

EXECUTIVE PRESENCE

playbook

PRIORITY COACHING™

Developing exceptional leaders, extraordinary teams

welcome

to the Executive Presence Playbook.

Whether you are an introvert or extrovert, making professional presence work for you will increase the number of people paying attention to your contributions and strengthen your ability to influence decision-making.

This Playbook contains a series of exercises to help you learn more about yourself. You can use this knowledge to create action plans to further develop your skills and enhance your brand.

Be sure to make space in your busy life to complete these exercises. Invite colleagues, mentors, and friends to provide feedback and remain open to new information.

I'd love to hear what you learn as you complete the exercises. Feel free to message me at **sharondougherty@prioritycoaching.com** and let me know how your Executive Presence has grown.

Sharon Dougherty

CEO, Priority Coaching™

executive PRESENCE

checklist

Here's a checklist you can use to take stock of your current Executive Presence. Be sure to answer in terms of how you show up right now, not how you wish you show up.

I speak up clearly at meetings.

always sometimes never

I make eye contact with a variety of colleagues at meetings.

always sometimes never

When interrupted, I say that I want to finish my thoughts.

always sometimes never

I make sure to make at least one contribution at every meeting.

always sometimes never

I am comfortable expressing my opinions.

always sometimes never

People would say I display grace under pressure.

always sometimes never

I deal well with conflict.

always sometimes never

I am decisive when an outcome needs to be determined.

always sometimes never

My appearance is polished.

always sometimes never

I dress for the next position I want.

always sometimes never

I am aware of my posture and body language.

always sometimes never

I take up space in meetings.

always sometimes never

Through my comments and actions, I make it easy for others to describe my brand.

always sometimes never

Because of my unique strengths and visibility, people know what to call upon me for.

always sometimes never

I deliver on promises in a timely fashion.

always sometimes never

I solicit feedback on a regular basis.

always sometimes never

Even if feedback is challenging to hear, I remain open.

always sometimes never

learnings

What are your three major takeaways from this exercise?

.....

.....

.....

**What one area is most important to work on first?
What new behaviors will you put into action?
When will you start?**

.....

.....

.....

.....

.....

.....

VALUES

Your value system anchors your Executive Presence. Values are the key factors determining how you approach tasks and relationships in your daily work.

Review the list of values and circle your top three values. If one of your values is not on the list, feel free to write it in.

- Trust
- Love and Passion
- Directness
- Partnership
- Productivity
- Service
- Excellence
- Focus
- Harmony
- Orderliness
- Kindness
- Innovative
- Enlightening
- Empowering
- Family first
- Respect
- Joy
- Recognition
- Accomplishment
- Honesty
- Accuracy
- Creativity
- Integrity
- Peace
- Authenticity
- Effectiveness
- Fun
- Thoughtful
- Efficiency
- Creating a legacy
- Spontaneity
- Success
- Loyalty
- Clarity

primary values list

Below list each of your primary values. Then write how you actually demonstrate these values at work so that people know they are important to you.

Value 1

.....
.....
.....

Value 2

.....
.....
.....

Value 3

.....
.....
.....

YOUR

purpose

In addition to your value system, your personal purpose serves as the cornerstone of your Executive Presence. This is the reason you will speak up at meetings even if it is difficult, take on new and bigger tasks, manage conflict even when it is uncomfortable, and dedicate yourself to projects that will help patients and their families. Here are questions to stimulate your thinking about why you have chosen your current profession.

“Motivation comes from working on things we care about. It also comes from working with people we care about.”

Sheryl Sandberg

What prompted you to work in your industry?

What is most satisfying about your work?

What difference do you want to make for your customers?

What particular impact do you want to make for your company?

How does knowing your purpose affect your Executive Presence?

YOUR *strengths*

Part of putting together your Executive Presence development plan is understanding who you are and what you have to contribute to your colleagues, organization, and customers.

Some people relish completing a long checklist each day. Others derive enjoyment from conversations with others. And others gain energy from deep dives into data and performing analyses.

What part of your work do you enjoy the most? Be as specific as possible.

What do you do better than anyone else at your company?

What was the most satisfying project you have ever completed? What did you do?

What was the best team you were ever on? What role did you play?

Thinking about the answers to these questions, are there changes you need to make? New projects you want to take on or new people you really want to work with? Work that you would like to stop doing?

YOUR PERSONAL

brand

Every day, you come in contact with your boss, co-workers, customers, vendors, and colleagues in your greater network. You participate in meetings, talk on the phone, attend conferences, email, and write letters.

The people who determine their brands are the most powerful people in the room because they have decided how they want to show up and how they want others to remember them. Your brand equals your reputation.

Who Are You?

Select three adjectives you would like people to use to describe you at work. E.g., smart, innovative, collaborative. Then write exactly how you demonstrate these behaviors.

1st DESCRIPTION

.....

.....

.....

2nd DESCRIPTION

.....

.....

.....

3rd DESCRIPTION

.....

.....

.....

If your colleagues hadn't seen these adjectives, would they be able to say them about you? If not, what do you need to do to show these are meaningful to you?

.....

.....

FIRST | *impressions*

In the Executive Presence workshop, you had two opportunities to introduce yourself to one of the other participants.

How can you specifically improve your introduction to help people you meet know who you are and what value you provide? And what do you want to know more about you?

In the next few weeks, practice the introduction and adjust accordingly. One way is to use your cell phone video feature to record yourself. First, just listen to what you are saying and how you are saying it. Any changes you need to make?

Then watch the video to observe your facial expression and body language. Make note of any adjustments you would like to make.

FEEDBACK

What is the most useful feedback you have ever received? Who gave you this feedback?
How did this feedback change you?

In your current position, what do you really want feedback about?

Who could give you brutally honest feedback about your presence and your work? How
could you phrase the question to solicit direct feedback?

notes

Use the spaces below to take notes on what you are learning—and unlearning.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

ACTION | *plan*

Now that you have learned more about yourself through these exercises, here's your chance to put knowledge into action. Start to construct an Action Plan to sustain and enhance your Executive Presence. The combination of intention and action is the recipe for success.

THREE ADVISORS I WILL CALL UPON FOR REAL FEEDBACK

Colleagues tend to see how we have been, not how we are trying to be. If you are trying to change how you interact in meetings, for example, tell your three advisors to watch out for what you are working on and to give you feedback on that. If you are trying to speak up more on teleconferences, share that as well. The purpose of this part of the plan is to try new behaviors and get immediate feedback.

My Advisors:

- 1
- 2
- 3

BEHAVIORS I WOULD LIKE TO ADD

1

Date I Will Start By:

2

Date I Will Start By:

3

Date I Will Start By:

BEHAVIORS I WOULD LIKE TO STOP

1

Date I Will Stop By:

2

Date I Will Stop By:

3

Date I Will Stop By:

RESOURCES

Here are some interesting books about presence, influence, brand, communication and power. Enjoy!

Influence: The Psychology of Persuasion, Revised, by Robert Cialdini.
Harper Business, 2006.

Stand Out: How To Find Your Breakthrough Idea and Build A Following Around It,
by Dorie Clark. Portfolio, 2015.

Presence: Bringing Your Boldest Self To Your Biggest Challenge, by Amy Cuddy.
Little, Brown, and Company, 2015.

Executive Presence, by Sylvia Ann Hewlett. Harper Business, 2014.

Power: Why Some Have It And Some Don't, by Jeffrey Pfeffer. Harper Business, 2010.

All Marketers are Liars: The Underground Classic That Explains How Marketing Really Works – and Why Authenticity Is the Best Marketing of All, by Seth Godin.
Portfolio, 2009.

Start With Why: How Great Leaders Inspire Everyone To Take Action, by Simon Sinek.
Portfolio, 2009.

Mindset: The New Psychology of Success, by Carol Dweck. Random House, 2006.

Made to Stick: Why Some Ideas Thrive and Others Die, by Chip and Dan Heath.
Random House, 2007.

your feedback & questions

I hope you found these exercises to be thought provoking and useful, both personally and professionally.

If you have questions about these exercises or how you can further enhance your Executive Presence, please contact me at:

sharondougherty@prioritycoaching.com

or 973-477-6782

I look forward to hearing from you!

Sharon Dougherty

CEO, Priority Coaching™

www.prioritycoaching.com