION
CENTER STAGE**

IMMEDIATE IMPACT: COMMUNICATION

- Speaking off the cuff
- Language of business
- Silence
- Voice tone, speed, pitch
- Eye contact
- Stories
- Relatability
- Avoid qualifiers, minimizers, fillers
- Avoid phrasing statements as questions
- Avoid props and barriers

Advance Sales Performance. Cultivate Leaders. Create IMPACT



EXERCISE: PLAY THE EXPERT

- Work in your tables. One person will take a turn at a time.
- Those at your table will give you a topic – it can be any topic!
- You'll speak on that topic until another person at your table gives you a new topic.
- Each turn will last for 60 seconds.
- Another person will take his/her turn.

STRATEGIES TO GROW YOUR EP

Gravitas

- Stretch opportunities
- Building skills in strategy, market orientation, finance
- Gaining a sponsor
- Going deep into a niche
- Seeking feedback
- Self reflection/EQ

Communication

- Digital presence
- Board service
- Speaking engagements
- Toastmasters
- Blogging or writing
- Improvisation training
- High-profile committees
- Agendas

Appearance

- Energy routines
- Professional style
- Tailored clothing
- Posture and body language
- Sleep
- Clean, neat office space
- Etiquette



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 *The Modern Seller*
#ModernSeller



A field of blue umbrellas with one bright green umbrella in the center. The text is overlaid on the green umbrella.

BE YOUR GENUINE
SELF, AT YOUR BEST.

“EVERYONE ELSE IS
TAKEN.”

Adapted from Oscar Wilde