

Executive Presence

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PREPARED BY
JIM JOHNSTONE



Austin
Section
The Global Voice of Quality™

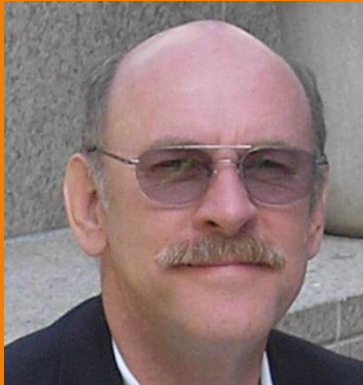


Johnstone Global Consulting Services



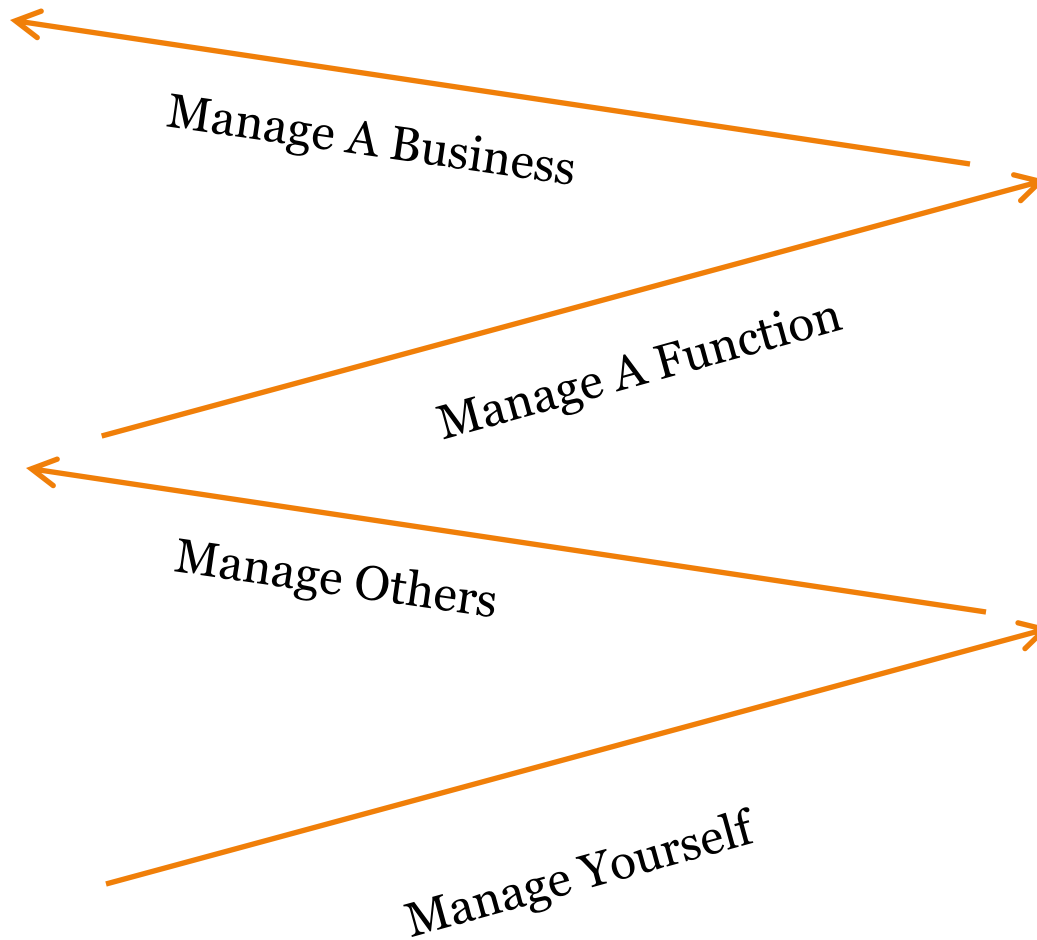
**CAPITAL AREA
FOOD BANK
OF TEXAS**

Jim Johnstone



- IBM
- Applied Materials
- Consultant





What does it take?

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THE MISSING LINK BETWEEN MERIT AND SUCCESS

E

EXECUTIVE PRESENCE

P

SYLVIA ANN HEWLETT

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DISCOVER YOUR SIGNATURE VOICE TO
MASTER YOUR LEADERSHIP PRESENCE

OWN
THE
ROOM

AMY JEN SU
MURIEL MAIGNAN WILKINS

HARVARD BUSINESS REVIEW PRESS

3 Pillars of Executive Presence

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Gravitas 67%

- Your Actions
- Confidence
- Grace under Fire

Communications 28%

- What you say and write
- How you say it
- Body Language

Appearance 5%

- Grooming
- Dress
- Office



Gravitas

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Gravitas

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Gravitas grav·i·tas gravə,täs/

noun: dignity, seriousness, or solemnity of manner.

"a post for which he has the expertise and the gravitas"

synonyms:

dignity, seriousness, solemnity, gravity,
sobriety; More

Source: Google



Gravitas

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- Number one Pick of CEO's asked: What is EP?
- Signal that you can be trusted as a leader
 - Confidence
 - Credibility
- Creates Buy-In



Top Aspects of Gravitas

CEO Survey

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Confidence & Grace under Fire

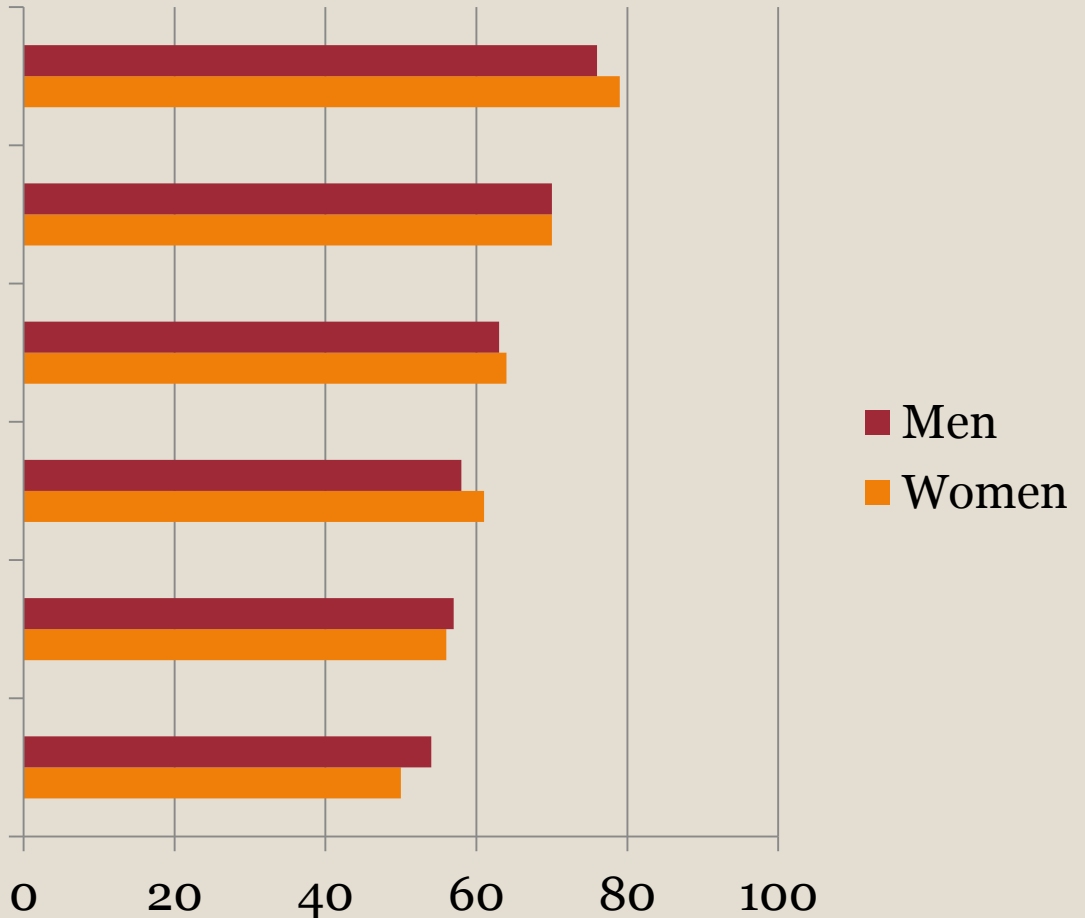
Decisiveness

Integrity

Emotional Intelligence

Reputation

Vision/Charisma



How to Project Gravitas

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- **Be prepared**
 - Know your facts cold
 - Six questions deep
- **Be confident**
 - Look people in the eye
 - Stay calm under fire
- **Be Steady**
 - Stay true to your values
 - Stay on task



Communication

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Communications

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- Clear, Concise, Complete, Correct, Calm
- The words you use, your accent, your tone
- The ability to “command a room”
- Assertiveness
- Sense of Humor
- Posture, Body Language



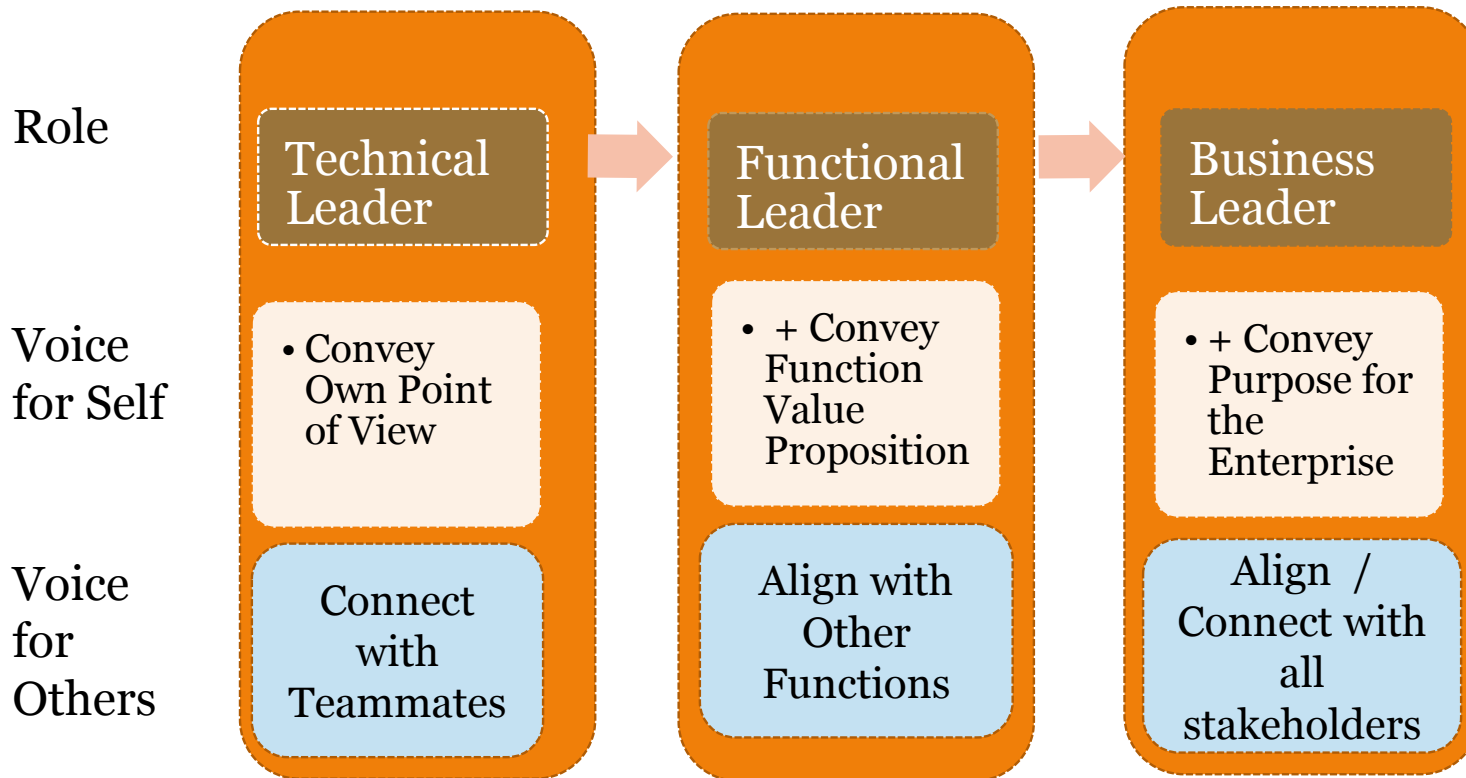
Connecting with an Audience

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- Tell a story
- Eye Contact
- KISS
- WIIFM

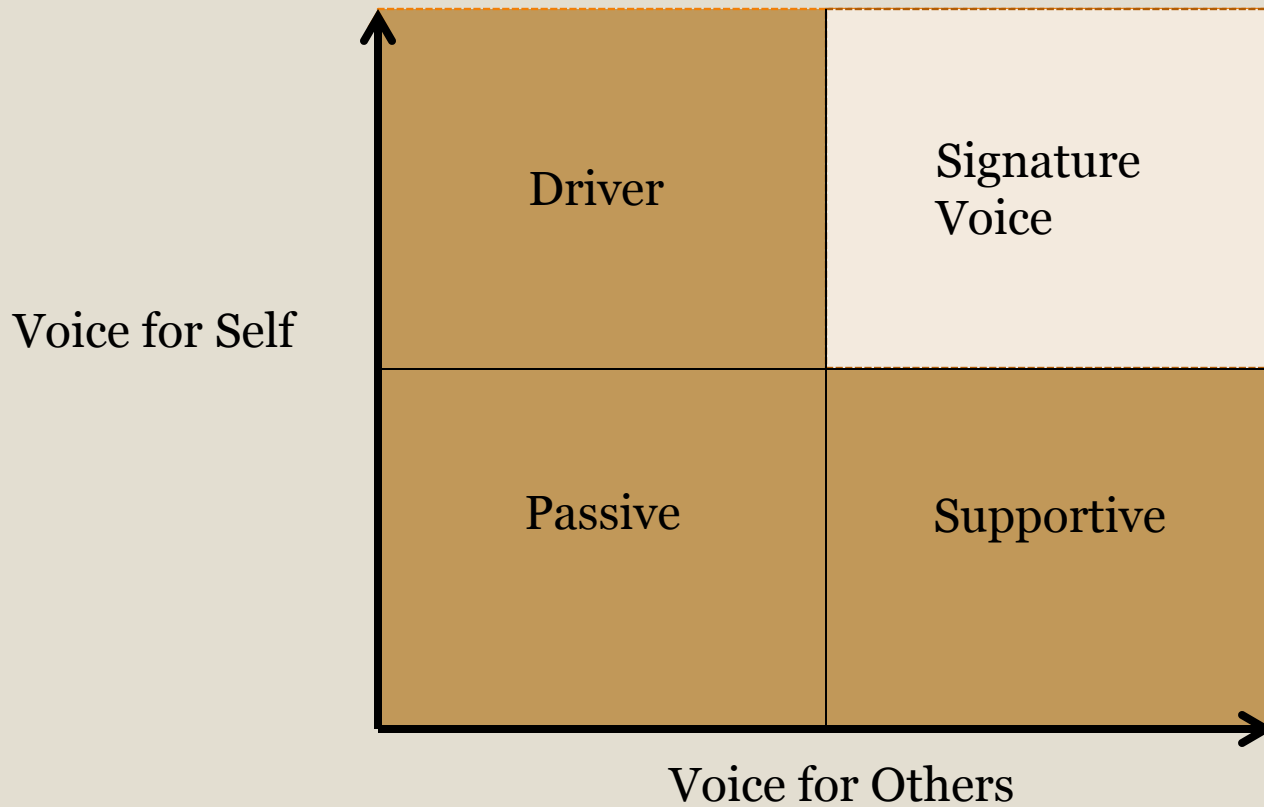


Communication Demands Depend on Your Role



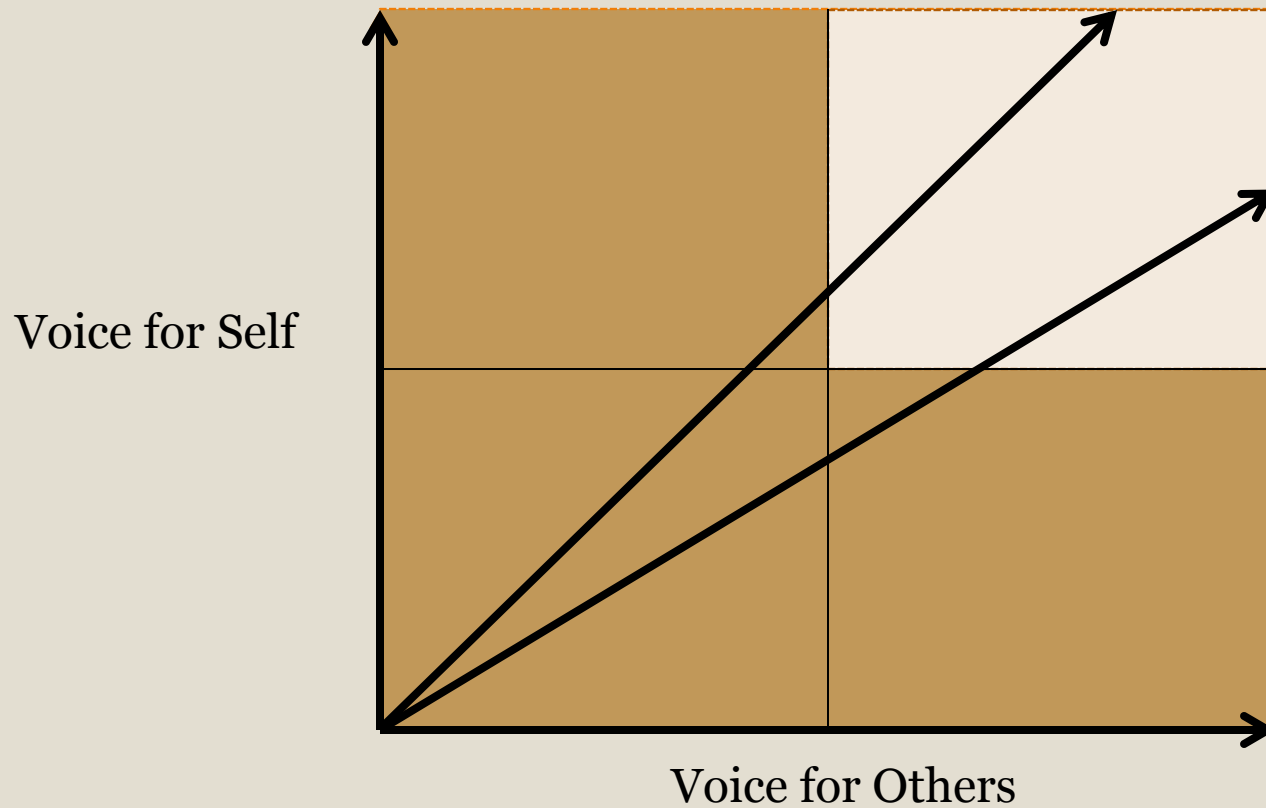
Own the Room

16



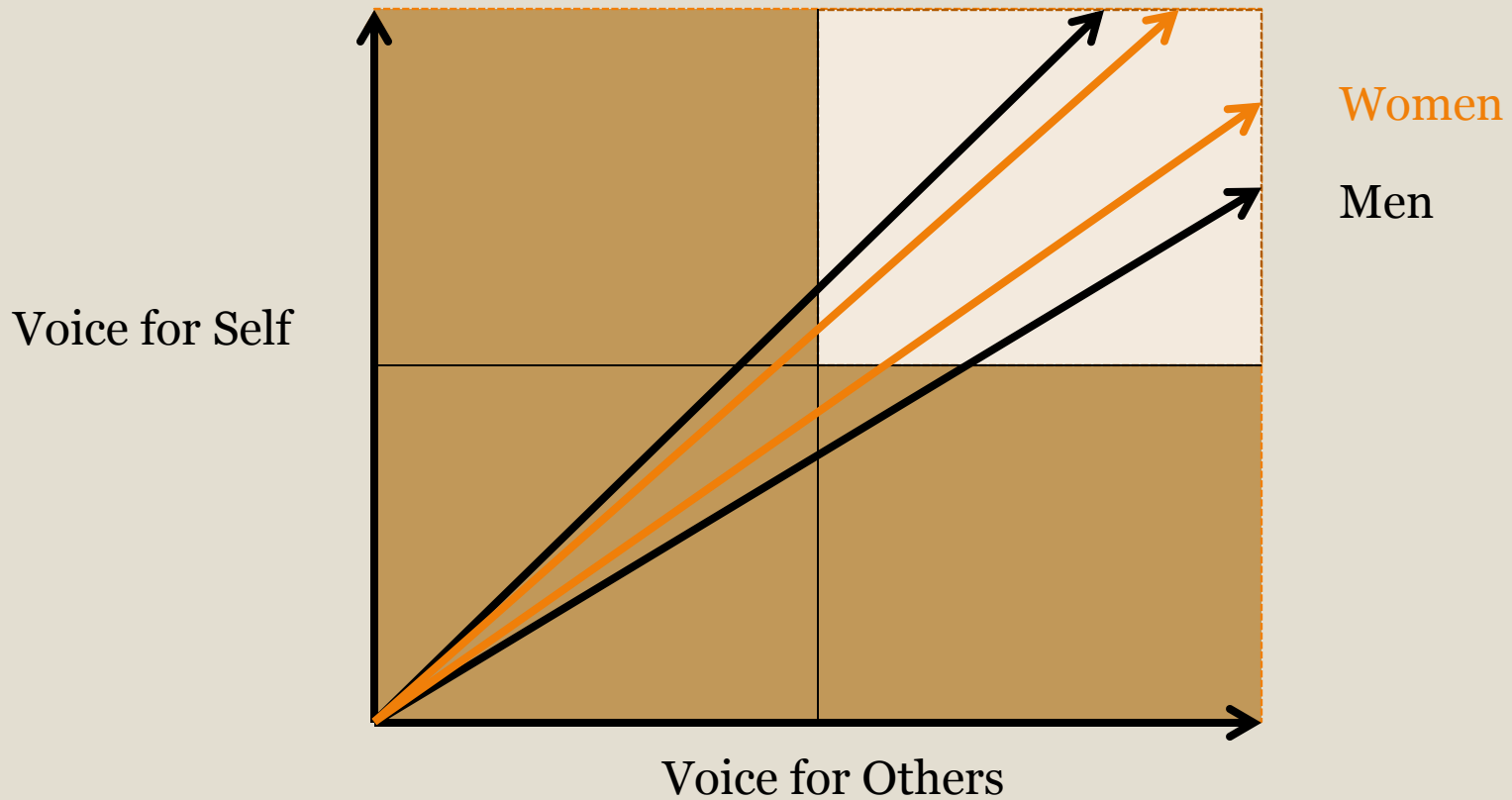
Own the Room

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Own the Room

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ACE

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- Assumptions / Beliefs
- Communication Style and Strategy
- Energy



Which Quadrant Am I?

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- **Assumptions:**
 - I am not important
 - They will ask if they need something
- **Communication**
 - Argues with self
 - Loses those arguments
- **Energy**
 - Fades into the background

Passive

Driver

Supportive

Signature



Which Quadrant Am I?

21

- **Assumptions:**
 - We have a job to do
 - I know the answer
- **Communication**
 - Directs
 - Dominates
- **Energy**
 - Takes up space
 - Draws attention to themselves

Passive

Driver

Supportive

Signature



Which Quadrant Am I?

22

- **Assumptions:**
 - Important to be a team player
 - The boss sets the direction, I follow
- **Communication**
 - Deferential language
 - Good at listening
- **Energy**
 - Speaks quietly
 - Eagerly Supports others

Passive

Driver

Supportive

Signature



Which Quadrant Am I?

23

- **Assumptions:**
 - We are here to get things done in partnership
 - I have a vision and will enlist others to achieve it
- **Communication**
 - Clear, concise, includes others
 - Uses advocacy, inquiry and framing
- **Energy**
 - Confident but Humble
 - Strong and Open

Passive

Driver

Supportive

Signature



Appearance



Appearance

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- People size you up in as little as 250 milliseconds*
- Pay attention to Grooming and overall fitness
- Dress for the next job you want, in clothes that fit and are in good repair.
- Look at your office, what does it say about you?
- Golden Rule: Minimize Distractions from your competence

* Nancy Etcoff Harvard Medical School Study



Executive Presence

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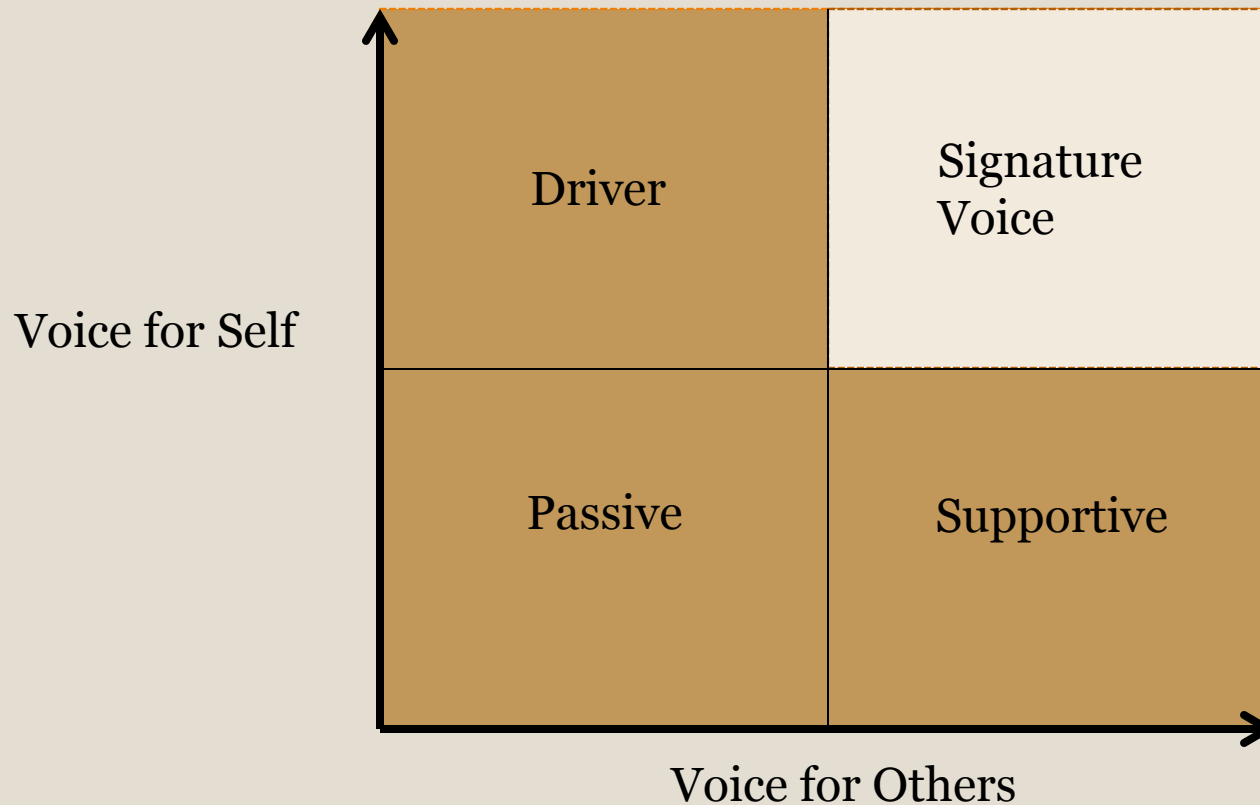
- Gravitas - how you act
 - Communicate
 - Appearance
-
- Your behavior inspires trust and confidence in others



Own the Room

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Assumptions, Communication style and strategy, and Energy shape your voice



You can develop Executive Presence!

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- Take a look at yourself
- Find some great role models
- Get a mentor and some candid feedback
- Change what needs to change
- Practice



Thank You

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