

# 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**
- **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**

- **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!

## Character Traits

- Authenticity and integrity
- Well-defined values
- Compassion
- Openness, vulnerability

## Communication Style

- Composed – proactive
- Impactful and to the point
- Inspiration and motivation
- Social and networking skills
- Direction and focus
- Courageous and vulnerable



**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](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

[Privileged and Confidential](https://www.google.com/search?q=top+tinder+profiles&source=Inms&tbm=isch&sa=X&sqi=2&ved=0ahUKEwjpk8W-iPrSAhWI34MKHXSoAmoQ_AUIBigB&biw=1440&bih=834&dpr=1#tbm=isch&q=most+popular+tinder+profiles&*>https://www.google.com/search?q=top+tinder+profiles&source=Inms&tbm=isch&sa=X&sqi=2&ved=0ahUKEwjpk8W-iPrSAhWI34MKHXSoAmoQ_AUIBigB&biw=1440&bih=834&dpr=1#tbm=isch&q=most+popular+tinder+profiles&*</a></p></div><div data-bbox=)

# 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?