



"You know you've been with a leader who has executive presence when you feel the impact of their message long after they've left the room" Anon.

Inspire confidence shape your **executive presence**

Influence others and grow your business

Often, 'You know it when you see it', is how people describe Executive Presence or powerful leadership.

As a senior business leader, a strong **Executive Presence** is crucial to inspire confidence in others; with your peers, your staff, other influential stakeholders and your industry so they believe you can deliver, are credible, capable and can be relied on. But it's also about convincing senior leaders that you can achieve great things.

It determines whether you secure entry into top business circles, are trusted by potential and existing customers, and, in many cases, are even invited into the room. It's also critical to convince others you can win business, lead with authority, show self awareness and awareness of others, and communicate powerfully.

What is at the core of this vital leadership skill and how can you develop it?

Developing an Executive Presence is also about applying different techniques for different audiences and growing both their belief in you, and in what you can do for their business. Then you will be given the support and trust you need to do more.

The tools need to be matched to the right audiences, at the right time and need to be deployed in different situations to achieve specific results.

We all default to the first impression rule when we meet someone. It's human nature. First impressions are **"almost instant" conclusions we draw when meeting someone for the first time.** We form this opinion by quickly taking in information about a person, including their facial expression, dress, posture, and tone of voice.



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Therefore, how you walk into a room, where you look, how you hold yourself, the pace at which you speak, and how you use silence powerfully are among a variety of honed skills.

These skills need to display that you are a person of integrity, resilient, approachable, positive, in control but at the same time reassuring, able to convince others you can lead and secure success.

Taking others with you is crucial to achieving success and Executive Presence must encompass this.

The results:

- You secure the trust of others in your ability to lead.
- The business grows.
- Staff work with more commitment.

Communication is key

How you design, shape, and use your information to make impact.

What you want the audience to BELIEVE, HEAR and ACT ON, not just what you want to say to them.

Targeting what you need the audience/s (be they staff, customers, regulators, your boss) to do and to tell others.

Be it:

- Learn something new.
- Make a decision that will grow their business.
- Back your recommendations.
- Provide more funding.
- Believe that what you do is critical to their business.
- Have more confidence in your ideas and recommendations.
- Get the job done and take others with you.

Our goal is to help you to not only develop your executive presence but to use our experience to help you...

- **SHOWCASE YOUR PASSION** that changes the way the audience/s sees you, reacts to you and responds to what you want.
- **SHAPE YOUR EXECUTIVE IDENTITY** – what do you want the audience/s to see and experience when

you deal with them (individually or in groups)?

- **TELL A STORY THAT STICKS** – It's not just about the content of what you want to say; it's about key ingredients that tell your story with power, so the audience remembers it and tells others what they have learned.
- **DOUBLE YOUR IMPACT** – What do you want the audience to do, say or think about you? Often, it's not just about what you say to people, or what they remember, but how you made them feel and what they then share with others.
- **INFLUENCE THE OUTCOME** – There is no point delivering a global conference speech, reporting to a Board, or external Investors or Stakeholders or trying to motivate staff, if it doesn't enable you to secure their belief in you and encourage them to act.

The Team

Chrissie Smith and her colleagues are experienced and highly trained global broadcasters and presenters. They know what commands an audience and how to hold it and influence the outcome.

They know what makes others relate to you and believe in you.

They have spent their entire careers in front of cameras, compering international conferences, moderating panels, and designing impactful speeches for their clients.

They meet and interview people every day who inspire confidence or destroy it. They are trained communicators and performers.

They know how to work an audience, command authority through a camera lens, how to get to the point immediately, and they use these skills to change the way people think or do something.

They are passionate about sharing these skills with you to help you grow, to enable your business to expand and to lead your team/s with authority and compassion.

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