



THE INFLUENCE BUSINESS

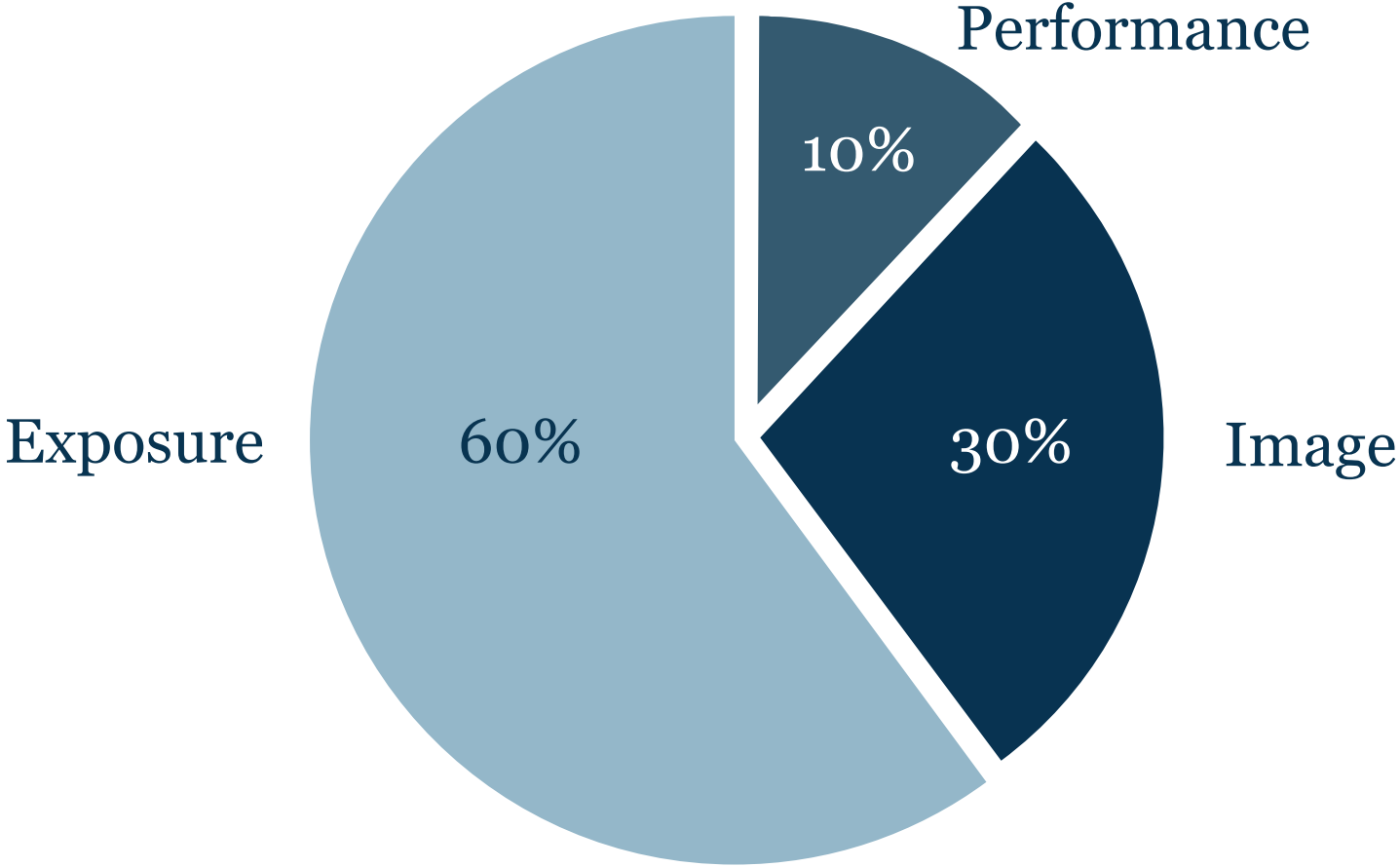
Raise your level of influence

Developing your Executive Presence

Jack Downton & Marianne O Connor

Performance Image and Exposure

Harvey Coleman



Executive Presence

‘Executive Presence is an amalgam of qualities that telegraph that you are in charge or deserve to be’

Sylvia Ann Hewlett

Think of someone in the business / public eye who has a strong presence

- Who are they
- What are their specific behaviours?
- How do they make you feel?

Executive Presence

- Communication
- Gravitas
- Image

Personal Status:

Building credibility through the confidence we convey

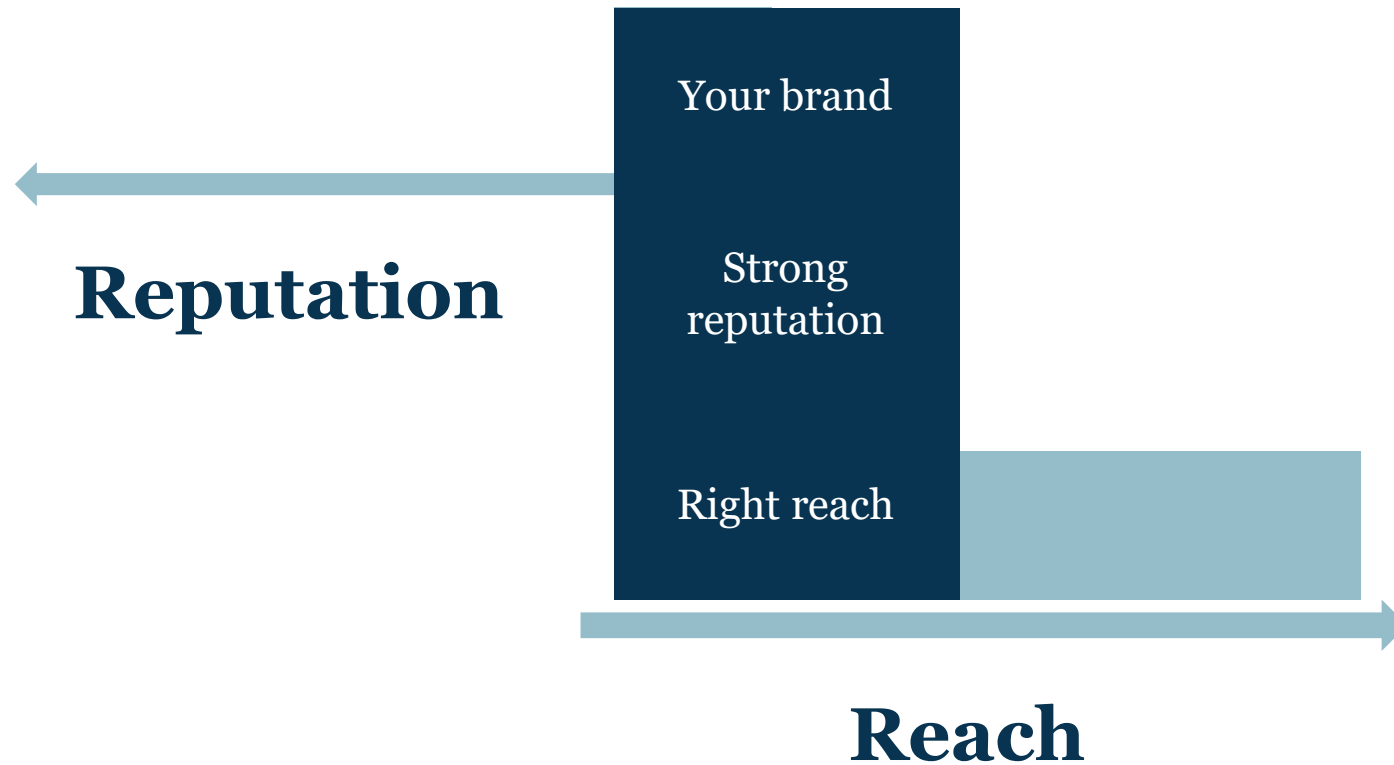
Low status can be conveyed by:

- Speaking softly
- Speaking quickly and disjointedly
- Using low status language – e.g. is nothing major, but...
- Cocking your head on one side
- Difficulty in maintaining eye contact
- Fidgeting while speaking
- Not occupying space with ease
- Using tentative 'errs' which invite interruption

High status can be conveyed by:

- Speaking with passion /purpose
- Maintaining eye contact
- Adopting confident body language – still, upright, using strong gestures
- Speaking slowly and clearly
- Pauses to underline message
- Tone conveys importance of message
- Speaking at a volume that is heard

Your Reputation and Reach



The Power of Networks

- What do I have to offer?
- How can I get noticed internally and externally?
- Whom do I know?
- Who do I wish to know? and by whom?
- How can I leverage this information?

Developing Your Executive Presence

- Where do you need to pay more attention?
- What do you need to do differently?
- What one thing would make the biggest difference for you?

Further Reading

- **‘Executive Presence’** Sylvia Ann Hewlett
- **‘Brand You’** David Royston Lee, John Purkiss
- **‘Gravitas’** Caroline Goyder



THE INFLUENCE BUSINESS

Raise your level of influence

email:

jack.downton@theinfluencebusiness.com

marianne.oconnor@theinfluencebusiness.com