



Owning and Expanding Your Executive Presence

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Silicon Valley Product Management Association,
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jds

Executive presence...



...the iceberg of communication

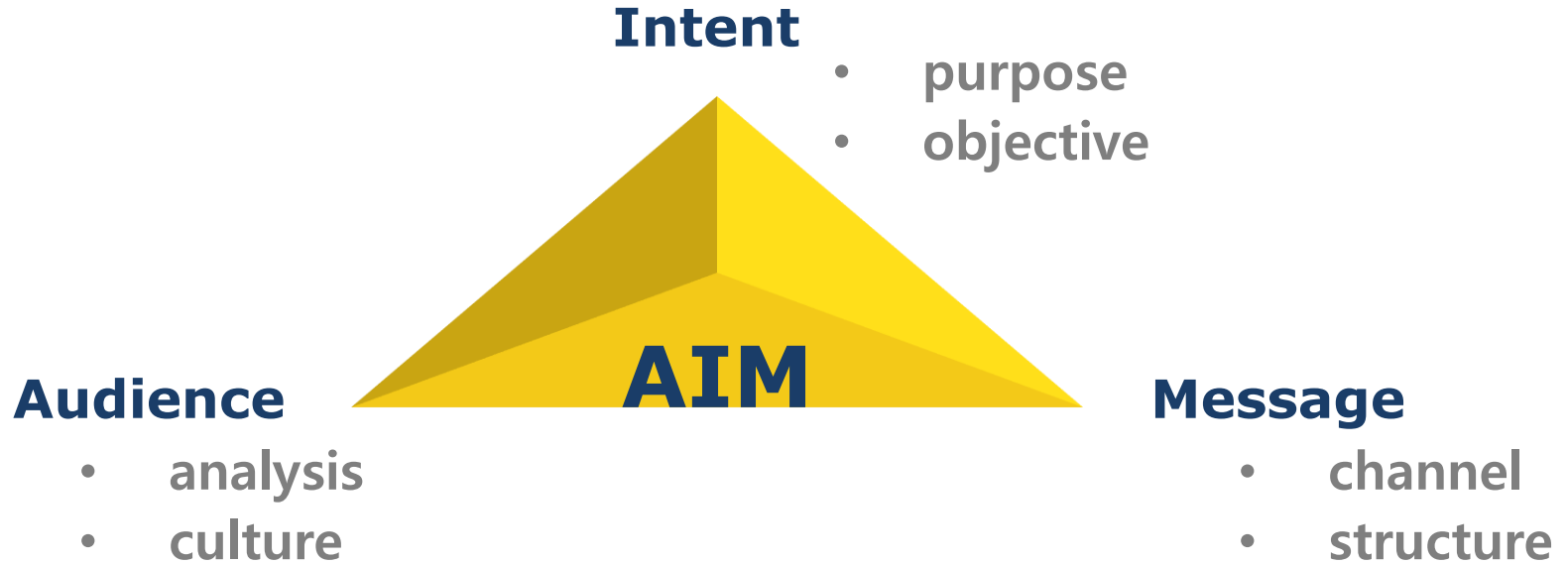
What precisely is Executive Presence

- Signs of its existence
- Signs of its absence

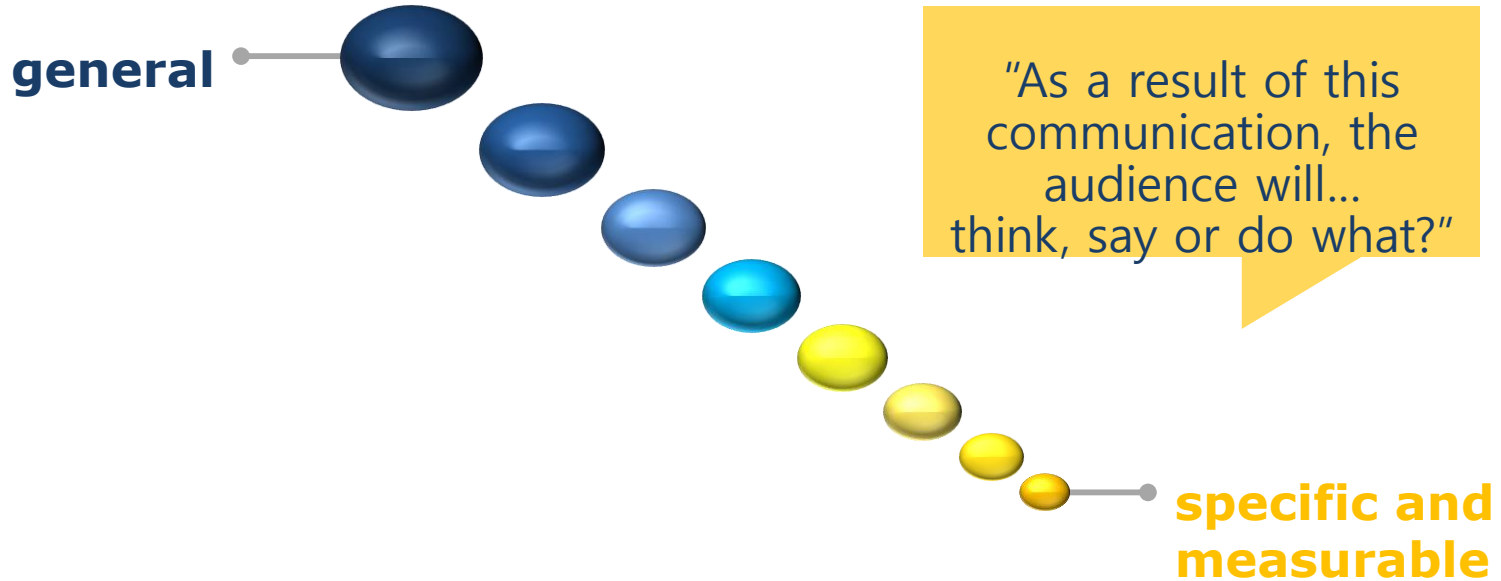
This evening's journey

- Two Quick communication frameworks
- Several tools to expand your own presence

Your success begins with your communication strategy



What's Your Communication Objective?



Selecting the right channel

	Highly Interactive	Moderately Interactive	Minimally Interactive
Oral			
Blended			
Written			

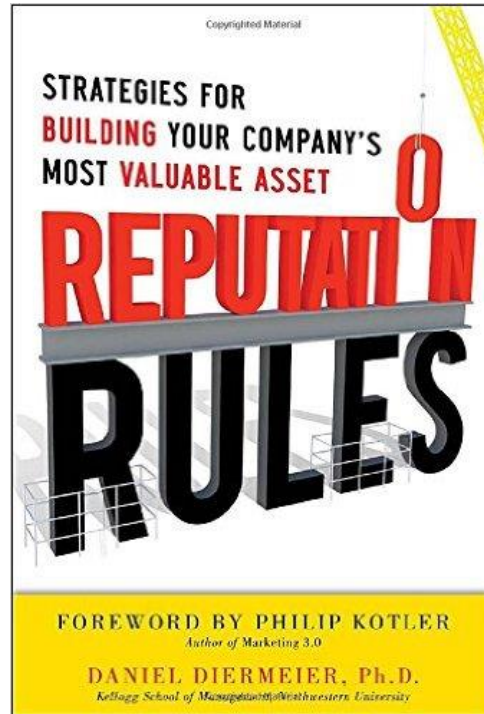
Selecting the right channel

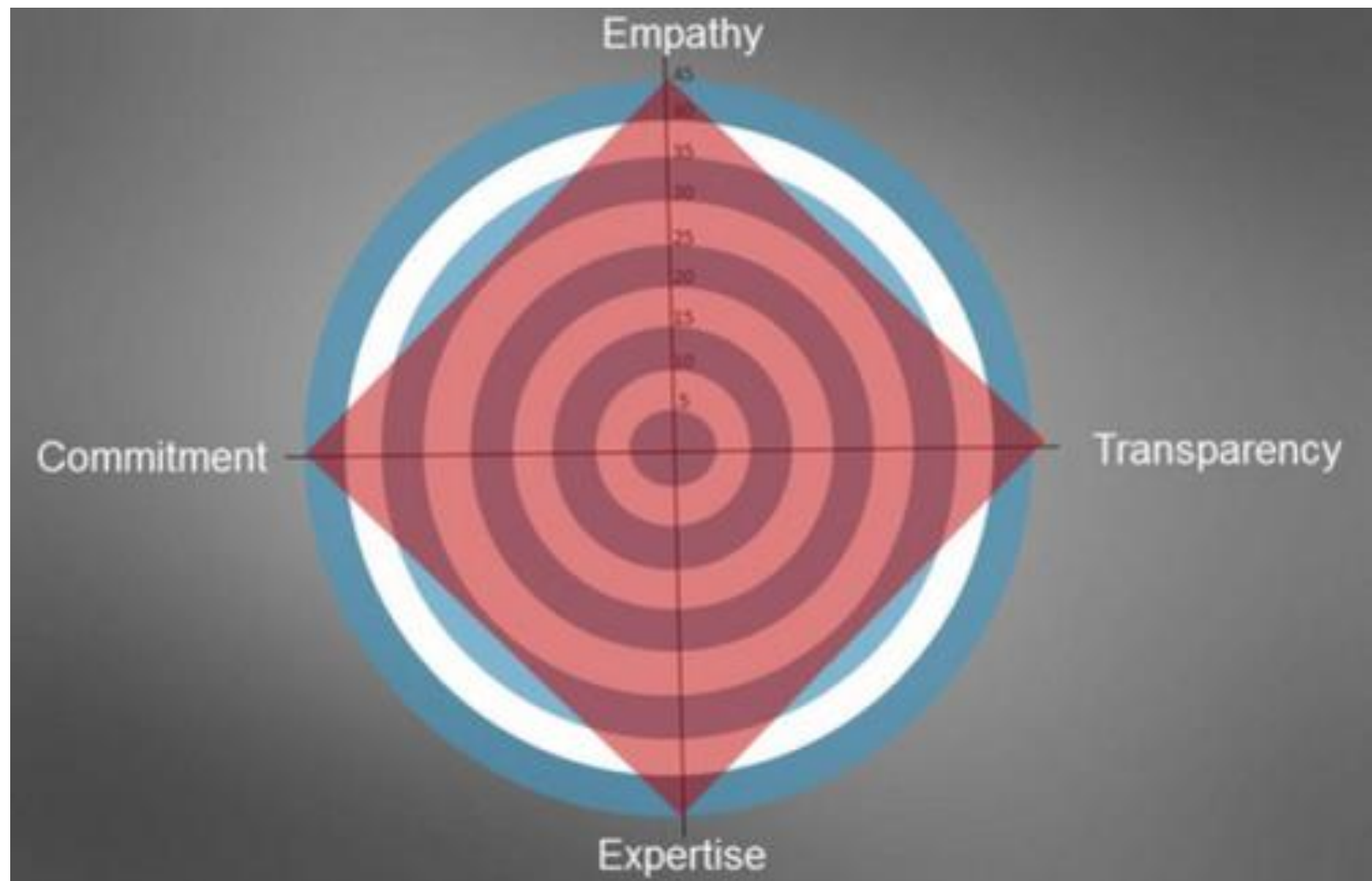


Selecting the right channel

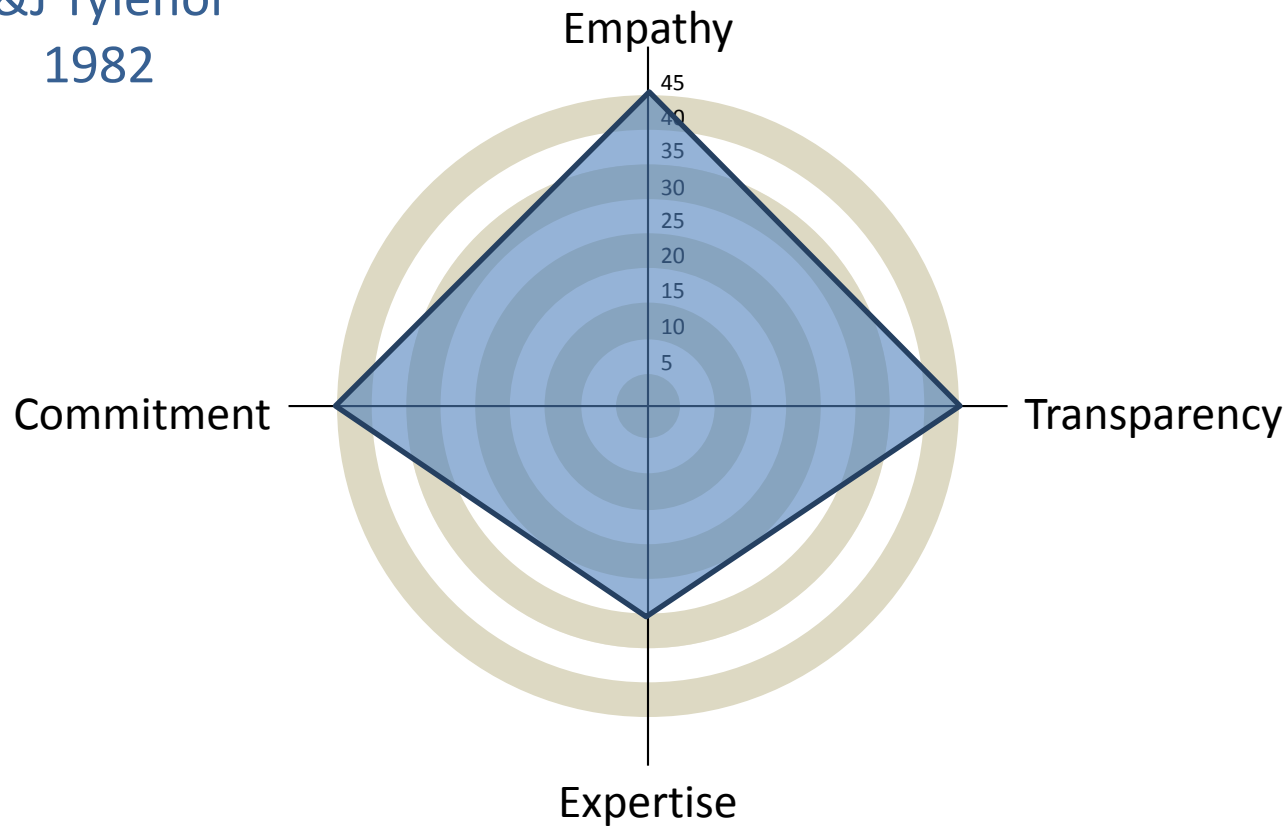
	Highly Interactive	Moderately Interactive	Minimally Interactive
Oral	1 on 1 conversation	Small group meeting	
Blended		Meeting w. slides	
Written	text	email	Printed bound document

Export from *Reputation Rules*

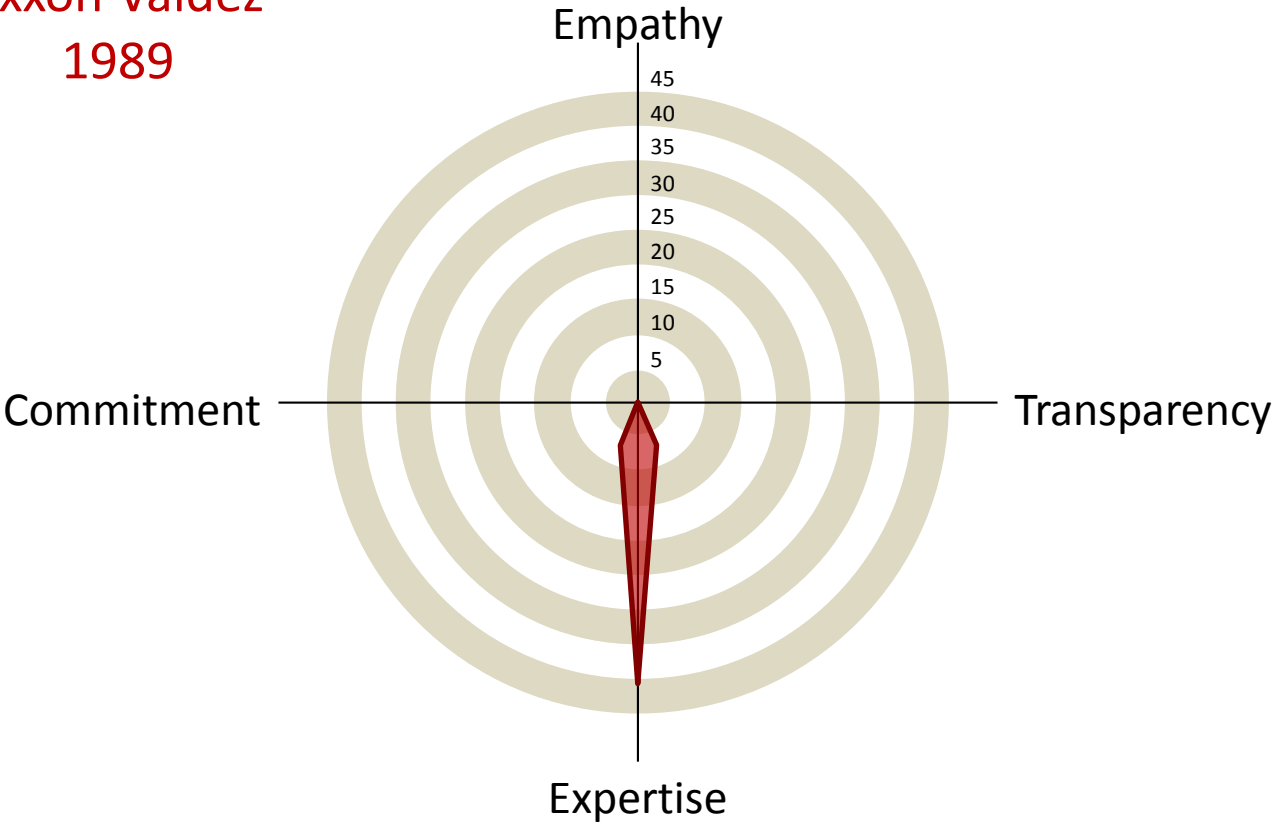




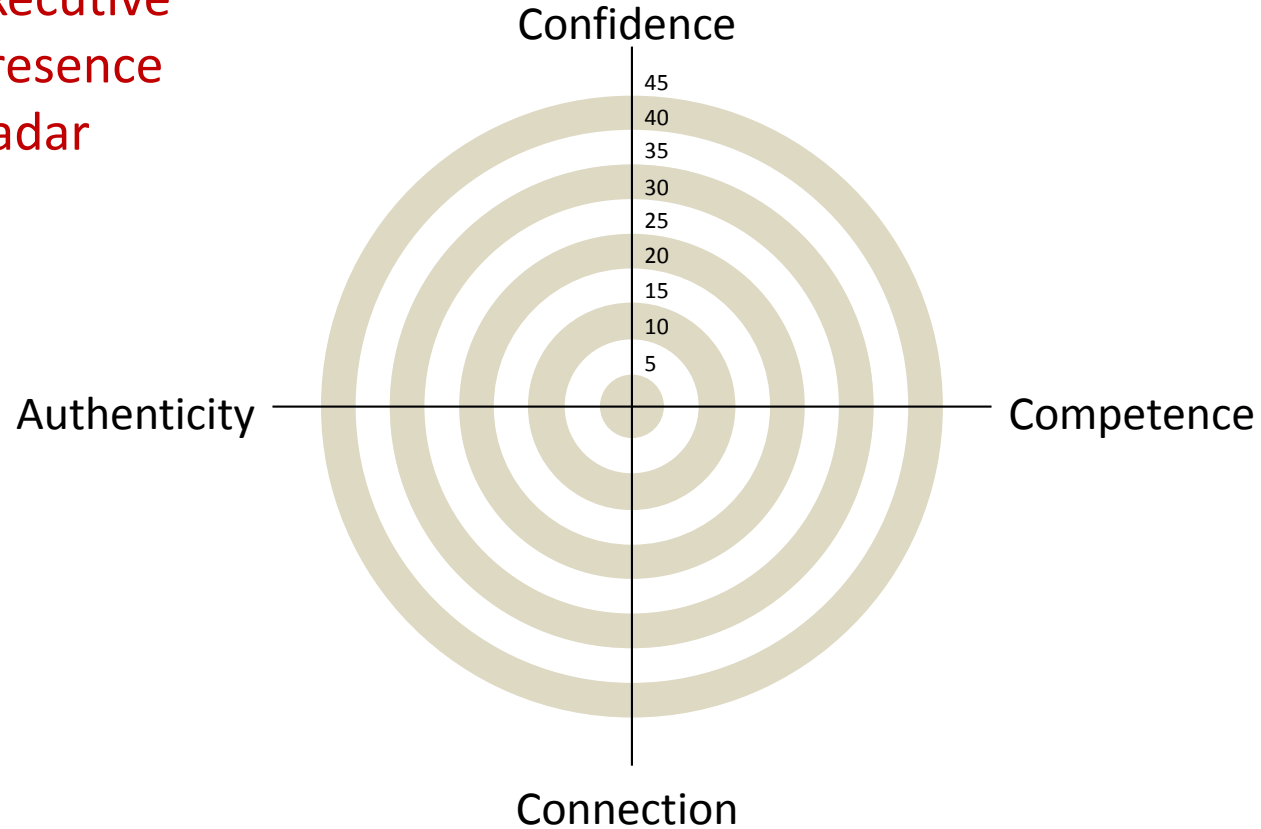
J&J Tylenol
1982



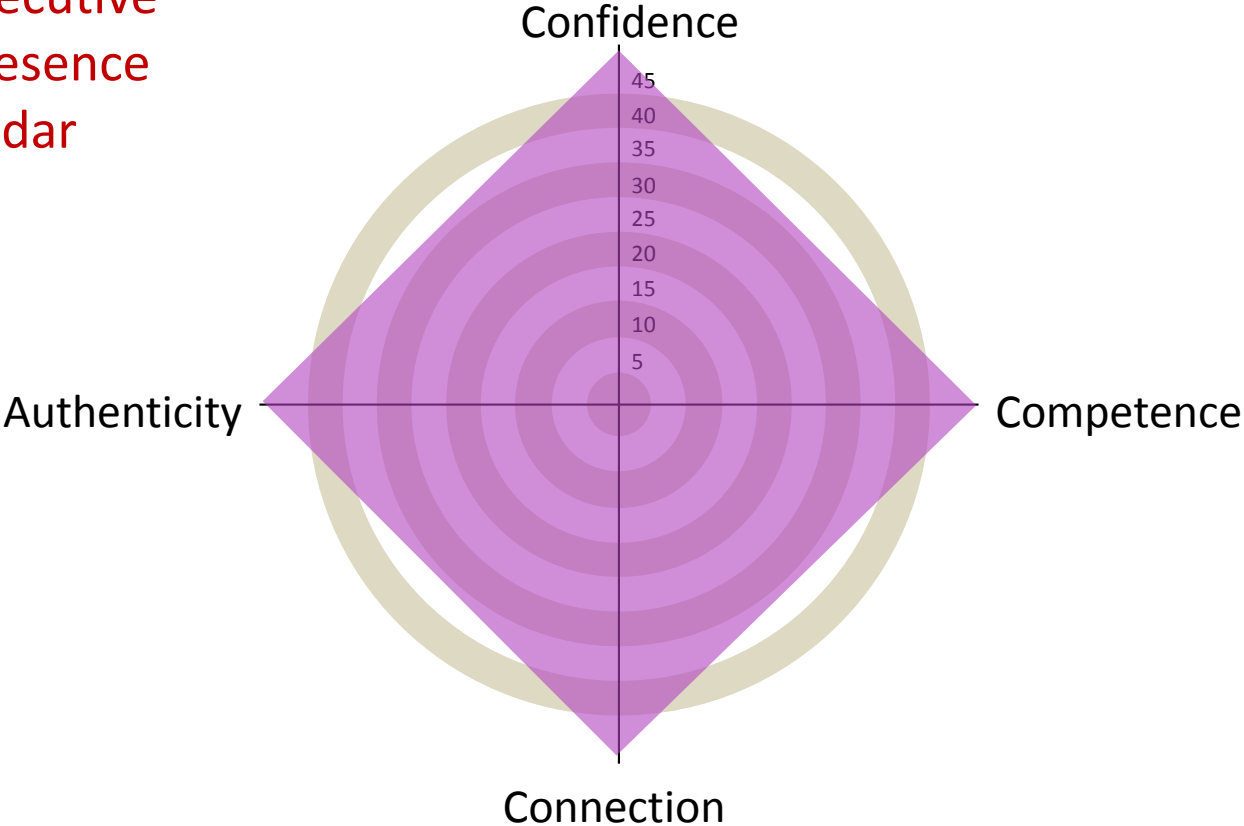
Exxon Valdez
1989



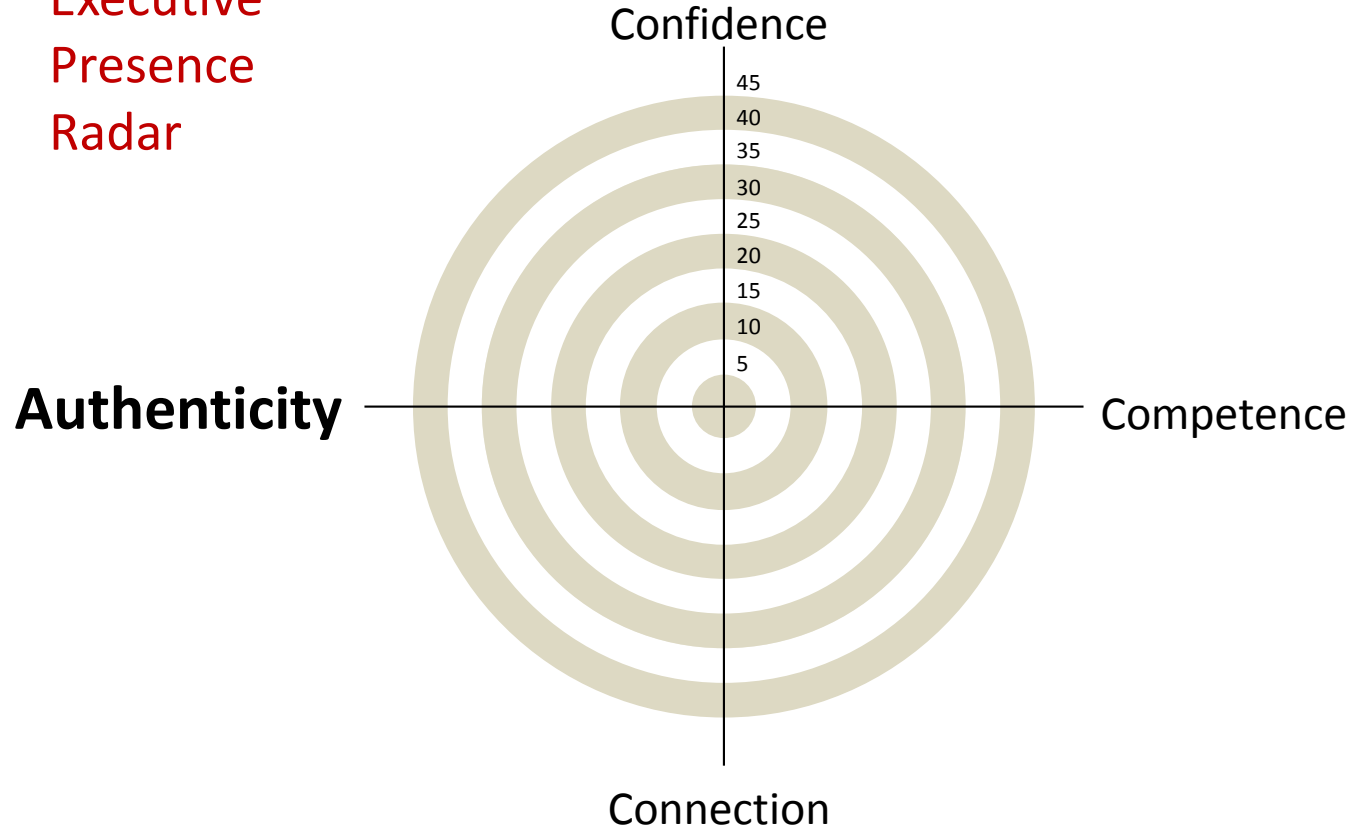
Executive
Presence
Radar



Executive
Presence
Radar



Executive
Presence
Radar



First, go within

- Meditate
- Examine
- Reflect
- Journal

Next, go outside

- Inquire of “the other”
- Seek critical feedback
- Conduct interviews
- Create a board of directors

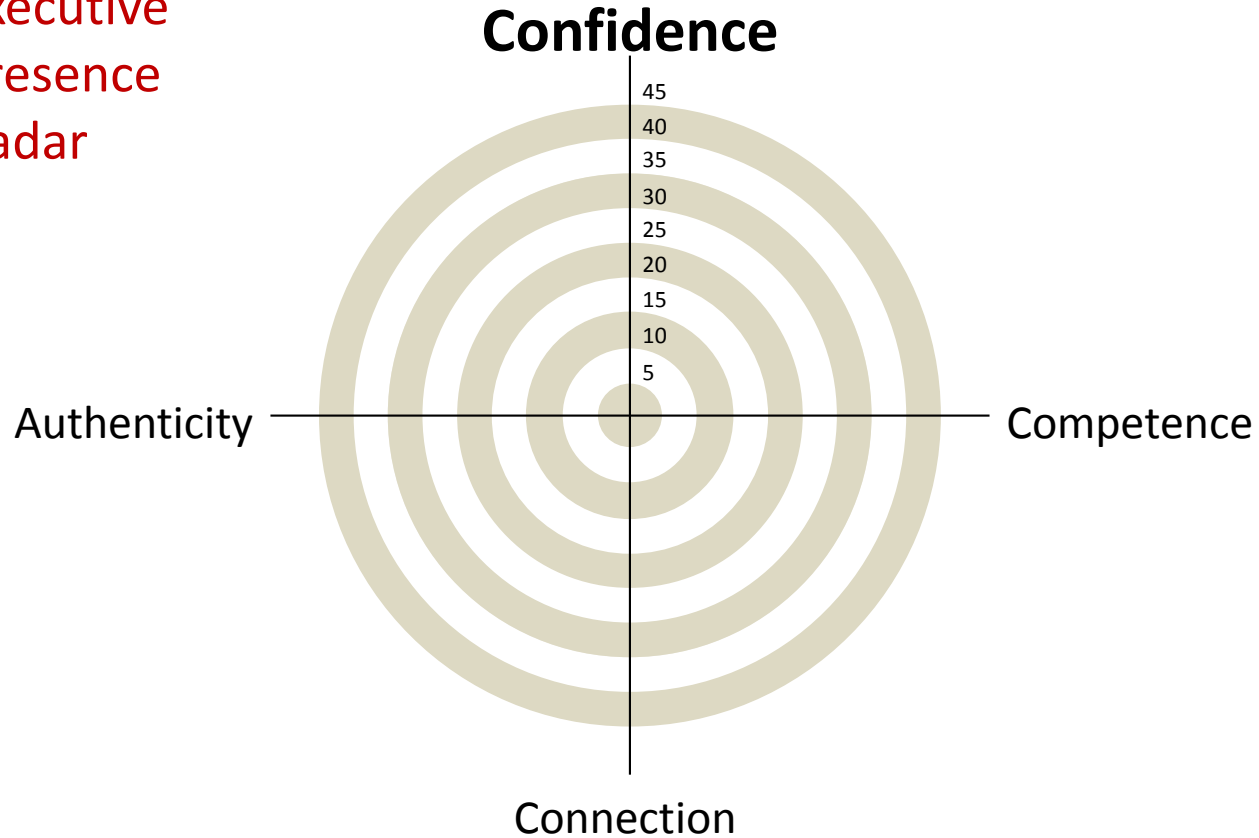


I always wanted to be somebody,
but now I realize I should have been
more specific.

— *Lily Tomlin* —

AZ QUOTES

Executive
Presence
Radar



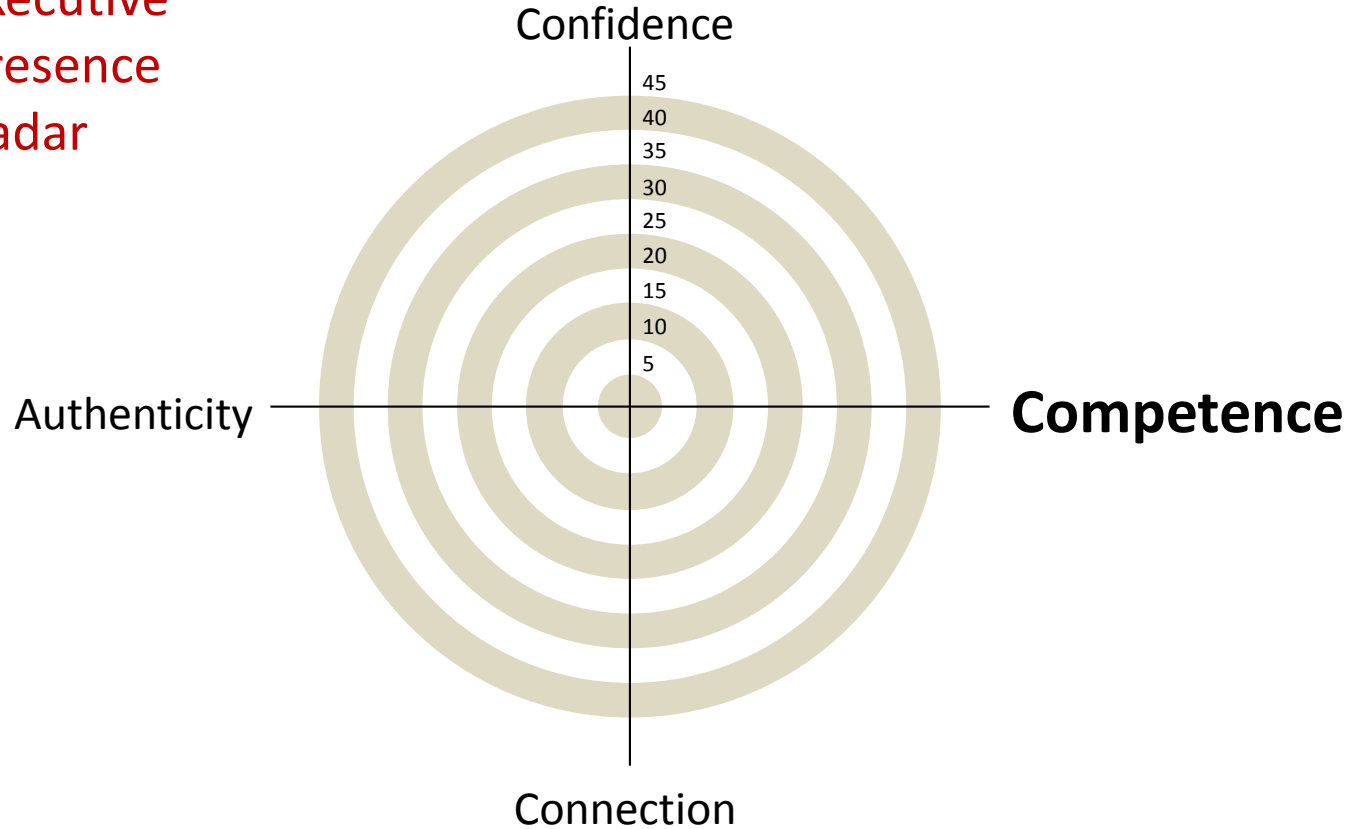
Cuddy on accepting ourselves

I don't think people can learn to truly sell something they don't believe in. And even if I did, I wouldn't want to teach anyone how to do it. So if that's what you're looking for, you're reading the wrong book.

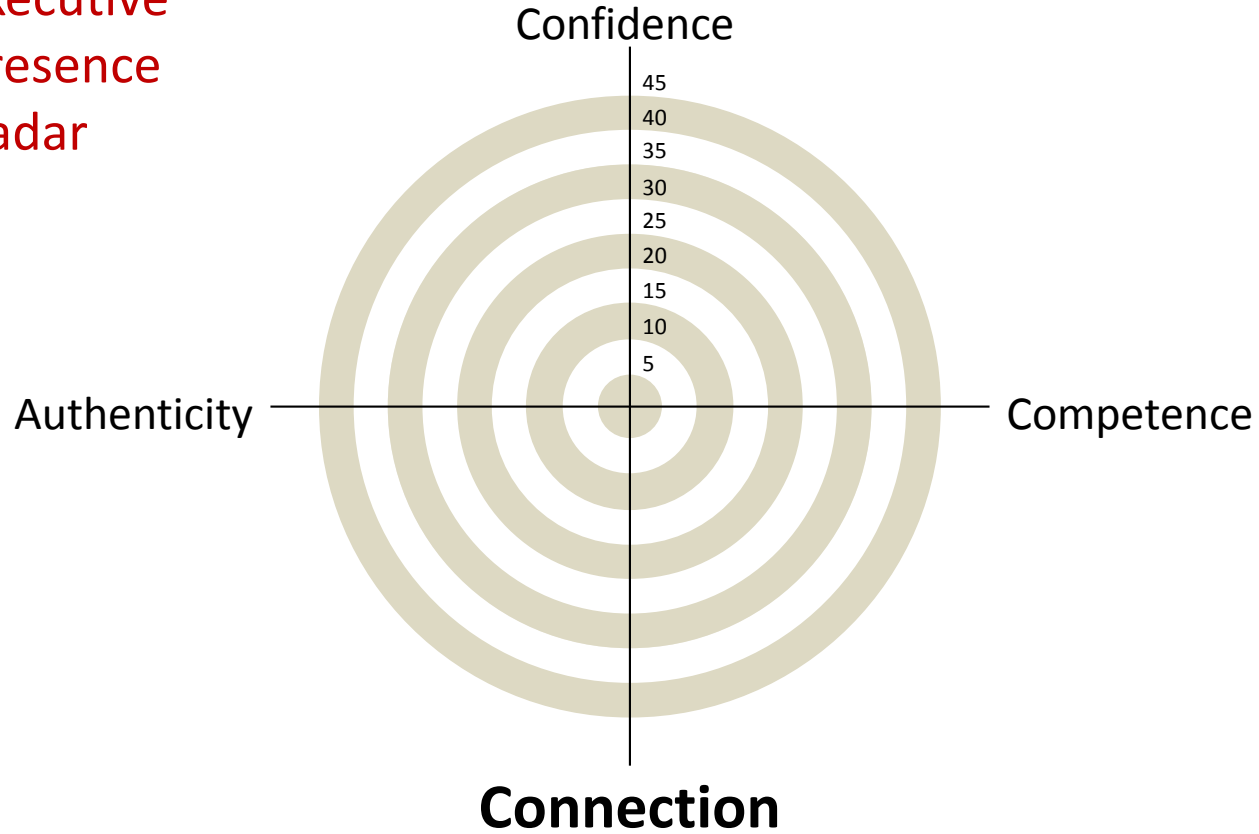
Similarly, you can't sell a skill you don't have. Occasionally people mistakenly think I'm suggesting that we can learn to fake competence.¹⁶ Presence isn't about pretending to be competent; it's about believing in and revealing the abilities you truly have. It's about shedding whatever is blocking you from expressing who you are. It's about tricking yourself into accepting that you are indeed capable.

★ Sometimes you have to get out of the way of yourself so you can *be* yourself. ★

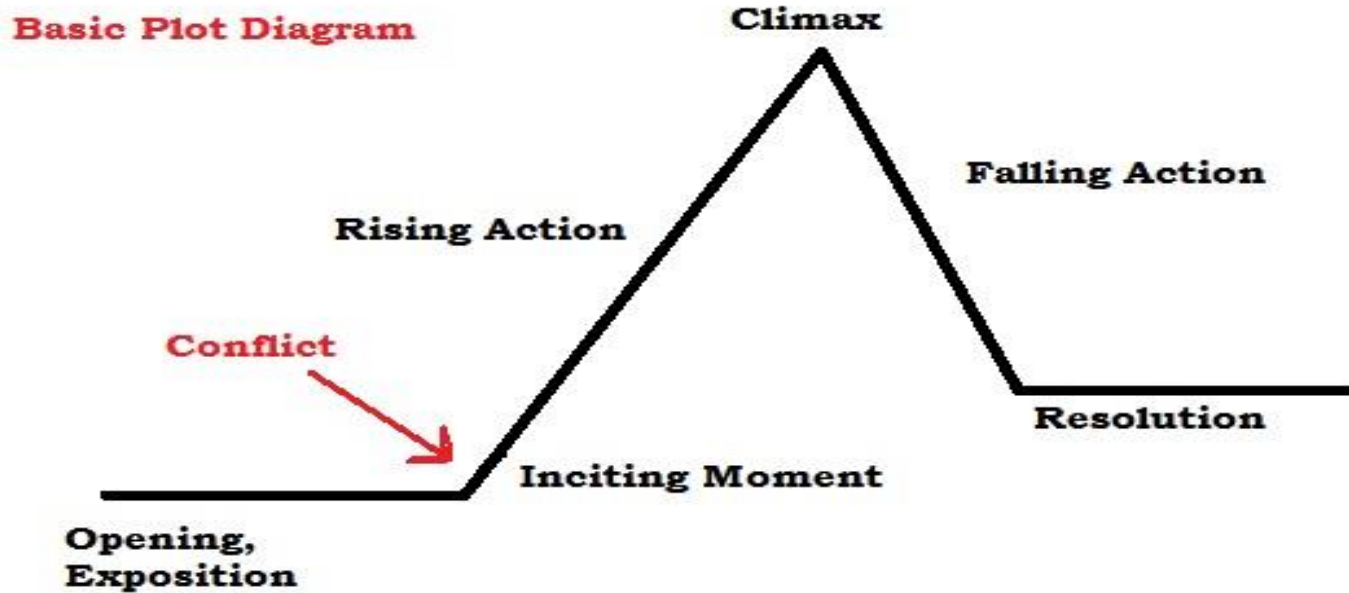
Executive Presence Radar



Executive Presence Radar



Consider the basic story structure



Retransmission

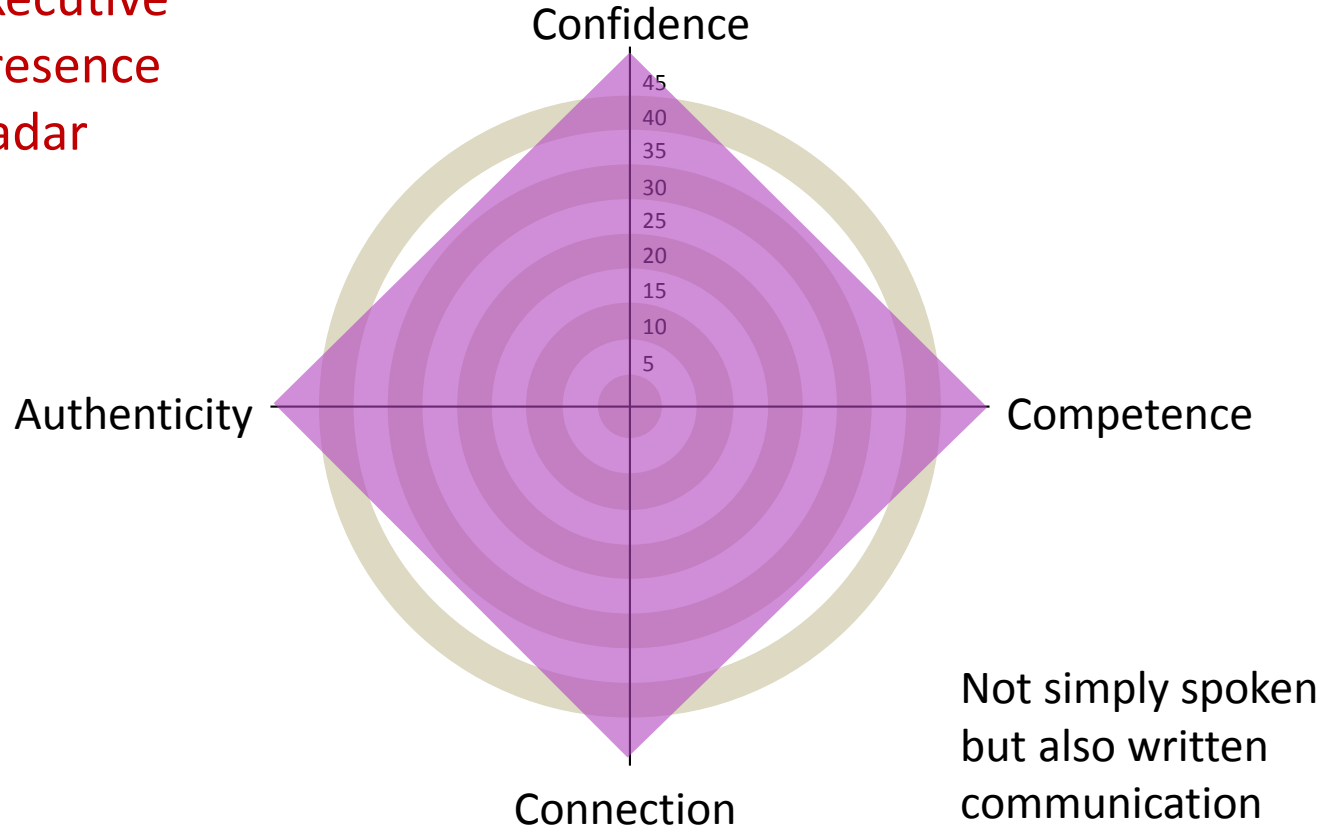
**“It’s not the message
you send...or even
the message they
receive...it’s the
message they repeat”**

James Buckhouse

*Head of content & Design
Sequoia Capital*



Executive Presence Radar



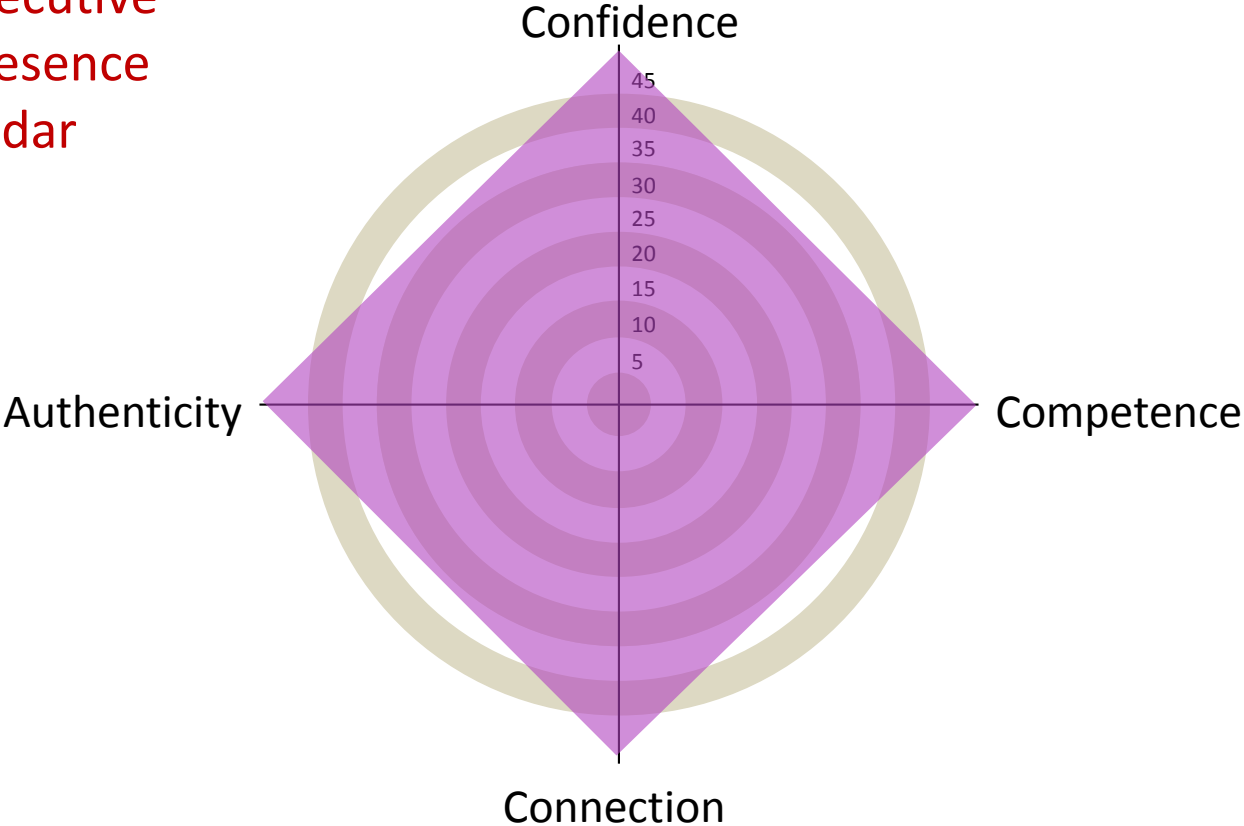
Effective eMail communication

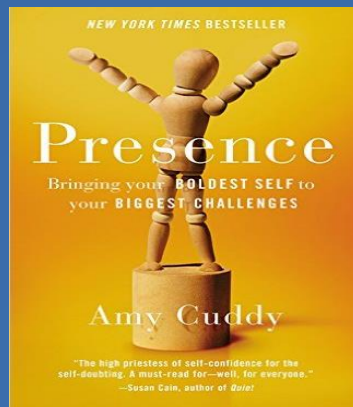
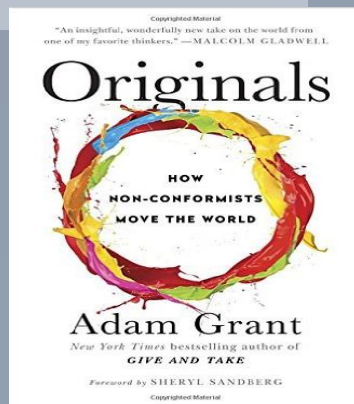
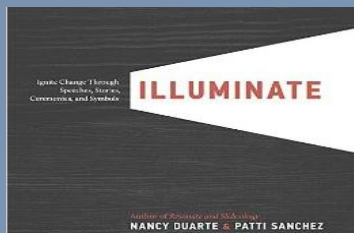
- Active, brief and clear
- Captures the audience
- Looks like it's meant to be read

Communicate from the subject line to signature block

- Decide if an email is even the best mode
- Start with a clear and compelling subject
- Address only those who “need to know”
- Follow the ABCs
- Guide the reader with simple format
- Direct to attachments or websites
- Simplify their reply

Executive
Presence
Radar





Resources to support your journey

Explore and Exploit these Resources

- Lowkeynotes Event and Library
 - <http://tinyurl.com/GSBLowkeynotes>
- GSB Communication Lessons Collection
 - <http://tinyurl.com/GSBCommLessons>

Please keep the conversation going

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