



EXECUTIVE PRESENCE

FEBRUARY 2, 2023



 © 2023 Menttium Corporation. All Rights Reserved. Confidential.

1

1



YOUR HOST



Jill Hauwiller
Senior Consultant
Menttium

*"People buy into the leader before they
buy into the vision."*
-John Maxwell


 © 2023 Menttium Corporation. All Rights Reserved. Confidential.


2

2


● **AGENDA**

- Define executive presence
- Share “The 7 C’s”
- Review benefits
- Process to assess
- Refine your executive presence
- Voices of experience panel
- Resources
- Next steps

 © 2023 Mentium Corporation. All Rights Reserved. Confidential.




3



**EXECUTIVE
PRESENCE**

Easy to recognize, hard to define.

 © 2023 Mentium Corporation. All Rights Reserved. Confidential.

4

4

HOW DO YOU DEFINE EXECUTIVE PRESENCE?



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.

5

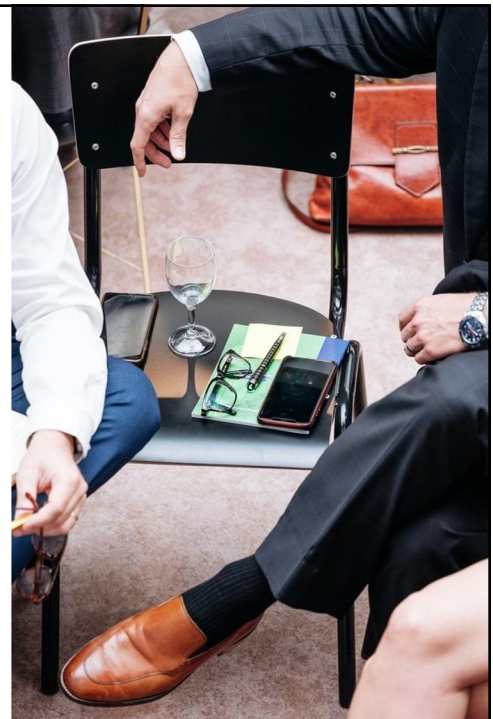
5

“Executive presence refers to that ability to take hold of a room by making a **polished entrance**, immediately shaking people’s hands, and forging quick, **personal connections** instead of defaulting to robotic formalism and shrinking into a chair. When leaders with executive presence speak, people listen – because the talk is filled with **conviction** instead of equivocation. They inspire that I’ll follow you anywhere loyalty, conveying an aura of **warmth and authenticity** to everybody from the receptionist to the CEO.”

Michelle Conlin-Senior Writer for Working Life
From BusinessWeek article on “Executive Presence”



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.



6

● THE 7 C'S OF EXECUTIVE PRESENCE

- **Composure:** Self-awareness and the understanding of others
- **Connection:** Engaging others when communicating and making them feel comfortable
- **Charisma:** The 'attractive' ability to draw others to you
- **Confidence:** Communicating confidence in both what you say and how you say it



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.

7

7

● THE 7 C'S OF EXECUTIVE PRESENCE

- **Credibility:** Both with your content and the language you choose in delivery
- **Clarity:** Communication must be transparent and clearly understood
- **Conciseness:** Succinct communication maintains focus on your message



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.

8

8

WHICH IS MOST VALUABLE TO YOU?

COMPOSURE | CONNECTION | CHARISMA | CONFIDENCE | CREDIBILITY | CLARITY | CONCISENESS



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.

9

9

● EXECUTIVE PRESENCE IS NOT AN INNATE QUALITY

It is a set of learned behaviors that enable you to command attention and inspire others.

- Consider your personal brand
- Understand your organizational culture
- Reflect on cultural nuances in a global context
- Think about dimensions of diversity



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.


10

10

- **THE POWER OF EXECUTIVE PRESENCE**

- Increased influence and persuasiveness
- Greater recognition as a leader in the organization
- Increased commitment and buy-in for your goals and objectives
- Enhanced ability to achieve results through others
- Improved relationships

 © 2023 Menttium Corporation. All Rights Reserved. Confidential.



11

- **THE 4-STEP PROCESS**

1

Self-reflection

2


How are you perceived?

3

Building relationships

4

Continuous learning

 © 2023 Menttium Corporation. All Rights Reserved. Confidential.

12

INTERNAL PERSPECTIVE

1

Self-reflection

- Observe how executives in your organization 'present'
- Learn current perception of your own Executive Presence
- Identify fit and gaps



© 2023 Mentium Corporation. All Rights Reserved. Confidential.

13

13

EXTERNAL PERSPECTIVE

2

How are you perceived?

Appearance Communicates:

- Professionalism
- Sophistication level
- Intelligence
- Credibility

"Executive" Exterior Demonstrates You:

- Pay great attention to detail
- Are meticulous in your work
- Will have decision makers appreciate your efforts
- Are ready for advancement



© 2023 Mentium Corporation. All Rights Reserved. Confidential.

14

14

EXTERNAL PERSPECTIVE

2
How are you
perceived?

Ask for the external perception of:

- What is your strongest asset?
- Where does your greatest development opportunity lie?
- What are you most noteworthy for – what contributions are most valued?

INTENT VS. IMPACT



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.

15

15

NETWORKING TIPS

3
Building
relationships

- Word of mouth is powerful; what are people saying about you?
- Maintain contact with your network.
- Always make sure your network knows of any recent successes.



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.

16

16

BROADEN AND STRETCH YOUR PERSPECTIVE

3 Building relationships

Recognize the potential in your networking circles:

- Friends
- Colleagues
- Activities
- Programs

Seek out new professional associations or online communities

Voice your personal mission/vision statements during network discussions; if needed, reframe your personal brand.



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.

17

17

COMPETENCE

4 Continuous learning

- Add a degree or certificate
- Attend conferences and workshops
- Spend time with a mentor/coach
- Regularly benchmark your skills against others'
- Intentionally keep your skills on the cutting edge



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.

18

18

VOICES OF EXPERIENCE



Melissa Donaldson
Sr. VP and Chief Diversity Officer
Wintrust Financial Corporation



Adam Dill
Chief Customer Officer
Wicked Foods



© 2023 Mentium Corporation. All Rights Reserved. Confidential.

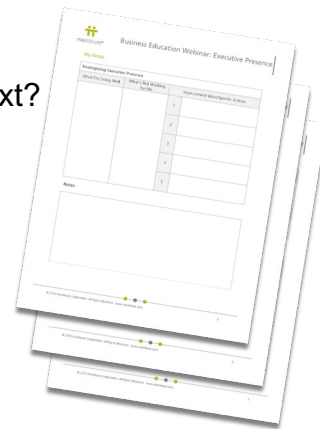
19

19

NEXT STEPS

Ask yourself:

- Am I personally and corporately aligned?
- What is most effective for the audience/event/context?
- What image do I want to project?
 - For my company
 - For my department
 - For myself/Personal Brand
- Is my presence an asset?
- How will I continually improve?



© 2023 Mentium Corporation. All Rights Reserved. Confidential.

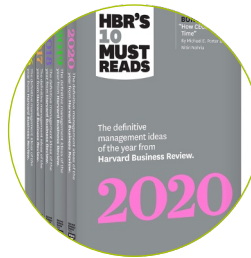
20

20

RESOURCES



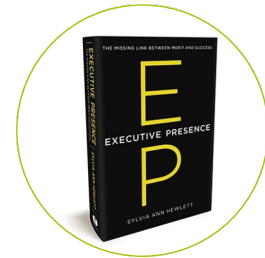
**Your Body Language
May Shape Who You
Are**
Amy Cuddy (TED Talk)



**Developing Executive
Presence**
Joshua Ehrlich for the
Harvard Business Review



**How Great Leaders
Inspire Action**
Simon Sinek (TED Talk)



Executive Presence
Sylvia Ann Hewlett



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.

21

21



Please take 15 seconds to
complete the poll on the
bottom right hand side of
your screen. Thank you!



© 2023 Mentimeter Corporation. All Rights Reserved. Confidential.

22

22



BUSINESS EDUCATION WEBINAR


CREATIVE LEADERSHIP IN A COMPLEX WORLD

March 2, 2023





© Copyright 2023 Mentium Corporation. All Rights Reserved. Confidential.

23



CONTACT US
Menttium.com
support@menttium.com
612-436-4400



Menttium



© Copyright 2023 Mentium Corporation. All Rights Reserved. Confidential.

24

24