

## Internal Perspective Observations

How do executives “present” in my organization?

Where do I match these norms?
Where do I have gaps?

## The 7 C’s Self-Assessment

	Component of Executive Presence	I’m an expert	I do this sometimes	Help!
1	Composure <i>I am self-aware and try to understand others.</i>			
2	Connection <i>I engage others when communicating and make them feel comfortable.</i>			
3	Charisma <i>I have the ability to draw others to me.</i>			
4	Confidence <i>I communicate confidence in what I say and how I say it.</i>			
5	Credibility <i>People trust what I say because of the content I present and how I deliver.</i>			
6	Clarity <i>I communicate transparently and clearly.</i>			
7	Conciseness <i>My communication is succinct and focused on the right message.</i>			

## Instant Ways to Improve Your Executive Presence

Whether it is in boardroom meetings, during business negotiations, or “working” your office environment, “Executive Presence” can be the determining factor in effective leadership. It's that gravitational pull that occurs when a leader walks into a room - everyone stops to hear what they have to say, committed to following where they lead. While such presence often appears to be a natural gift, it is in fact a skill, which can be developed.

<b>Confidence Through Context</b>	Think like the CEO. View your business from the perspective of senior leadership. What would they prioritize, what would they do? Walk with authority and confidence, which comes with maintaining focus on what is important.
<b>Dress for Success</b>	It takes 10 seconds to make a first impression and 10 years to change it. So invest time in taking a look at the image you are projecting to the world. The goal is to appear professional and tasteful at all times, while at the same time authentically aligning your wardrobe to reflect your personality. Your industry and functional role will help dictate the parameters of how formal, conservative, or 'creative' you will need to be to fit the culture. Whatever your wardrobe, wear your confidence on your sleeve - walk with authority, look people in the eye, and deliver your message with conviction. If you project your belief in yourself to others, they will reflect that right back to you!
<b>Network, Network, Network</b>	It is not WHAT you know, it is WHO you know. Like most clichés, there is a great deal of truth to this saying, especially when it comes to being promoted, or chosen for the next project or opportunity. Networking is single-handedly the most important strategy you can employ to increase your presence and profile. It is also a practice often burdened with unnecessary baggage. Authentic networking is all about building/strengthening relationships with people who you (i) share something in common with;(ii) where one or both of you may have the opportunity to support each other; (iii) or you simply enjoy the relationship and make the effort to stay connected (affording you the possibility to share resources/support in the future). That is all it is. A good way to make sure you network authentically is to observe the golden rule of networking: routinely ask yourself, as well as your connection, what you can do to assist them. By following this practice you'll keep the mentality to 'pay it forward' at the forefront, and ensure that networking is a win-win experience for everyone!
<b>Present as Much as Possible</b>	Offer and deliver presentations to clients, stakeholders, staff within your organization, community groups or anyone who has an interest in hearing what you have to share. The more presentations you do, the greater your ability and visibility - which also has an ongoing effect on your confidence and executive presence.
<b>Take Risks</b>	Robert Stevens from Harvard Business School found that great leaders play with a calculated level of risk and abandon. When you have something to offer, speak up and challenge the status quo, even if it means asking questions of those who are senior to you. Your contribution will be noticed and respected.

## My Notes

Strategizing Executive Presence		
What I'm Doing Well	What's Not Working for Me	Improvement Ideas/Specific Actions
		1
		2
		3
		4
		5

## Notes