**Today's objective:** Learn about Executive Presence, identify the traits, and consider which ones you are best at, and which need some work.

There are seven traits that professionals with strong executive presence display.

You don't have to be the most gregarious or outspoken person in the room to demonstrate executive presence!

## 7 Traits of Executive Presence*

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|---|---|
| **1) Composure** | **Self-awareness and understanding others are essential components of executive presence. The ability to control your emotions, recognize emotion in others and manage your response to them is key.** |
| **2) Connection** | **It's critical to engage others when communicating and make them feel comfortable. The best way to connect is to understand your communication style challenges, how to overcome them, and how to read and adapt to the style of others.** |
| **3) Charisma** | **People who embody executive presence have the ability to draw others to them. This is often achieved through strong listening skills and an ability to stay "in the moment." As a result, the people with whom you are communicating know that you are solely focused on them, and not distracted by the many other things you could be doing at that moment. They matter to you.** |

**\* Originally written by Jun Medella Sep 24, 2013 in this Business Insider article:**

https://www.businessinsider.com/the-7-traits-of-executive-presence-2013-9

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# 7 Traits of Executive Presence

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| **4) Confidence** | One key aspect of executive presence is to communicate confidence both in what you say and how you say it. To appear confident, good posture and eye contact are critical. Ensure you only speak when making eye contact and manage your eye focus appropriately when communicating with more than one person — one thought per person. Ensure your facial expression matches your message and that your voice has good pitch, volume, and pace. And of course, you must look the part. Even wardrobe choice can be essential. |
| **5) Credibility** | Not only is your content important, but the language you choose to deliver it will impact your credibility. Filler language such as "um," "uh," and "so" immediately detract from presence. As do minimizers like "just," "sort of," and "this may not be a good idea but…" When someone with strong presence speaks, others take note, and there is no doubt of the conviction behind their words. |
| **6) Clarity** | For you to exude presence, the ability to clearly communicate is fundamental. If your point is unclear, any hope of commanding attention is lost. Ask yourself, "What is my message in 10 words or fewer?" If you can't articulate it to yourself, you are not ready to communicate it to others. |
| **7) Conciseness** | Being verbose kills presence. Just as it is critical to know what you want to communicate; you must be able to do it concisely. Once you've delivered your message and validated it briefly, reverse back to others by asking, "What else can I share with you about this idea?" This way you stay on point and only expand on a topic with the content that your listener needs. |

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**Instructions: On the next page, review the traits, and honestly assess your strength in each one.  On a scale of 1-10, rate your competence with each trait.**

**( ? )**

**Some things to consider as you rate:**

- What feedback have you received from others which might support your self-rating?

- Do you have a trusted colleague who can help you rate yourself?

- Where would you like to be? What behaviors and actions will help you reach that?

- Discuss your vision of your executive presence and your action steps with your Coach and/or with a trusted confidante and ask for candid feedback. Are you underestimating or overestimating where you are?

- Who are your leader role models? What are their traits that you admire? Start practicing and demonstrating those qualities at work and in your personal life.

| Trait | Your Rating | Desired Rating |
|---|---|---|
| 1) Composure | | |
| 2) Connection | | |
| 3) Charisma | | |
| 4) Confidence | | |
| 5) Credibility | | |
| 6) Clarity | | |
| 7) Conciseness | | |

**Which improvements would make the biggest impact?**

1)

2)

3)