

# CULTIVATING EXECUTIVE PRESENCE

This course focuses on enhancing leadership effectiveness through the cultivation of researched based elements of executive presence. In this deep and introspective class, participants will explore executive presence as a combination of three elements—mindset, behaviors, and personal brand—and understand how each contributes to a leader’s impact and influence. Through self-assessment and interactive discussions, participants will identify their personal strengths and areas for growth in each of these key areas. Participants will have opportunities for practice and feedback before creating an action plan identifying one aspect of executive presence that will be most impactful for them to develop in the context of their role and organization.

## LEARNERS WILL:

- Understand the importance of executive presence as a component of leadership effectiveness and impact
- Explore 12 elements of executive presence grouped in three domains
- Identify personal strengths and challenges in these 12 elements
- Create an action plan for developing executive presence

## WHY THIS MATTERS:

Leaders with executive presence inspire trust, confidence, and respect. They’re seen as credible and capable and are therefore better able to positively influence others to take action or offer support. Leaders that display executive presence grow in their career, provide more organizational impact, and have less stress doing it. Organizations whose leaders demonstrate executive presence realize increased employee morale, engagement, and loyalty.

## DELIVERY OPTIONS:

**In-person:** 8 hours

**See also:** Communicating with Impact, Impactful Presentations, Emotional Intelligence, Building Resilience, Exercising Influence