Branding Thyself for Presence and Impact

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KEY EXECUTIVE LEADERSHIP PROGRAMS

This session is about from now on…..

Is this presence?

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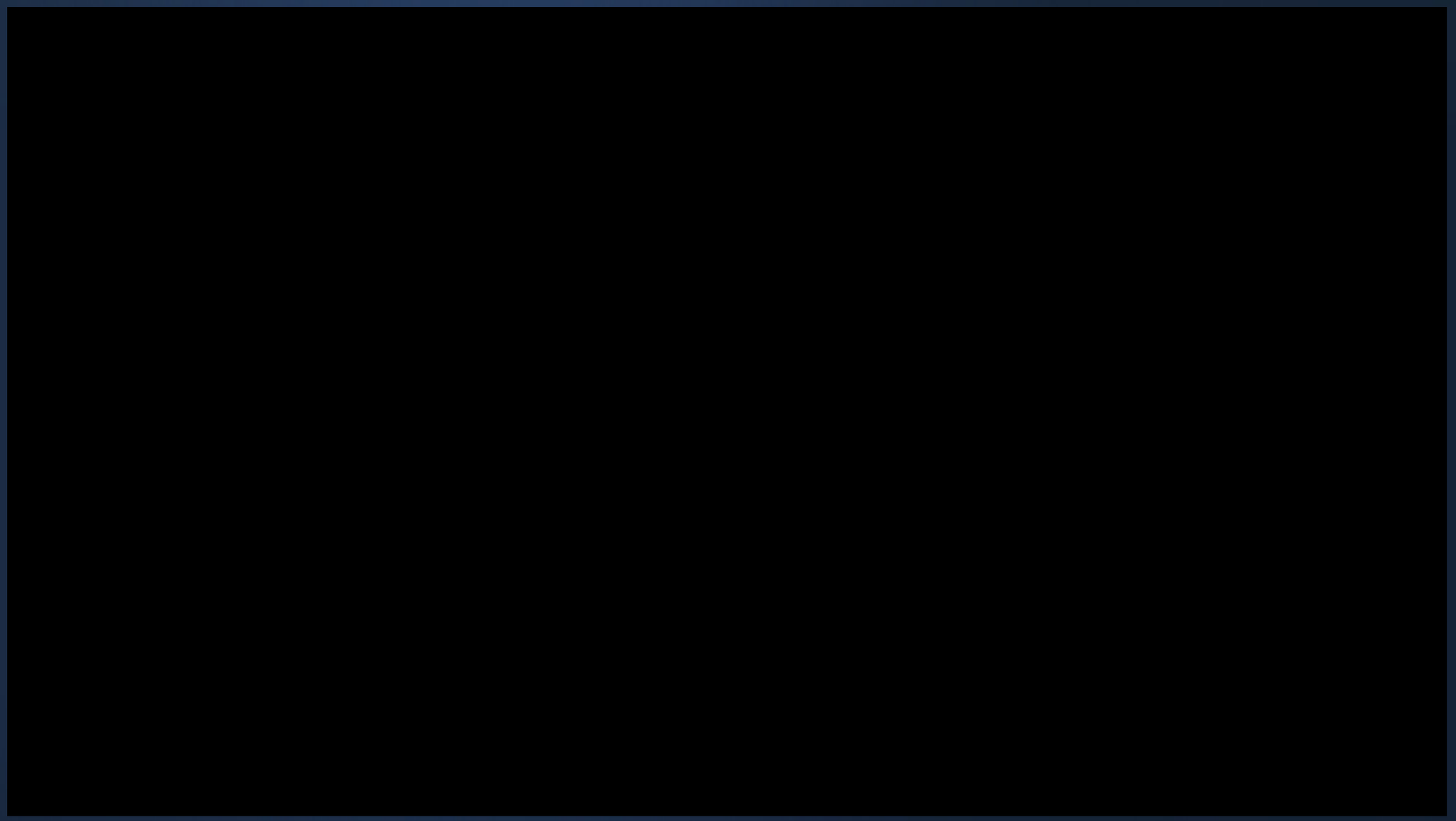
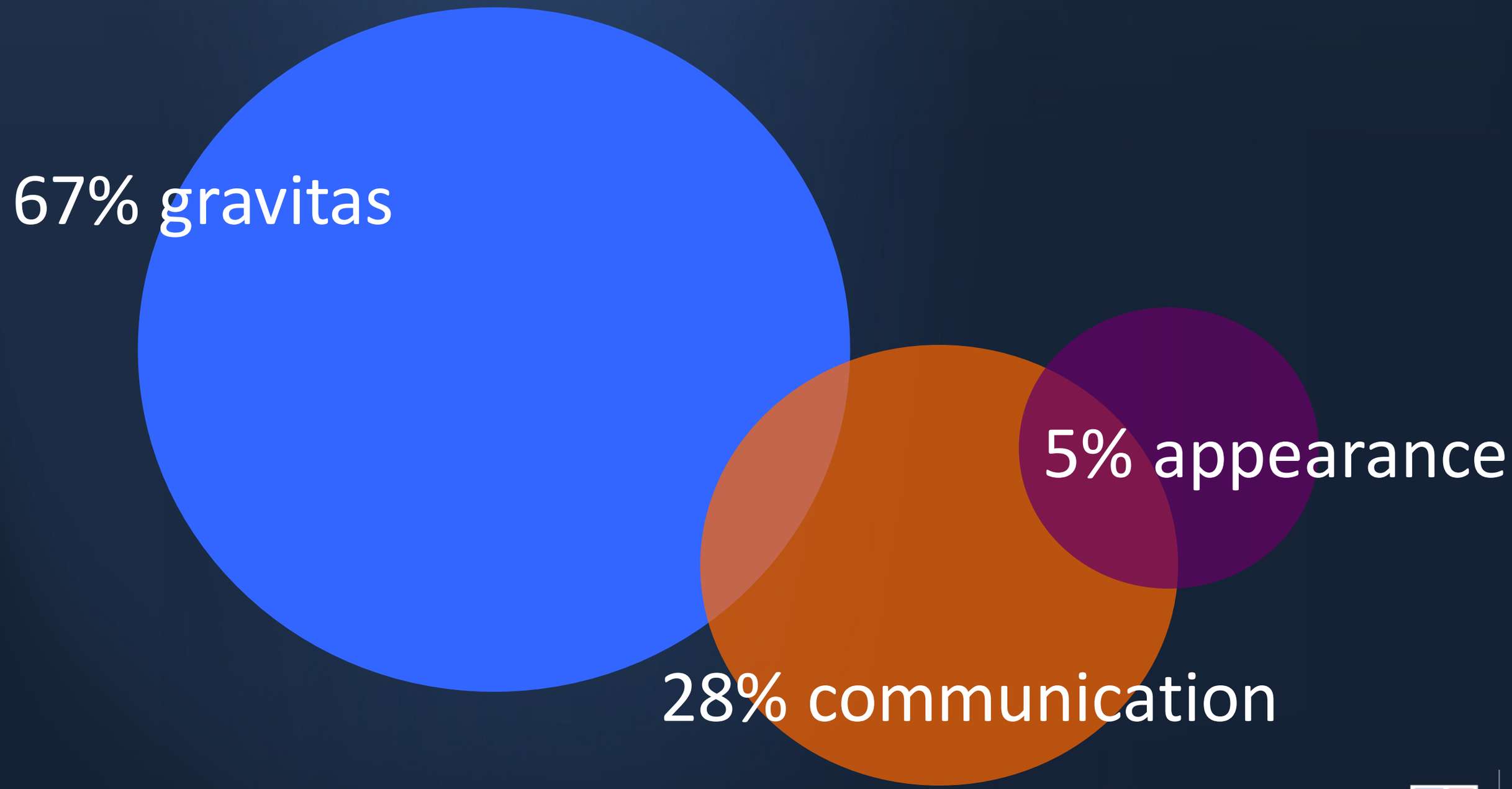


What is presence?

Does presence matter?

The presence numbers



How leaders describe…

94% Confident

69% Competent thinker

63% Appearance / Image

44% Fully present

38% Master of self

Confidence / Competence

Gravitas fueled by….

Confidence	77%
Decisiveness	70%
Integrity	64%
EI	59%
Reputation	57%
Charisma	52%

Appearance / Image

Grooming

Consistency

Creativity

Memorable-ness

Master of self

"What a long time it can take to become the person one has always been!

Master of self

Inner Signals

Limits / Strengths

Confidence

How leaders do it…

100% Communicated strong desire to lead

94% Emotionally engaged

44% Trustworthy

44% Connective impact on others

Communication

Communication

Concise / compelling style	62%
Draw attention	52%
Forcefulness	46%
Social awareness	36%
Humor	34%
Body language	23%

Body language

Emotionally engaged

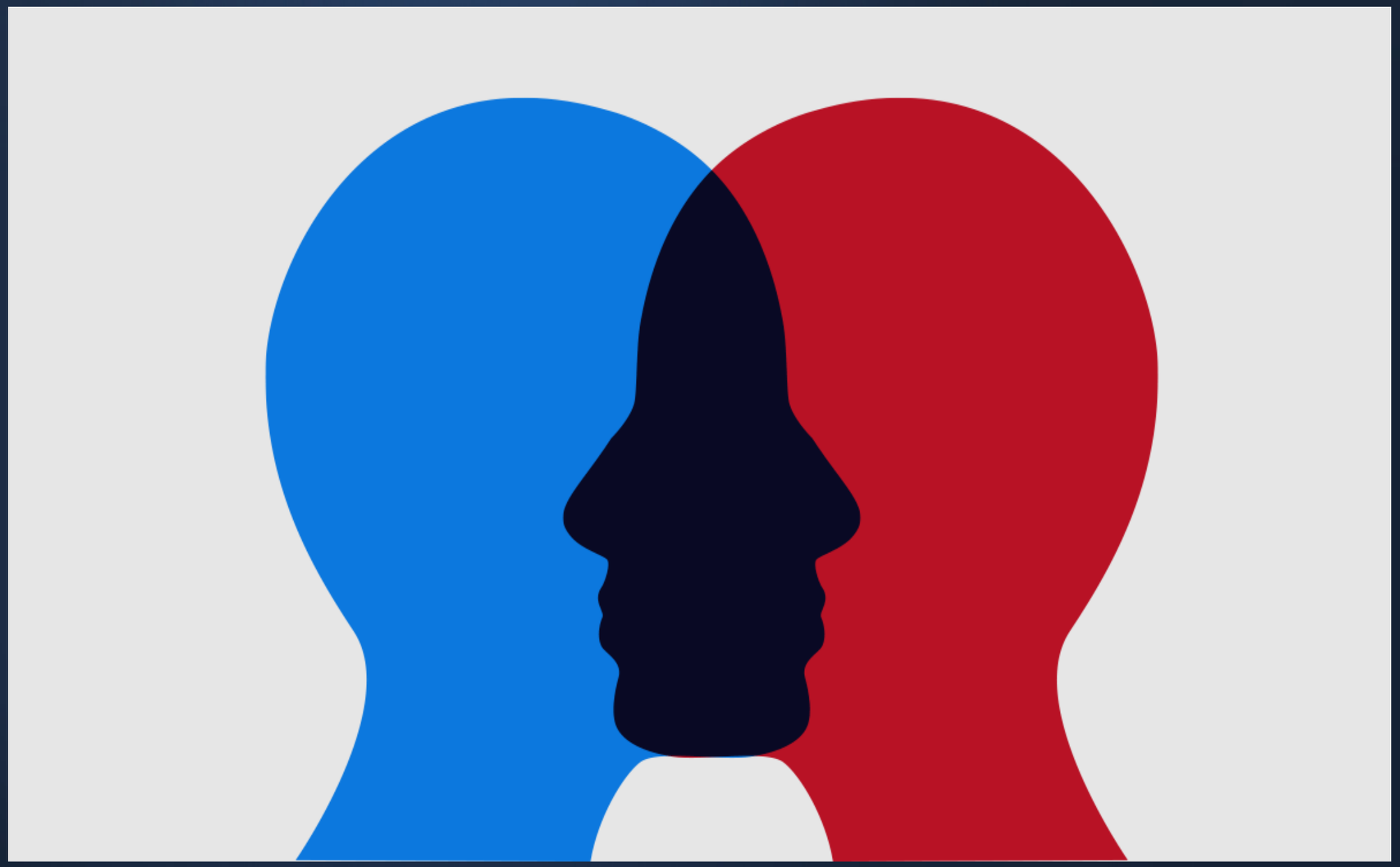
Mirror neurons

Mirror neurons

Trustworthy

Who do we trust?

Connective impact



Authenticity

If I am authentic…..

More or less connected?

More or less discretionary energy?

More or less collaborative?

Steps to authenticity

Self Awareness

Relational Transparency

Barrier Removal

Presence and impact

Who you are

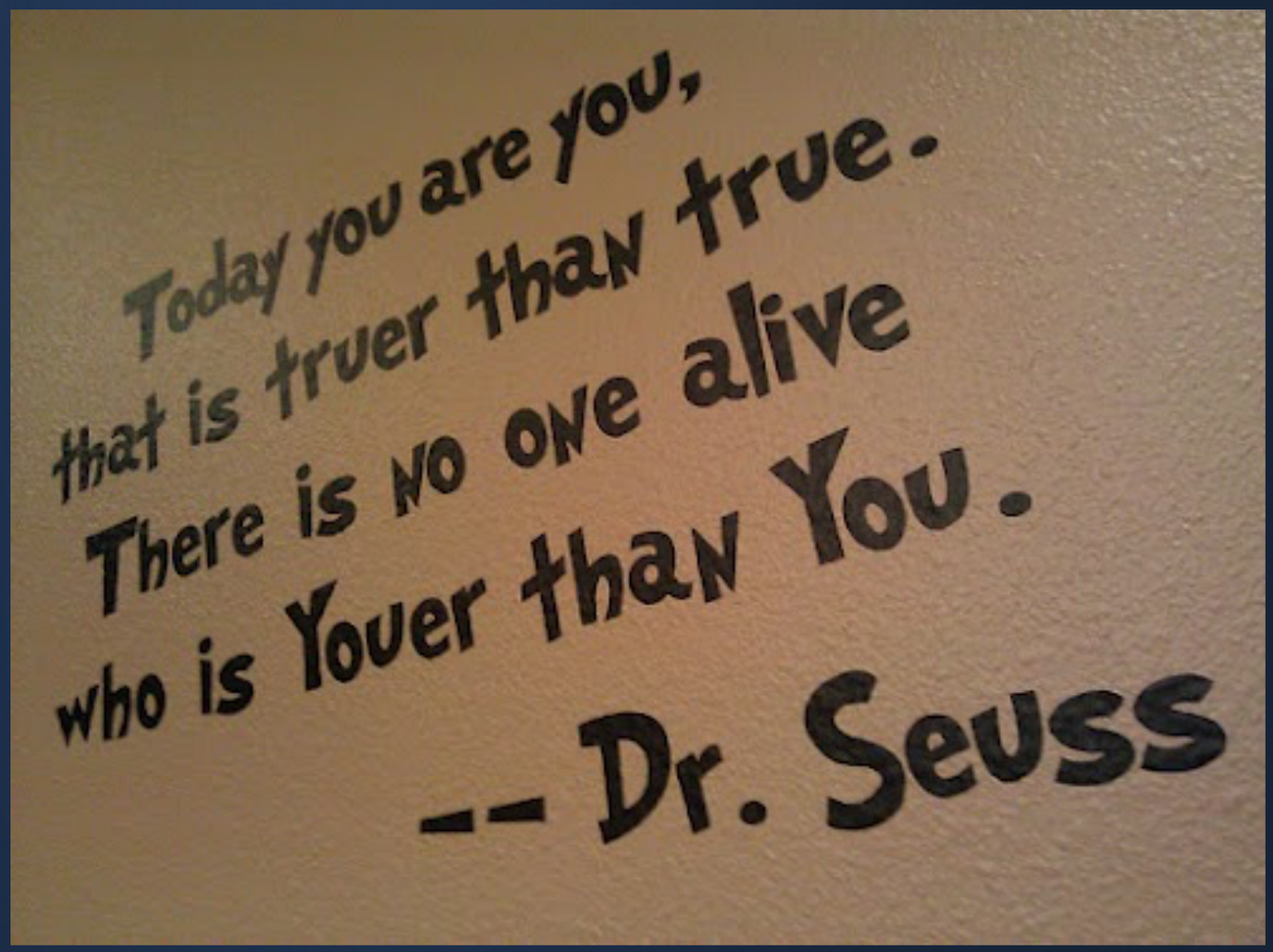
+

Where you want to go

+

What you do

Who you are


Today you are you,
that is truer than true.
There is no one alive
who is Youer than You.
-- Dr. Seuss

Where you want to go

What you do to get there

The last word

Thank you

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