The “IT” Factor
**THINGS YOU COMMONLY HEAR**

- Hard work and substantive knowledge are insufficient
- It’s not what you know, it’s who you know
- You have to know how to play the game – it’s all about politics
- You either have it or you don’t. Executive presence is like charisma and can’t really be learned
But in Reality...

• Hard work and substantive knowledge are insufficient
  
• It’s not what you know, it’s who you know
  
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• You either have it or you don’t. Executive presence is like charisma and can’t really be learned

• Fails to acknowledge different types of knowledge and work
  
• It’s not who you know, it’s how you know them
  
• You must learn how to become adaptable to any situation
  
• Some things can’t be easily learned, but people underestimate the extent people can improve and grow. Practice is undervalued.
What is Executive Presence?

Character Traits
- Authenticity and Integrity
- Well-defined identity
- Compassion and Fairness
- Openness, Flexibility and Adaptability

Communication Style
- Composed – proactive and not reactive
- Impactful and to the point
- Inspiration and vision
- Social awareness
- Direction and focus
- Courageous and accountable
What is Executive Presence? Not So Helpful!

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But what are you supposed to DO?!
The Cult of Cuddy

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are
The Cult of Cuddy

Power posing affects your hormones?! High power posing, increasing testosterone by 20%?!

Body language expresses power and dominance/submissiveness and weakness?!

Our bodies change our minds?!

Power posing can change your life?!
The Power Pose

• Copyrighted images deleted of superheroes

• What are super hero poses?

• Posterized poses?

• Other powerful poses?
The Power Pose

- https://www.youtube.com/watch?v=Lo-WOKy8bFk
- :50
Let’s Bring it Back to the Basics...

“Before I do anything I ask myself ‘would an idiot do that?’ And if the answer is yes, I do not do that thing.”

-- Dwight Schrute
Body Language

https://www.youtube.com/watch?v=jrVeIKH14PQ

1:00
Let’s Practice: Standing and Sitting

• Relaxing with good posture

• What are you sub-communicating?

• What does poor posture and tension sub-communicate?

• Pay attention to what your body does in different circumstances

• Feedback, videotaping
Facial Expressions

• The Poker Face
• The Tense Face
• The Frightened Look
• I’m So Stressed Out
• I’m Somewhere Else

What are we thinking?
Facial Expressions

https://www.google.com/search?q=top+tinder+profiles&source=lnms&tbm=isch&sa=X&sqi=2&ved=0ahUKEwjpk8W-iPrSAhWI34MKHXSoAmoQ_AUIBigB&biw=1440&bih=834&dpr=1#tbm=isch&q=most+popular+tinder+profiles&*
Facial Expressions: Let’s Practice

• Don’t speak but try expressing

• Where do you hold your tension?

• Are you conveying what you expect?

• Give feedback to one another

• Videotape (how do you think you look v how do you look?)
Vocal Presence

https://www.youtube.com/watch?v=vHbLRf3C9KI&t=84s
Vocal Presence

https://www.youtube.com/watch?v=yhGBr3cY7jw
Vocal Presence

• Timber and range
• Pace
• Emphasis
• Pauses
• Musicality
• Depth
Vocal Presence – What to Avoid and Why

• Vocal fillers
• Rushing
• Wordy
• Filling in space
• Breathy
• Trailing off, too high
Using the Rest of Your Body

• Leaning in or away

• Hand gestures

• Fidgeting

• Space
Substance and Authenticity

• Why is everyone obsessed with authenticity?

• Who are you? What are you about?

• Why should we care?

• Are you human? Can you be vulnerable?

• Do you have a vision?
Strategic Planning

• What is your role? Are you limited? Do you have to be limited?

• How can you do more in a way that helps the business?

• Out of box projects—expanding beyond your designated tasks

• Thinking like an executive
Promoting Yourself

• Is it really all about you?

• How promoting yourself can be counterproductive

• How do you promote yourself in a helpful way?

• What can someone learn from your achievements?