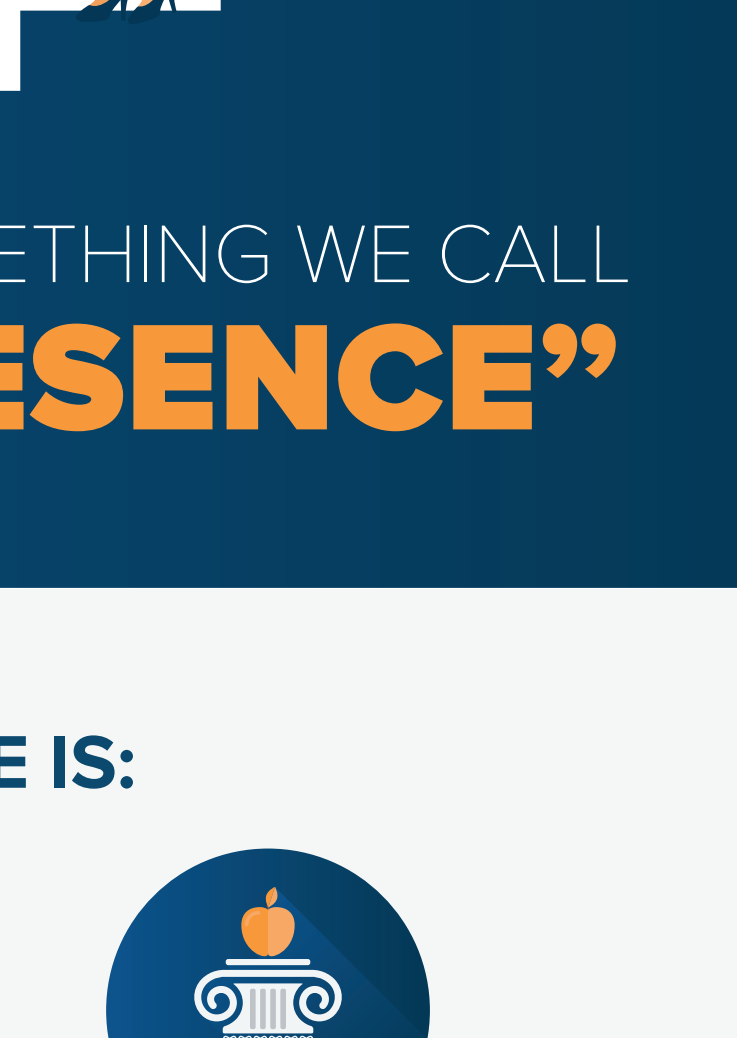


TURN UP YOUR INFLUENCE



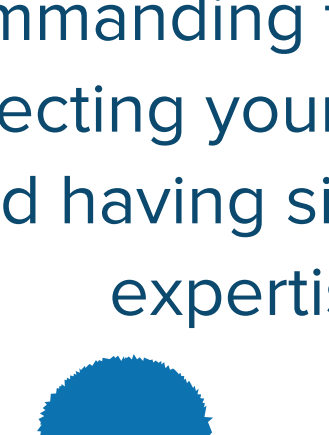
WHY SOME GET AHEAD (AND SOME DON'T)

Ever wonder why some people get promoted over others despite the same level of work, preparation, or intelligence?



THE REASON OFTEN LIES IN SOMETHING WE CALL "EXECUTIVE PRESENCE"

EXECUTIVE PRESENCE IS:



STYLE



SUBSTANCE



CHARACTER

It is showing up as confident and competent, polished in your speaking and your body language, commanding the room, respecting your audience, and having significant expertise.



It's what helps you **STAND OUT**

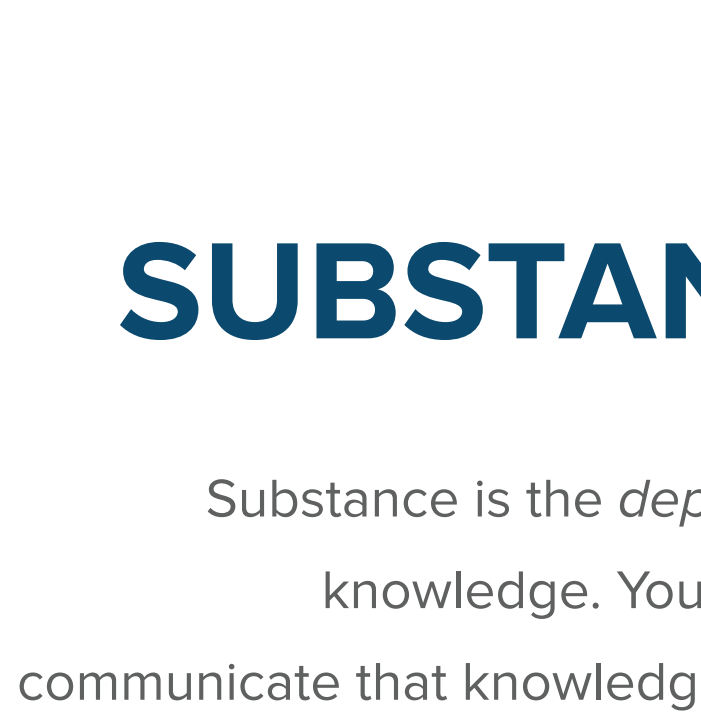
in a crowded field of other top performers.



And it accounts for **MORE THAN 25% OF WHAT IT TAKES** to be promoted into leadership positions or get that next prime assignment.

CENTER FOR TALENT INNOVATION

3 CORE ELEMENTS OF EXECUTIVE PRESENCE



STYLE

Fifteen feet: that's the distance at which people begin assessing you.

Your nonverbals make a big impact, even before you open your mouth.

Style includes how you look, how you carry yourself, how you sit at the table, your gestures, movement, and how you sound.

SUBSTANCE

Substance is the *depth* of your knowledge. Your ability to communicate that knowledge in a way that is concise, concrete, and easily understood.



CHARACTER

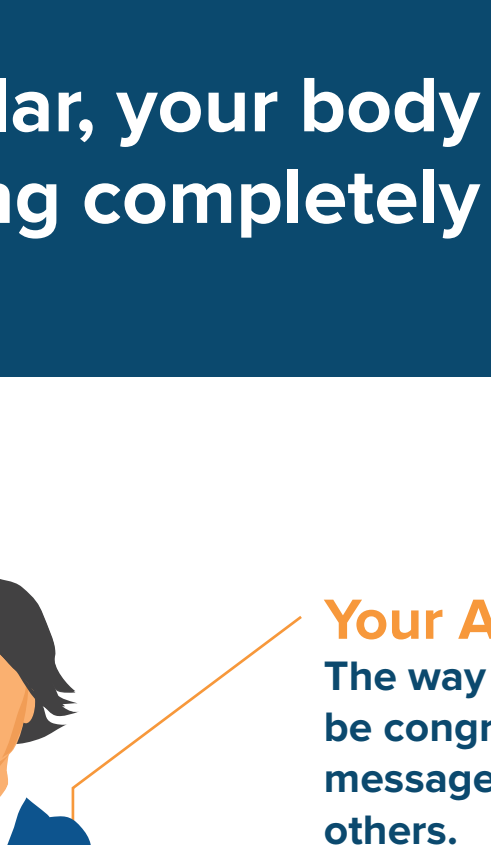
Character is your value system on display. When you meet with someone, you get a sense of their values and what's important to them. Does he or she listen well, show up on time, speak respectfully, ask good questions — what values do those behaviors portray?



A lack of attention to any of these components erodes your professionalism and your audience's trust in you.

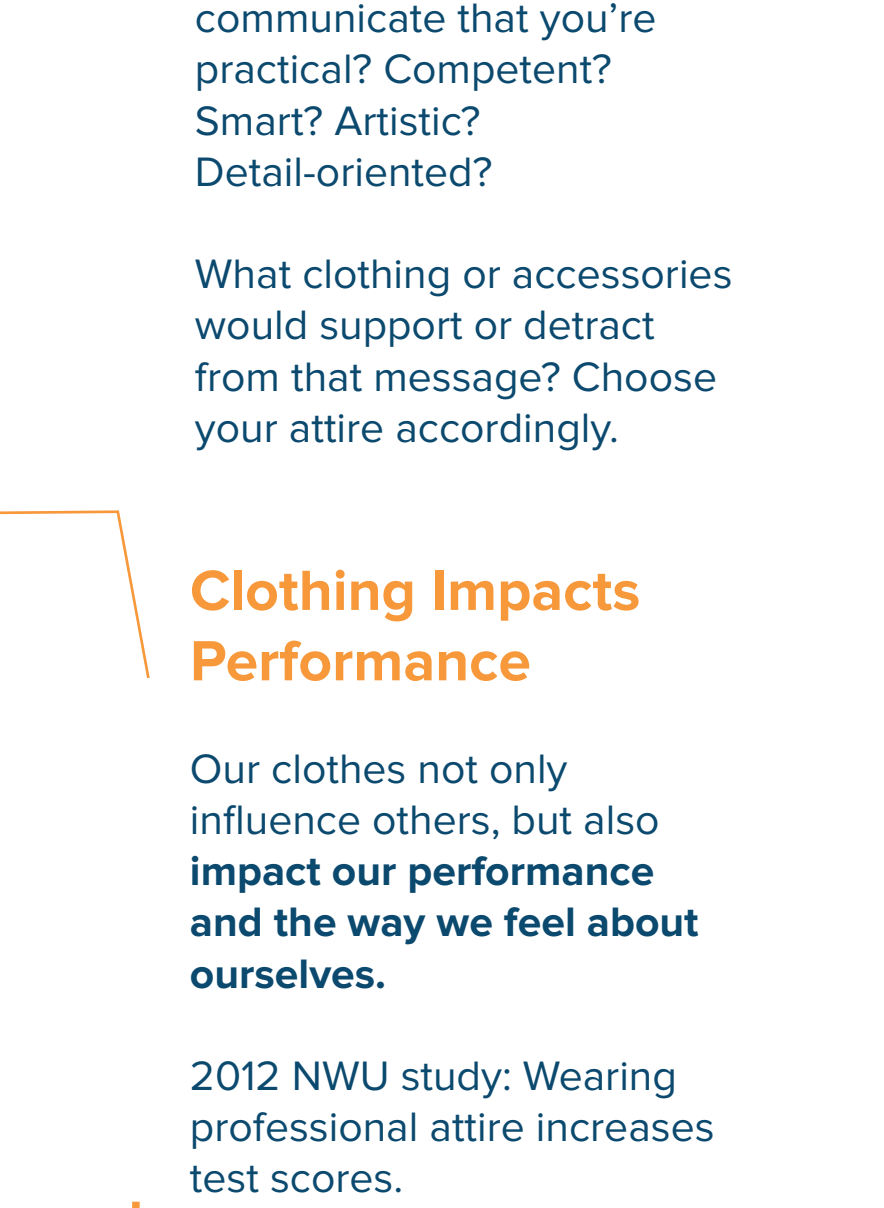
CONFIDENCE & COMPETENCE

Others assess us instantly - not over minutes, but **IN MILLISECONDS.**



"PEOPLE MAKE A JUDGEMENT ABOUT HOW COMPETENT SOMEONE IS WITHIN 100 MILLISECONDS OF MEETING THEM."

DEBORAH GRUENFELD, STANFORD UNIVERSITY



We assess a person's gravitas, competence, and presence based on what he or she is saying, indeed, and more so on

how he or she is saying it.

SCIENCE TELLS US THAT OUR

- BODY LANGUAGE
- EYE CONTACT
- TONE OF VOICE
- GESTURES
- MOVEMENT
- AND FACIAL EXPRESSIONS

ARE THE "REAL" STORY

Even if your content is stellar, your body language may be telling us something completely different.

Maintain Eye Contact

Looking a conversation partner in the eye has been shown to increase your perceived smartness considerably, as found in a 2007 Loyolla Marymount University study.

Cultivating Your Curbside Appeal

"When we look at great leaders, truly wonderful individuals whose humility, dynamic presence, and demeanor sways us, we are looking at people whose curbside appeal does exactly as advertised." Joe Navarro, former FBI profiler

Your Attire

The way you dress should be congruent with the message you want to send others.

Do you want to communicate that you're practical? Competent? Smart? Artistic? Detail-oriented?

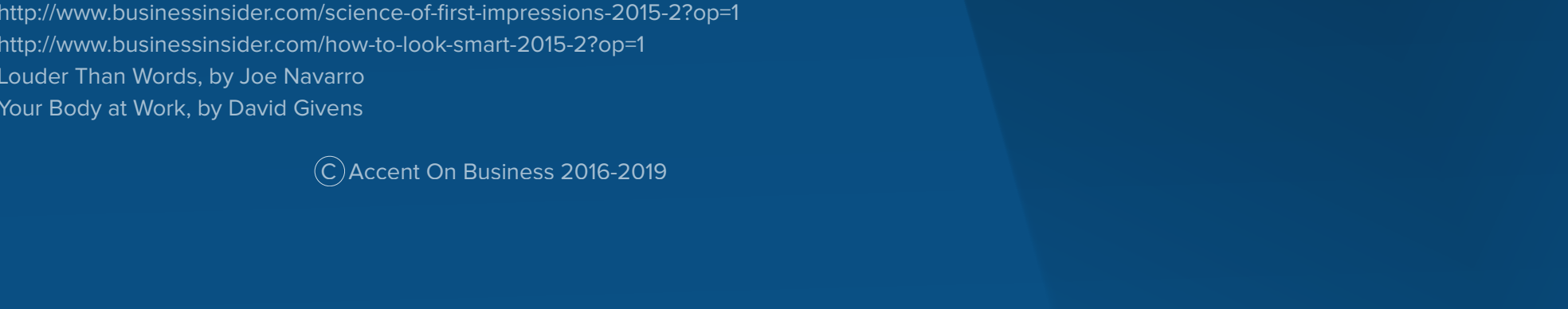
What clothing or accessories would support or detract from that message? Choose your attire accordingly.

2012 NWU study: Wearing professional attire increases test scores.

The Comfort/Discomfort Framework

A positive professional presence hinges on being confident about ourselves and seeking to make others comfortable in the relationship. No trust can exist where there's a high degree of discomfort.

EXECUTIVE PRESENCE ENHANCERS



EXECUTIVE PRESENCE DETRACTORS

"BE INTENTIONAL."

PLAN HOW YOU WANT PEOPLE TO EXPERIENCE YOU. IT'S THE DIFFERENCE BETWEEN BEING THERE AND BEING REMEMBERED."

Ellen Durnigan, CEO of Accent On Business

DISCOVER WHAT WILL WORK FOR YOU

WANT TO KNOW WHAT YOU CAN DO TO IMPROVE YOUR EXECUTIVE PRESENCE AND REACH YOUR GOALS?

Schedule a complimentary assessment with an executive presence coach:

Accent On Business

(317) 218-5111

AccentOnBusiness.net

Sources: Ellen Durnigan, MA, CCC-SLP; http://www.businessinsider.com/science-of-first-impressions-2015-2?op=1; http://www.businessinsider.com/how-to-look-smart-2015-2?op=1; Louder Than Words, by Joe Navarro; Your Body at Work, by David Givens