



Participant workbook

Elevate your impact:

How to boost your influence as a leader through executive presence.

A special
program for:

Created by: John Godoy
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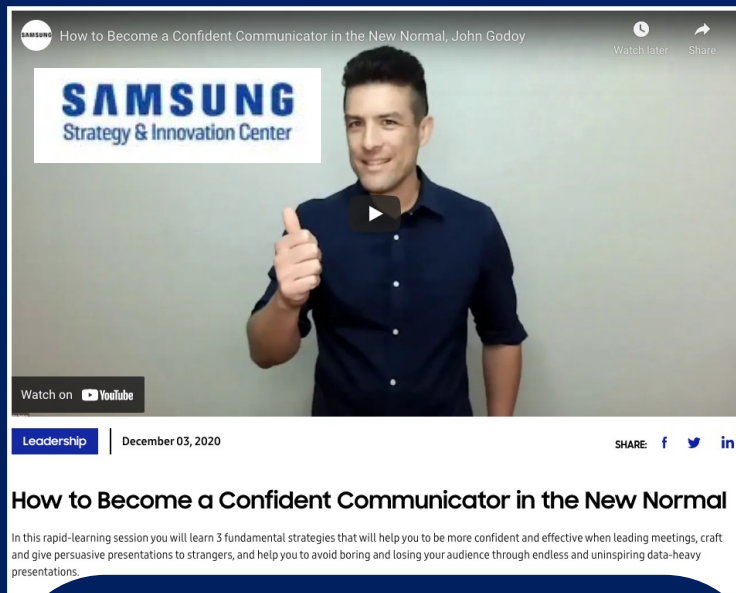


The Instructor

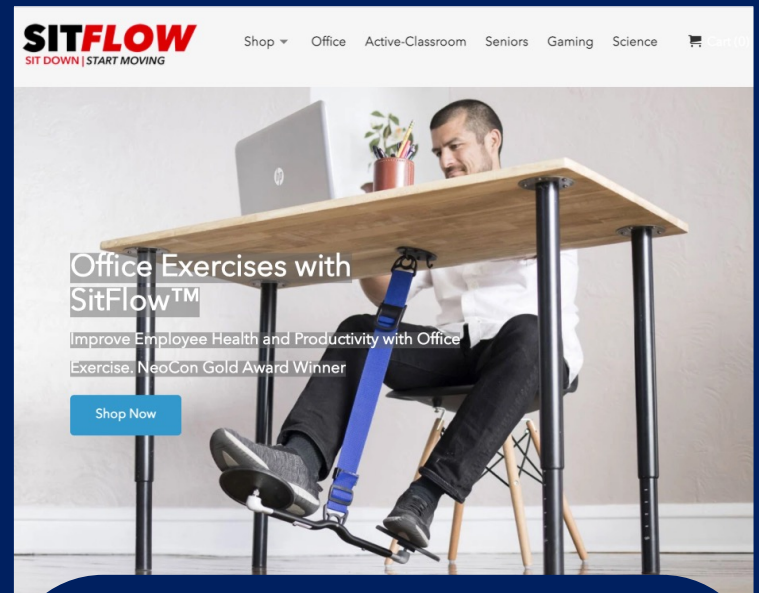
John Godoy



“I help professionals look, feel, and speak better so they can pursue their goals with abundant energy, confidence, and effectiveness.”



- International speaker with thousands of attendees spanning 28 countries.
- Communications instructor for a candidate for United States Senate.
- Certified remote communication trainer.
- BA Economics – Queen's University, Canada



- Co-founder of “Sitflow” – the worlds first suspended exercise device.
- Personal trainer and athletic coach in the USA, Canada, & the Dominican Republic.
- Developer – multiple corporate wellness programs.

Welcome

Welcome to the premier course on developing executive presence - the bridge between merit and professional success.

By the end of this program, you will have the knowledge and tools that will transform you into a master of persuasion and influence.



Exercise:
List the top 3 things you would like to get out of this course.

1	
2	
3	

To begin with...

What is Executive Presence?



Discussion:

When you think of the words, executive presence, what image or words come to mind?



Exercise:

List 3 people that you believe possess impressive executive presence?

Executive Presence is a form of social currency

Executive Presence (EP) is a set of qualities that telegraphs to others confidence, poise, and authenticity. Former GE CEO Jack Welch calls it “your professional fingerprint” that projects professionalism and leadership.

You may think of executive presence as solely a function of performance, but in fact, it's equally about image, influence, and the social currency that comes from being **perceived as an expert**.

In the words of organizational psychologist G. Daley “a person with EP “is someone who, by virtue of how he or she is perceived by audience members at any given point in time, exerts influence beyond that conferred through formal authority.”



You are in the persuasion business

No matter what role you have in your organization, at the core of it, your work involves persuasion, whether it is conducting a sales presentation, running an internal meeting, coaching teammates, or speaking to clients your objective is to get them to take some form of action that you want whether it is to accept an idea, work on a project, or simply work some overtime.

Merit



“bridges the gap between
merit and success.”
• Sylvia Hewitt

Success



Today's objective

You will learn 3 powerful ways to increase your influence, reputation, and impact as a leader by developing your executive presence.



Life is a pitch. Every day we need to influence and persuade others to fund our company, accept our proposal, buy, or sell our stuff, or join our company. These requests are often key to our success, satisfaction, and happiness. And yet no one ever teaches us how to be good at pitching.”

Guy Kawasaki

7 reasons to start building your Executive Presence today:

1. We are all in sales
2. It reduces toxic work culture by creating better leaders
3. Manager roles are shifting from overseer to performance coaches
4. Leadership roles are shifting from managers to people leaders
5. It helps you stand out from the competition
6. It creates future opportunities
7. It provides you with a sustained competitive advantage

When does executive presence matter?

Initial Contact (First impressions)

Evaluations made over time



The 3 Pillars of Executive Presence



How you act



How you speak



How you look

10 characteristics that influence executive presence.

1. status and reputation
2. physical appearance
3. projected confidence,
4. communication ability
5. engagement skills
6. interpersonal integrity
7. values-in-action
8. intellect and expertise
9. outcome delivery ability
10. coercive power use

3 factors influencing the development of Executive Presence

Diversity

Self-confidence

Authenticity vs. conformity

Authenticity vs. Conformity

Gone are the days when the standard of executive presence was a silver haired business executive in formal business attire.

In a diverse world, executive presence will vary from person to person with each individual seeking to bring a little bit of their own unique style into how they show up at work.

This however can cause a challenge for professionals who want to be authentic but also get along in their organization's established culture - which may not always align. The good news is that with age and experience, every professional will be able to bring more of their true authentic selves to work.



Good NEWS!

Executive presence can be developed. In other words, you have a lot of control over your ability to influence others and how others see you.

Charisma vs. Executive Presence

Both are social skills. Whereas charisma can come naturally to some people, for many it does not. EP in many respects can be viewed as learned professional charisma.



Think about the leader you admire and the leader you want to be, and act like the leader you want to be.”

*Allison Kluger
Stanford Graduate School of Business*



First things first, find out where you stand. List 3 people who you know that will be honest with you and ask them how you come across as a leader?



Notes

How you Act:

“Professional success is not always determined by who has the most prestigious title. It's determined by who can make a great first impression, command respect and handle social situations with professionalism. “

- Arlene Hirsch



Learning objectives:

- Find your unique voice as a professional
- Develop your emotional intelligence
- Forge your leadership ability
- The warmth and competence connection

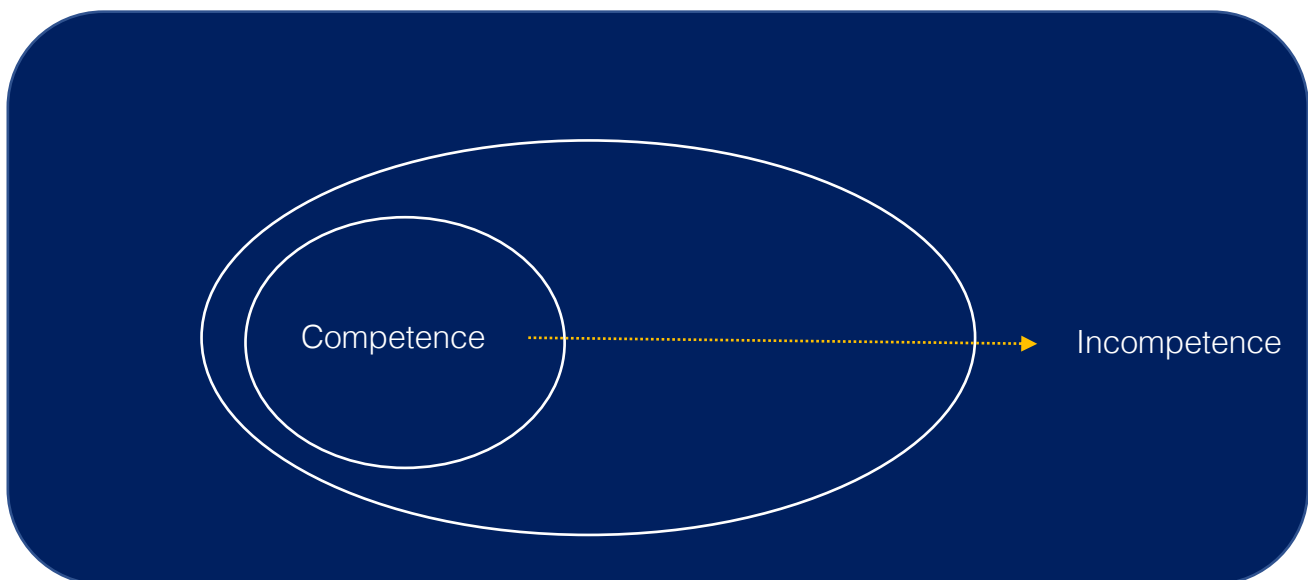
Find your unique voice as a professional

There is a saying that says your reputation always enters a room before you do. How you act can be summed up as your ability to do your job well, your knowledge in your field, and your professional reputation.

Be competent and credible

Competence	Credibility
<ul style="list-style-type: none">• Intellectual horsepower• Circle of competence• Professional capability	Your reputation: a function of your Audiences perception of competence, expertise and trustworthiness

Circle of Competence



Exercise:

Identify your circle of competence

Identify your leadership values

Having an effective leadership presence includes being authentic. Being authentic means that you can be your true self and have the confidence to express who you are and what matters most to you.



Exercise:

Find out your starting point by listing 3 people who you know will be honest with you and get their perspective of you.

Develop your emotional intelligence

The nature of leadership has been evolving for decades. In the past, we had a command-and-control idea of management style. The manager was in charge, and the employees did as they were told.

But now, as more work gets done through collaboration between departments, the focus has shifted to emotional intelligence (EQ). This means being able to understand how other people are motivated and influenced - and then using that information to connect with them and help them do their best work.



Discussion:

What are 5 ways to develop your EQ?

Forge your leadership ability

Developing a reputation of being someone who can be counted on when the chips are down is a crucial component of executive presence. In fact, it's so important that it's almost impossible to have an impact as a leader without earning that reputation.

Develop
"Grace under
fire"

Connect-first
then lead
attitude

Become a
decision
maker

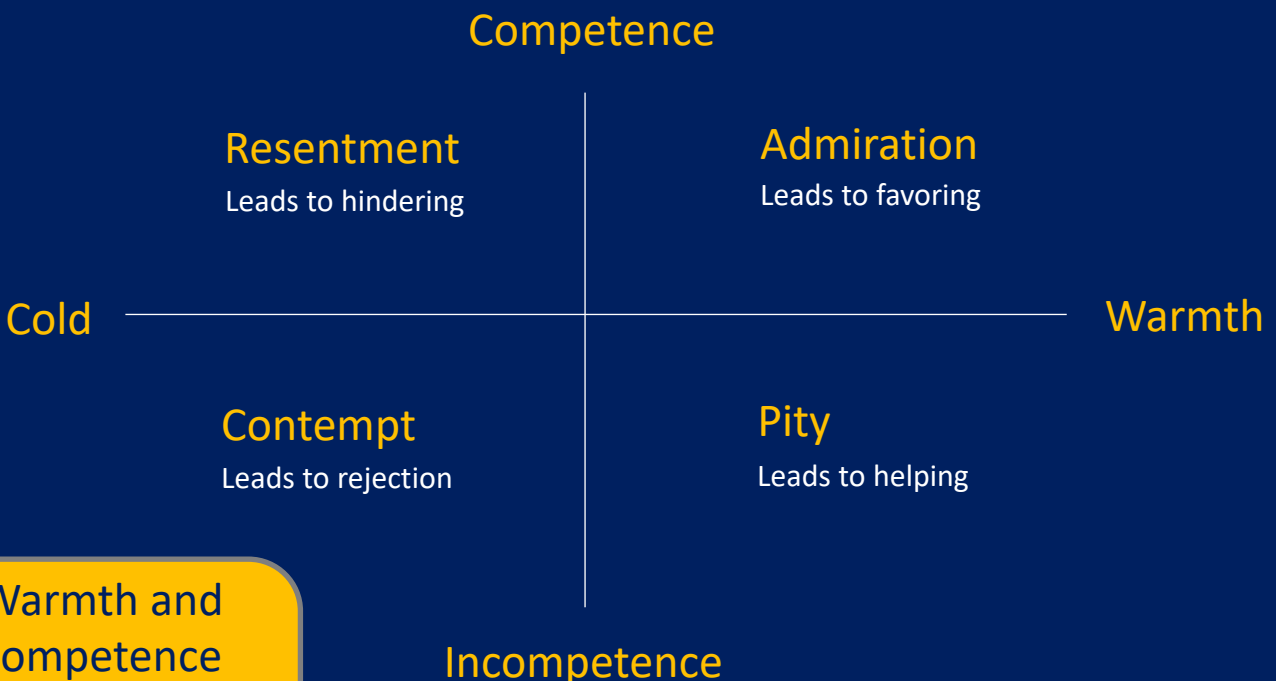
Build your
confidence
through
stressors



Fire feeds on obstacles"

Nassim Taleb

The Warmth and Competence Connection



Warmth and
competence
shape 80% of our
evaluation of
people

“

Warmth is the most important interpersonal perception between people”

Amy Cuddy – Social Psychologist

6 Characteristics to exhibit warmth

1. Nod
2. Smile
3. Use open gestures
4. Listen
5. Greeting
6. Eye contact



Notes

How you speak:

“The way to be seen as leadership material is to be compelling, credible and very concise”

- Silvia Hewlett



Learning objectives:

- Sharpen your public speaking skills
- Enhance your interpersonal communication skills
- Become a presentation heavyweight

You are always “on”

Communication is something you probably think about in terms of formal presentation skills, but the truth is: no matter what your job title is or how junior or senior you are, you're always communicating.

In fact, you're communicating all the time – and people are making snap judgments about you based on how you communicate with them.

Do you speak clearly and confidently? Do people understand what you're saying? Are you able to quickly and easily engage your audience?

Your communication skills, both verbal and nonverbal, are what ultimately win you the attention and mindshare of colleagues, clients, and friends.



A pitch is not your deck, it's not your presentation, it's not your executive summary, it's not your business plan, it's not your demo, it's not your video. Your pitch is the impression you create and leave behind.”

Bill Reichert



Discussion:

In what situations and environments are do you have to communicate with others?

Sharpen your public speaking skills

judgments about our competence, confidence, and ideas are often inferred from the way we present ourselves, and much of that presentation comes from how we speak.

Through the use of speech, we are able to persuade others to accept our point of view or take action. If we're not able to express our ideas clearly, it becomes difficult to convince others that they have merit.



Research from an [analysis](#) of 120 financial spokespersons found that “A speaker’s tone, appearance and demeanor proved nine times more important in making a strong impression on potential investors than the actual content the speaker presented.”

8 ways to speak to sound like a leader

1. Know what you think
2. Think about what you say, and how and why you say it
3. Develop your linguistic style
4. Be succinct
5. Become a storyteller and collector
6. Put yourself in your audience’s shoes
7. Beware the curse of expertise
8. Practice radical candor

Become a master of body language

1. Avoid obstructions
2. Look them in the eye
3. Keep an open stance
4. Make movements meaningful

Enhance your interpersonal communication

Communication is one of the most important skills to have in the workplace, and it's not just about what you say (or write) but also how you say it.

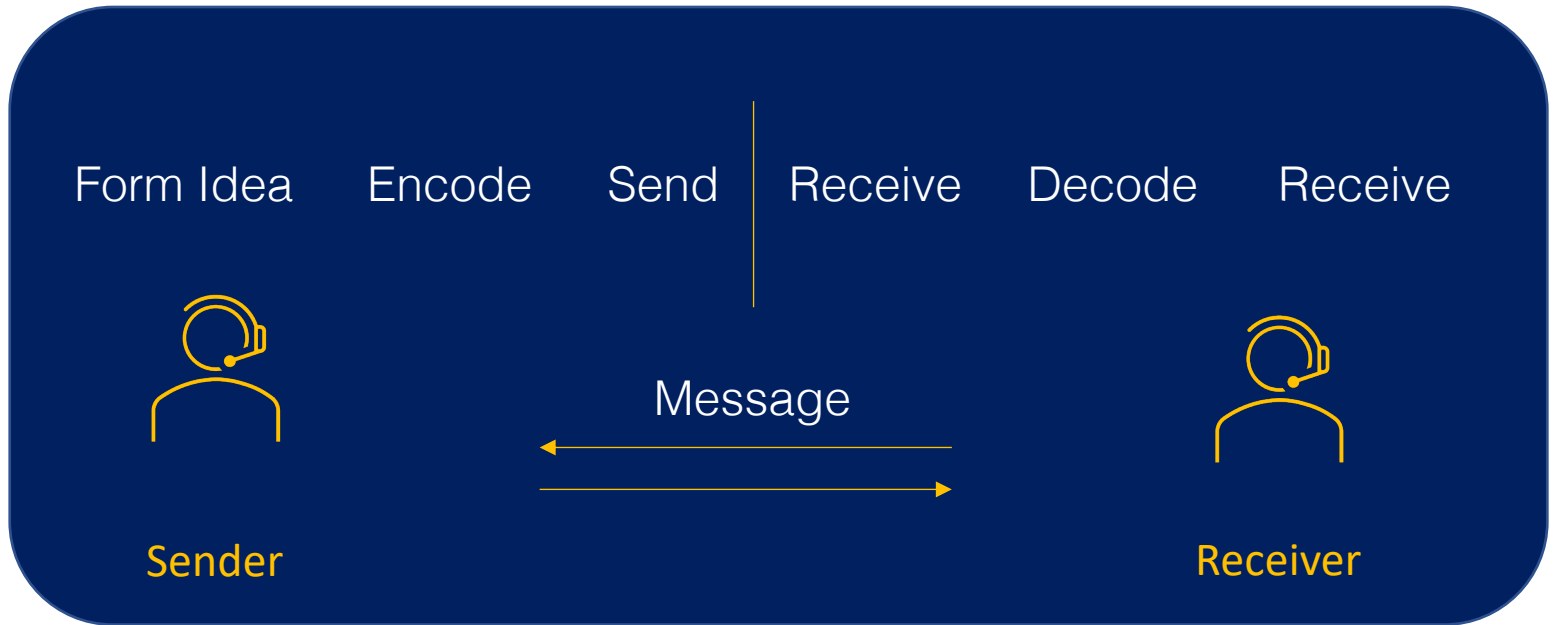
When you interact with someone who has a different communication style, you may find yourself getting frustrated or confused, but it doesn't have to be that way. Understanding that people with different backgrounds and cultures have their own unique ways of communicating can help you work better with them.

This means being able to adjust your own style so that they feel more comfortable interacting with you, which can result in higher productivity levels for everyone involved.



How communication works

Traditional communication model



8 Strategies to improve your interpersonal communication

1. Listen
2. Understand learning styles
3. Understand communication styles
4. Find your strategic executive voice and style
5. Stick with facts vs. emotional tailspin
6. Be able to connect with different kinds of people through many different communication platforms and technologies
7. Help the people around you become a better version of themselves
8. Help them become the person they dreamed to become

The power of framing

Have you ever felt like you're trying to get a message across, but your audience can't seem to understand it?

One of the reasons for this is that people have different frames of reference, which can make them less receptive to ideas that are not presented in a way that makes sense to them.

Factors that affect frames of reference:

1. Cultural barriers
2. Psychological barriers
3. Semantic barriers
4. Perceptual barriers



Discussion:

How can we get better at framing?



If you can't communicate, a lot of education is wasted."

Jack Welch



Best salespeople focus on asking questions, listening closely to underlying needs, and showing how they will solve problems related to those underlying needs.”

Richard Shell

The power of questioning and listening

You don't have to be talking all the time or issuing commands to make your presence felt. Listening is another underrated but crucially important communication tool.

1. You show people you care
2. You eliminate filter bubbles
3. You get good information
4. You control the dialogue

Become a presentation heavyweight

A major part of business is giving presentations. These are opportunities to shine and stand out.



Discussion:

What makes a bad presentation?



Discussion:

What makes a great presentation?



Discussion:

What are the benefits of doing a great presentation?



Secrets of powerful presenters



Exercise:

Choose 2-3 strategies that you want to improve upon.

1. Needs analysis – who is your audience.
2. Establish rapport
3. Start strong
4. Define your main topic or big idea
5. Keep it 2-3 main points
6. Make eye contact
7. Stay on topic
8. Engage the senses
9. Keep your audience engaged
10. Select stories and anecdotes
11. Finish on time
12. Give a call to action
13. Anticipate resistance
14. Build an effective call to action
15. Lose the jargon
16. Determine the right length for your presentation
17. Conceptualize and simplify the displayed information
18. Rehearse your material well
19. Communicate with your body
20. Communicate with your voice
21. Become a nudger
22. Deliberate practice
23. Root in evidence



Exercise:

What are 3 places that you can hone your presentation skills?



Notes

How you look:

“Making an impression is not a choice... it’s an inevitability. Whether you know it or not, eyes are going to be on you, and you’re never sure who is viewing you. You can make a great, bad, or neutral impression.”

Allison Kluger
Stanford Graduate School of Business



Learning objectives:

- Look like a professional in a world of amateurs
- Exude health, vitality, and resiliency
- Create your personal brand

Your appearance matters

Studies have shown that humans are highly visual creatures, meaning that we rely on our eyesight to help us make sense of the world and determine who and what is in it. The way you look - the way you present yourself - is how others will get a first impression of you. And it's not just for others: how you look can also affect how you feel about yourself, and when you feel good about yourself, that confidence tends to radiate.



250
Milliseconds

According to 2011 research by Harvard Medical School and Massachusetts General Hospital, people assess your competence and trustworthiness in a quarter of a second based solely on how you look.

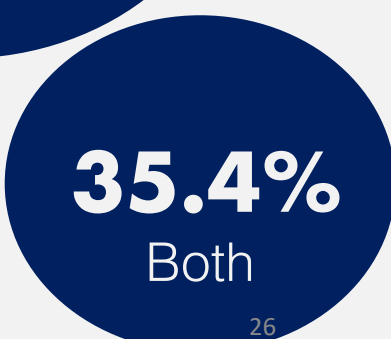
In an experiment published in the Proceedings of the National Academy of Sciences, researchers showed 185 non-musician test subjects clips of the top three finalists in 10 international music competitions. They then asked them to guess which finalists had won. Subjects were divided into groups that were shown videos with just sound, just video, or with both. The subjects who saw silent video clips (without audio) chose the correct winner more often than the other two groups.



46.4%
Visual



28.6%
Audio



35.4%
Both

Look like a professional in a world full of amateurs

The way you present yourself can make or break your ability to excel in the workplace.

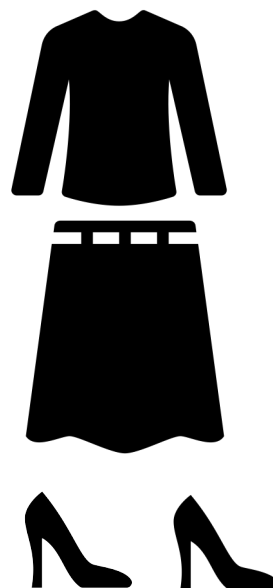
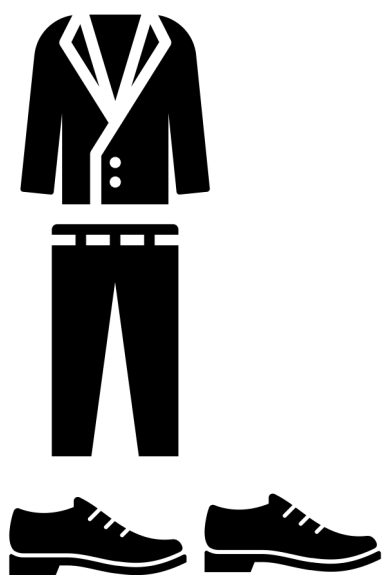
It's essential to dress professionally, especially if you want to be taken seriously by your boss, your coworkers, and your clients.

It is important to remember that your appearance affects how people think about you. If it does not match their expectations, then they might judge you unfairly without learning what type of person really stands beneath those clothes or hairstyle. It serves as a filter through which your communication skills and leadership ability become clearer.

1. Create an impression of value
2. See yourself as a total professional
3. Minimize distractions from your skillsets

Build your armor

When you make an effort to look polished, you signal to others that you see them as worth your time and investment. Do you look the part? Are you dressing in ways that give people confidence that you are competent in your role? Or is your attire distracting?



Exercise:

List out the pieces of clothing that could become your suit of armor.



95% of the first impression you make a prospect will be determined by your clothing"

Brian Tracy

The effect of color



Excitement
Strength
Love
Joy



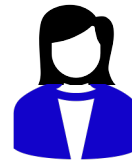
Confidence
Success
Bravery
Sociability



Creativity
Happiness
Warmth
Cheer



Nature
Healing
Freshness
Quality



Trust
Peace
Loyalty
Competence



Compassion
Sincerity
Sophistication
Sweet



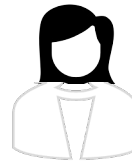
Royalty
Luxury
Spirituality
Ambition



Dependable
Rugged
Trustworthy
Simple



Formality
Dramatic
Sophistication
Security



Clean
Simplicity
Innocence
Honest



Exercise:

What colors will you choose to wear to project the image you want?



Exercise:

Find a couple of trusted people to give you feedback to your dress and grooming and the self-confidence you project.

How you carry yourself matters: Your physicality



It doesn't take designer clothes, expensive suits, killer heels or even short hair to show that you're in charge. Your body's pose will tell it all."

April 2015 issue of the Journal of Nonverbal Behavior

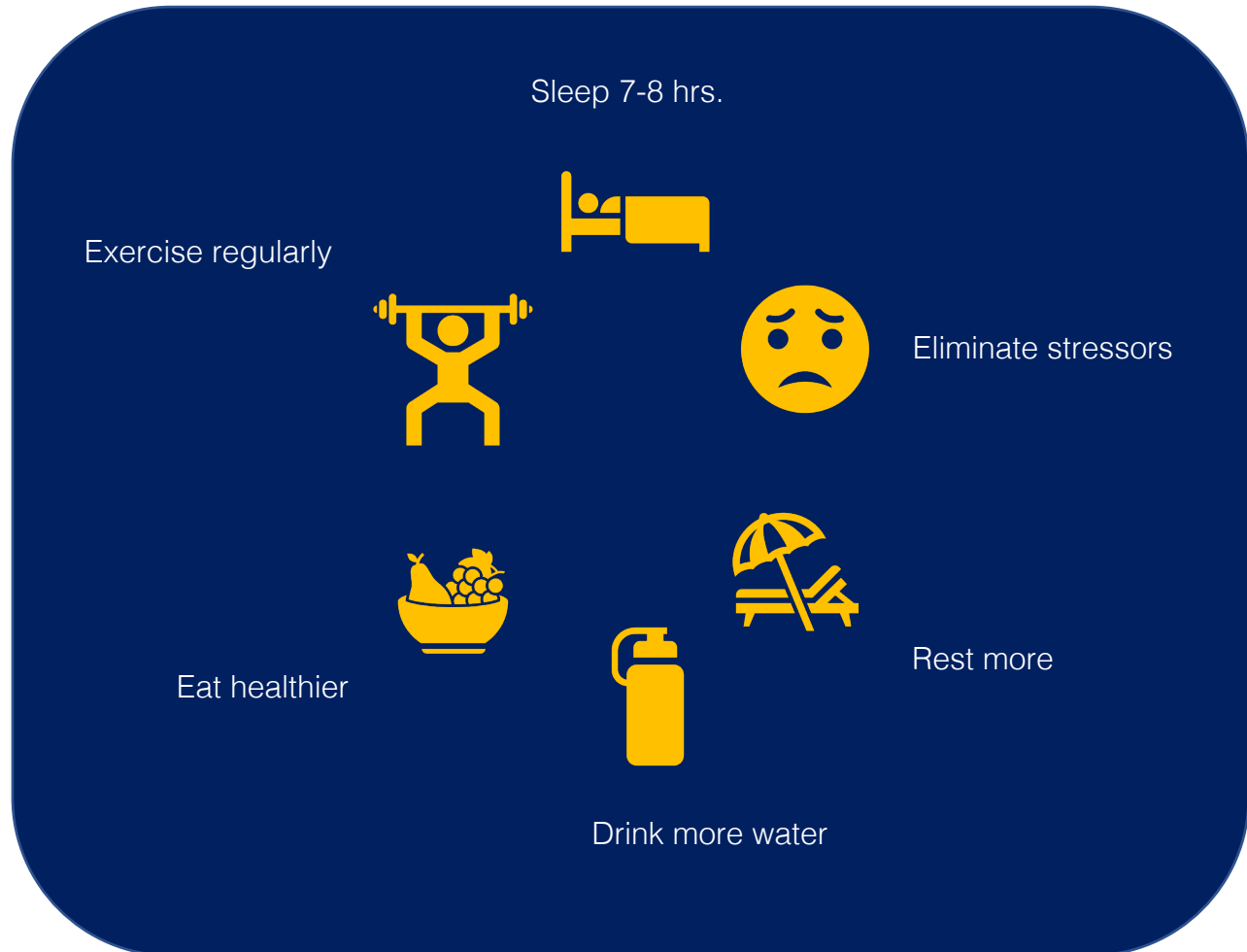
5 Ways to use improve your physicality

1. Walk with confidence
2. Have good posture
3. Stand with limbs akimbo (open)
4. Expansiveness – take up more space
5. Get rid of fidgeting

Exude health, vitality, and resilience

Leadership is demanding and therefore being and appearing healthy and strong is important. It is beneficial for you to cultivate an image that shows you have the resilience to handle the toughest jobs and the long-haul.

Have more energy



Create an environment of wellness

Use minimal effort tools to create an environment that supports your wellbeing which will in turn help you build an energy surplus and project it.

1. Surround yourself with plants
2. Get a mood lamp
3. Purchase a water purifier
4. Get an ergonomic chair
5. Get a sit-stand desk
6. Position your desk near sunlight
7. Awesome noise cancelling headphones

Construct and Curate your personal brand

Your personal brand is your calling card, your reputation, and your face to the world all rolled into one. It tells the world who you are, what you stand for, and what you can do for them. In other words, it makes it easy for the people in your world to know who you are.

Therefore, it's so important to strategically craft your personal brand as it is a personal marketing strategy focusing on your most important product: you!



Where your personal brand matters

1. How you answer the phone
2. How you conduct your meetings
3. How you conduct your presentations
4. Your social media page
5. Your desk or office
6. Your LinkedIn page
7. Your vehicle
8. How you interact with people above and below you



Every advertisement should be thought of as a contribution to the brand image.”

Ogilvy on advertising

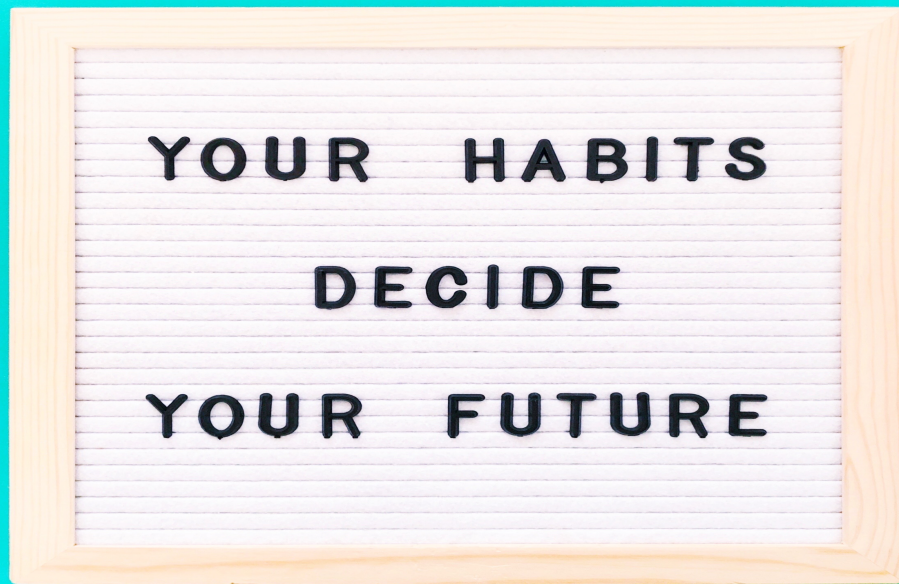


Discussion:

How can you build your personal brand online?

Notes

What to do next



“

People do not decide their futures, they decide their habits and their habits decide their futures."

FM Alexander

Build the habits of executive presence



Exercise:

What habits will you apply to develop your executive presence?