



OLE

Organizational and Leadership Effectiveness

Consulting

## **“Executive Presence”**

**Step-Up, Stand-Out, Influence and Inspire**

Dr. Brendan McCann

[www.oleconsulting.com](http://www.oleconsulting.com)

[brendan.mccann@oleconsulting.org](mailto:brendan.mccann@oleconsulting.org)

+971509243927

## Our Profile

- OLE Consulting is a premier boutique consulting firm focussed on Executive Leadership Development
- Dr Brendan is a career Management Consultant and entrepreneur, he oversees OLE Consulting's Leadership Development and Investments capabilities
- Brendan currently coaches eight CEOs and five CXOs
- 70% of our work is in MENA, 30% in London, Geneva, Houston and New York



## We'll Answer Three Critical Questions

1. What is Executive Presence?
2. How do you get it?
3. How do I stack-up?

# Two Main Questions Guide Career Planning....

## 1. What do you want?

- Be specific

## 2. What price are you willing to pay to get it?

- Think unlearning, relearning, skills augmentation, behavior change, trade-offs

# Do You “Own The Room”?

Have You Heard a BUT....?

.....You are a great guy BUT:

- “You need to develop a stronger presence.”
- “To get to the next level, you need to enhance your overall presence.”
- “You know your stuff but you leave your audience feeling cold.”
- “You don’t have a strong enough voice at the table.”
- “You have great vision but you need to increase your followership.”

Think of someone you know has presence ....Why?

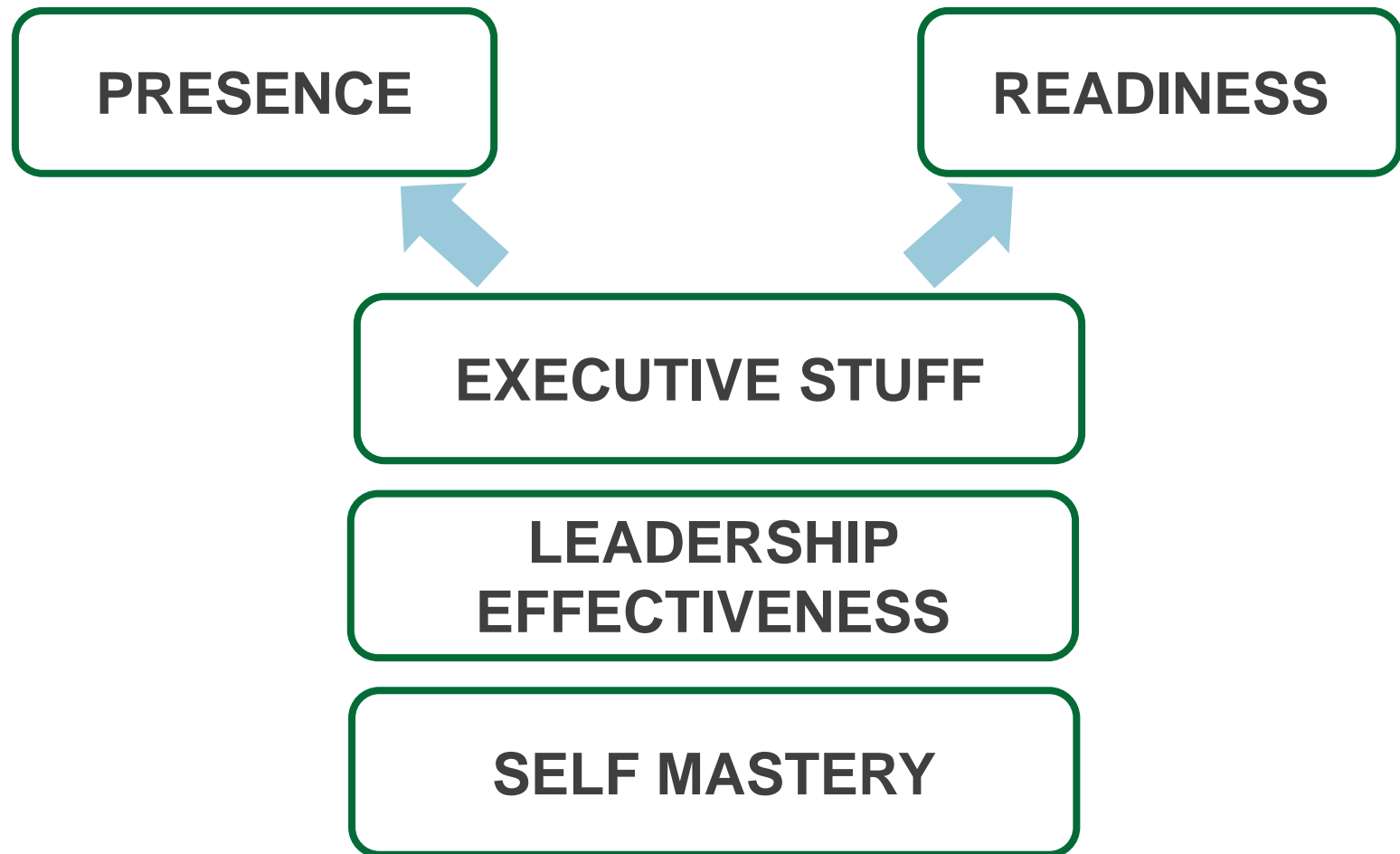
How do they.....?



**Think  
and Feel**

**Look  
Sound  
Act**

# What Got You Here, Won't Get You There....



*Intellect and cognitive abilities are a given*

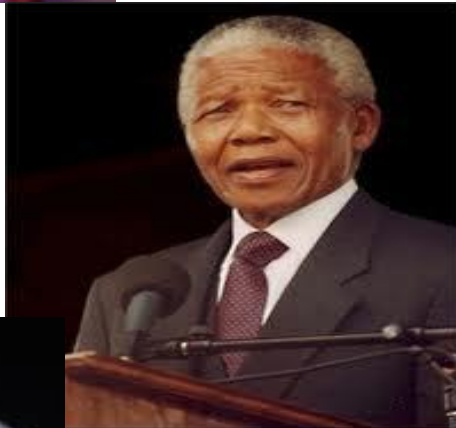


## Executive Presence: Well Known but Poorly Defined

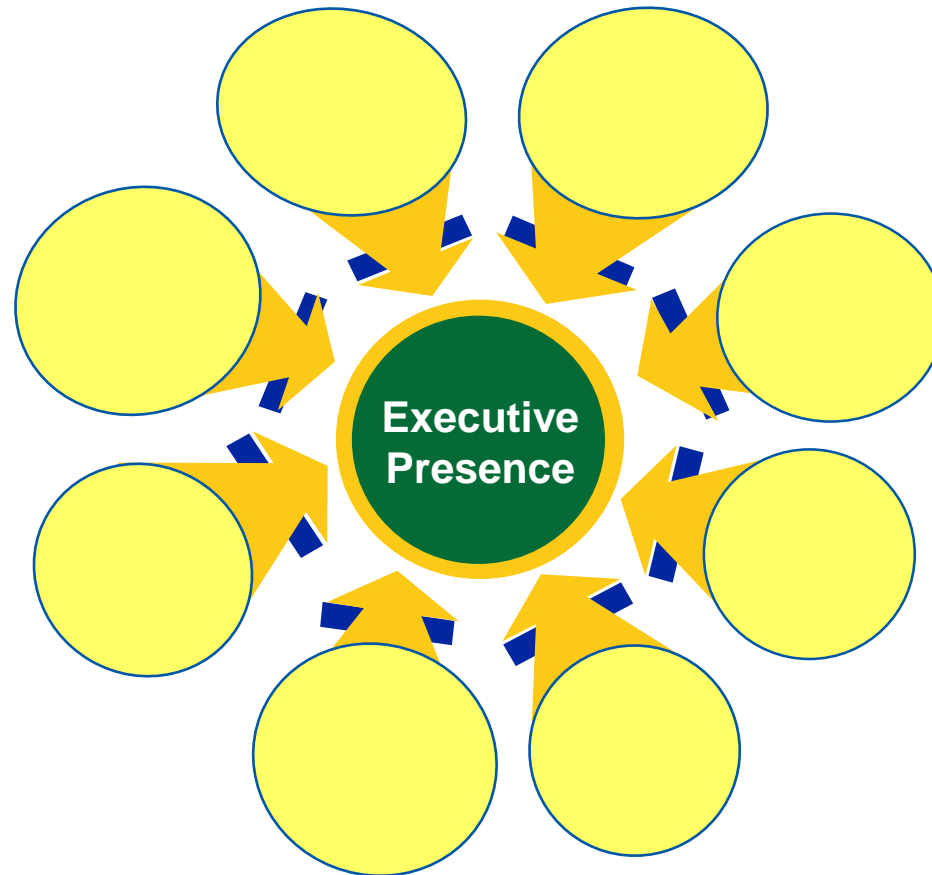




# You Know Executive Presence When You See It



# Executive Presence: Brainstorm Exercise

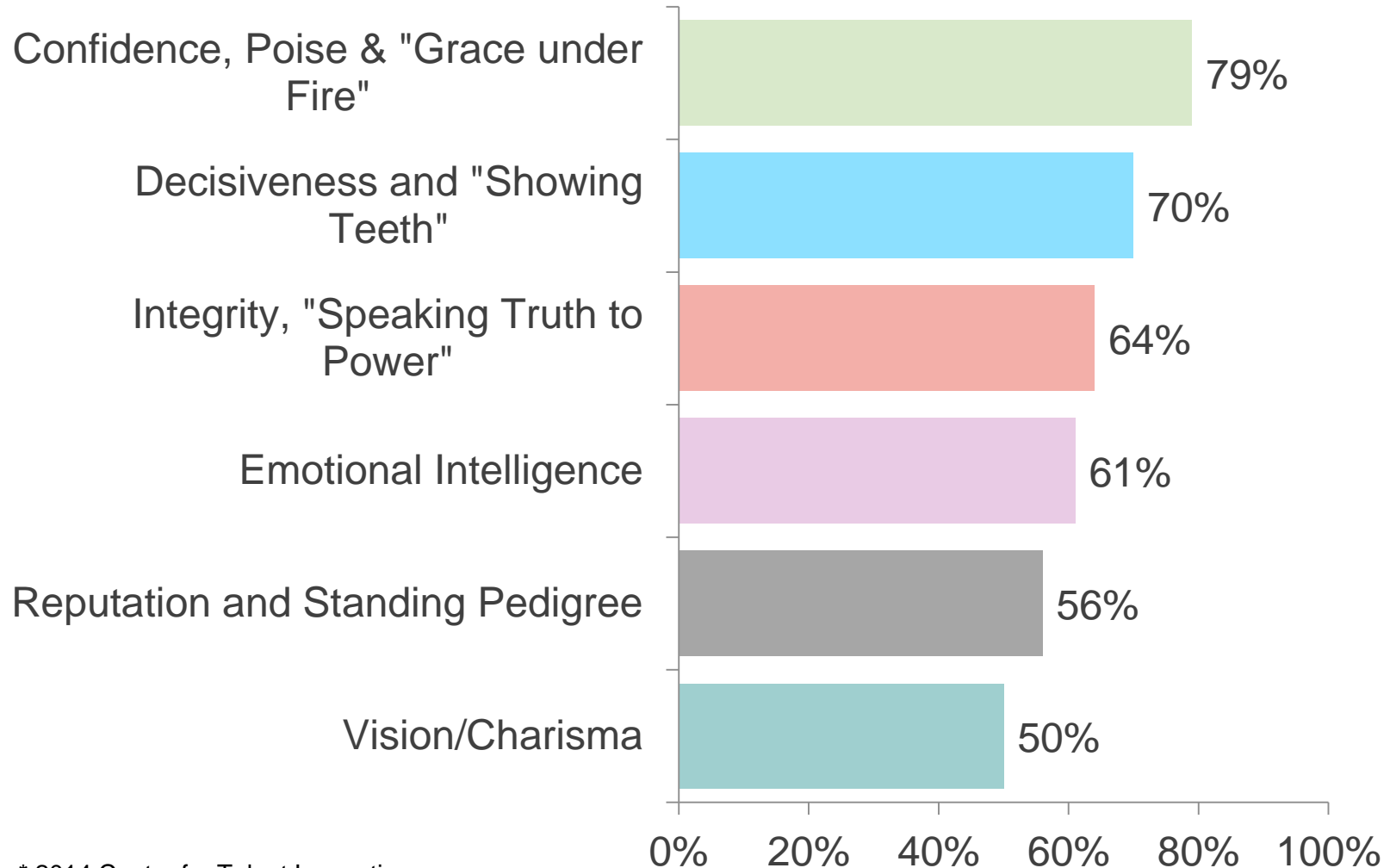


# OLE Consulting Definition of Executive Presence

Leveraging the authentic YOU to look,  
sound and act like a world-class Leader  
– each and every time

- Intentional
- Conscious
- Continuous
- Learnable (improvable)

# Senior Leaders Believe These Elements Drive “Gravitas and Executive Presence”

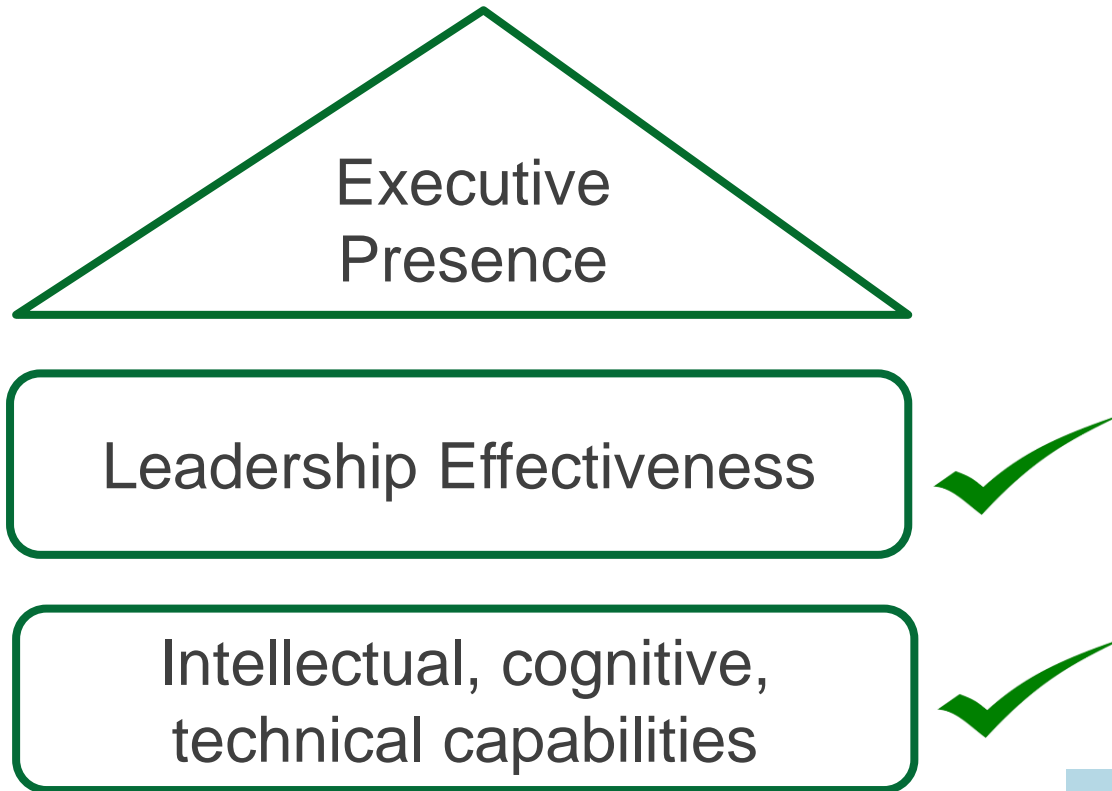


\* 2014 Center for Talent Innovation

# OLE Consulting Executive Presence Model - AACEA



# Executive Presence Sits Above and Complements Leadership Effectiveness



No steak without sizzle;  
No sizzle without steak!

# Authority

Others will judge:

- Does he have power?
- Can he get the job done?
- Will he channel his energy effectively, elegantly, ethically?

Current State

- I move and speak with purpose
- People listen when I speak
- I am comfortable using “I” and “We” language
- I use my knowledge, and oratory skills (tone, pacing & pitch) to command respect





# Powerful Non-Verbals







# Present and Warm Non Verbals



# Engagement (Likeability, Accessibility, Connective, Reciprocal)

- Others will judge
- Do I like him?
  - Will I enjoy the experience of working with him?
  - Does he “see me”, care?
  - Reciprocation – will there be a mutual exchange of value in the relationship”?

Current State

- I am seen as approachable, attractive, at work
- I consciously use my body language to convey openness and warmth
- I use my warmth to facilitate my power
- I feel comfortable, “in control” around others



# Executive Presence Quotient (EPQ)

“I AM”

**CURRENT  
STATE**

Power      1 ----- 10

Presence    1 ----- 10

Warmth     1 ----- 10

“I WANT TO BE”

**DESIRED  
STATE**

Power      1 ----- 10

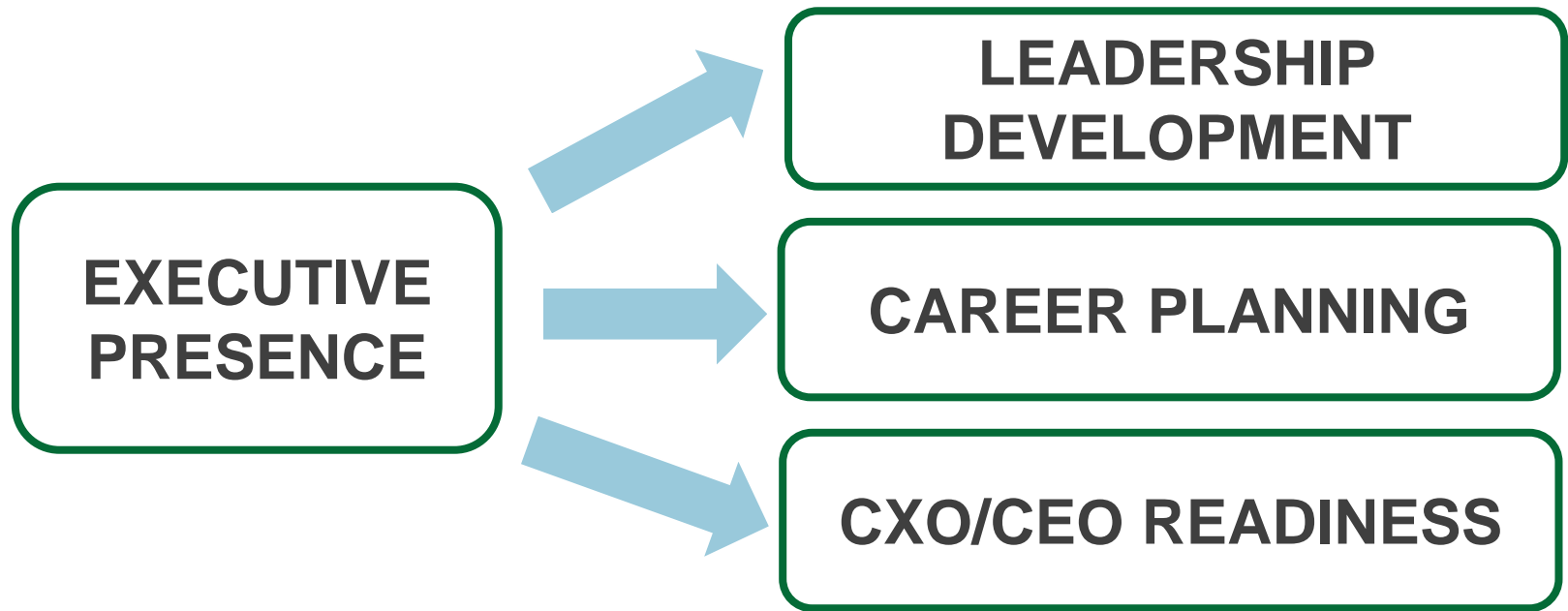
Presence    1 ----- 10

Warmth     1 ----- 10

Contextualize this within:

Your own personality, value system,  
and behavioral range. Consider  
your career goals and aspirations

# Executive Presence Is Best Thought Of As Something Bigger



**Ultimately, it's about your contribution and legacy**

# Questions To Answer When Securing A Top Job

1. Can he do the job?
2. Will he be passionate in doing the job?
3. Can we tolerate working with him?
4. Does he light up and own the room?

## How To Get It? Recommendations

- Build a definition of Executive Presence that fits you, your job context and career aspirations
- Deepen your self-awareness generally, and from an Executive Presence, point of view
- Establish a baseline and jump-off point
- Review the Aesthetic and Symbolic You
- Sharpen Your Empathy, “Reading” and Listening Skills

## How To Get It? Recommendations

- Master Non Verbal Communication
- Take courses in the “soft stuff” – Mindfulness, Authentic Leadership, Emotional Intelligence
- Enlist an Executive Coach...
- .....Leverage all of this to build an EP Mindset, Skills, Behaviors and Habits
- Lead with Warmth, then blend in elements of presence and power (the “happy warrior”)
- Make eye contact and Smile!



# Influencing And Emotions



***“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”***

**- Dr. Maya Angelou**