



KEYNOTE SPEECH

Executive Presence

Beyond Managing to Leading

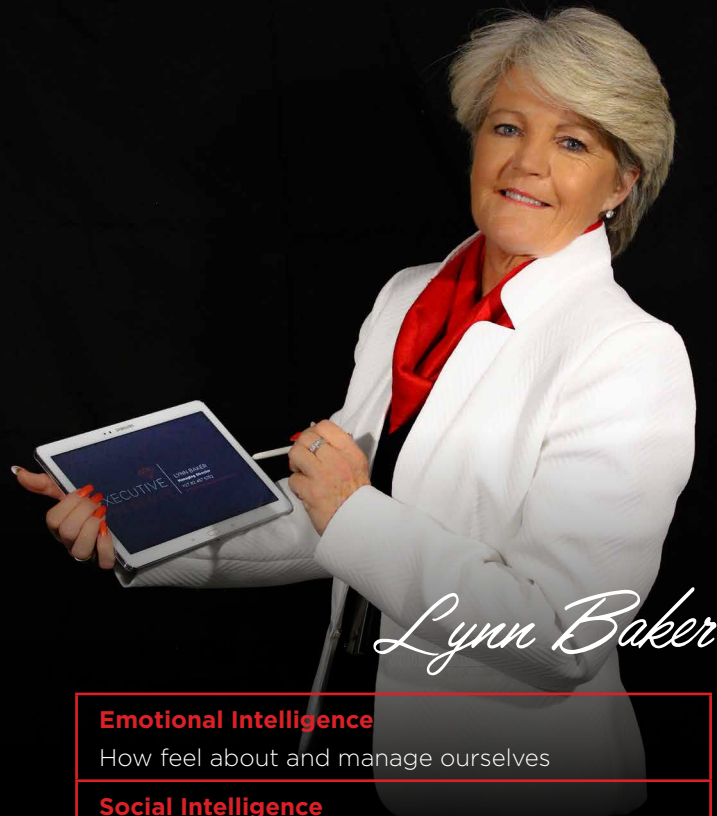
Executive Presence refers those people who walk into a room and everyone turns to look at them, when they speak people listen and when they lead, others follow! These people command authority - exude energy that is magnetic and possess charisma that is captivating! Their appearance is impeccable; they present themselves with confident composure, perfect poise and an exceptional ability to develop relationships of trust.

Executive Presence has prompted numerous research studies to establish exactly what it is. The question was, are some people just born with Executive Presence or can it be learned? Findings revealed that Executive Presence is in fact a set of soft skills that can be developed.

Executive Presence is made up of multiple intelligences. When combined, they send the signal of a powerful and credible leader. These are Emotional Intelligence -how we feel about and manage ourselves; Social Intelligence - interpersonal skills and the ability to develop relationships of trust; Business Intelligence - ones level of competence and Brand Intelligence - how we are presented and perceived in person, the media and online.

In essence, Executive Presence is about developing credibility and managing perceptions. This is done by creating a powerful personal brand; combined with effective interpersonal and communication skills, packaged together with an impeccable personal appearance, confident composure and charisma.

The Executive Presence presentation is for managers who aspire to become leaders of substance. During this fascinating one hour presentation, we explore the concept of Executive Presence, why we need it and how we get it. Using examples of people who have it such as Barrack Obama, Oprah Winfrey, Nelson Mandela and many more, we look at the key elements of developing Executive Presence:-



Lynn Baker

Emotional Intelligence	How feel about and manage ourselves
Social Intelligence	Interpersonal Skills and Relationship Management
Business Intelligence	Rising to the ranks of Thought Leader
Brand Intelligence	3D Strategic Brand Development
Charisma	It's a matter of Mojo
Gravitas	The difference between Managing & Leading