

# HSMAI Instructor-Led Classes





**MASTERCLASS**  
**Influence & Impact:**  
**Mastering Executive**  
**Presence**

**Heidi Gempel**

“If we all did the things we are capable of doing, we would astound ourselves.”

-Thomas Edison

# Welcome

- **Understand the power of Executive Presence (EP)**
- **Key Components of EP**
- **Consider the impact of EP**
- **Role-play: Building confidence and assertiveness**
- **Reflection**

# Definition

**Executive presence is the ability to project**

**Confidence**

**Gravitas**

**Credibility**

**Commanding respect**

**Influence**

**In professional settings**

# The 3 Dimensions of Executive Presence

**Character**

**Substance**

**Style**

# Dimension #1 Character

Qualities of the **leader as a person** that are fundamental to his/her identity and **give reason to trust him/her**.

## **Authenticity**

Being real, genuine, transparent, sincere in one's relations with others. Revealing the experience and beliefs that define oneself.

## **Integrity**

Acting with fidelity to one's values and beliefs, living up to high standards of morality, veracity, and promise keeping.

## **Concern**

Demonstrating interest in others, encouraging adaptive development and promoting a healthy sustainable culture

## **Restraint**

Displaying a calm disposition characterized by reasonableness and by avoidance of emotional extremes or impulsiveness.

## **Humility**

Showing awareness of one's strengths and weaknesses, openness to others, and a belief that all persons have worth.

## Dimension #2 Substance

Cultivated Qualities of **mature leadership** that **inspire commitment** inform action and lead to the **above-and-beyond effort**.

### **Practical Wisdom**

Displaying highly honed qualities of insight and judgment that get to the heart of issues and produce prudent decisions.

### **Confidence**

Being self-assured in decision-making and action, ready to accept the risk and the responsibility for taking timely action.

### **Composure**

Proving to be steady in a crisis, able to calm and focus others, and to bring objectivity and perspective to critical decisions.

### **Resonance**

Connecting with others; attentive, attuned, and responsive to feelings, motivations, and thoughts; deepening alignment.

### **Vision**

Generating an inspiring enterprise-wide picture of what could be; recognising emerging trends, and engaging all in strategy



## Dimension #3 Style

Overt, **skill-based patterns** of communicative leadership **build motivation** and **shape** and **sustain performance**.

### **Appearance**

Looking and acting like an able executive, projecting energy, and handling social situations with tact.

### **Intentionality**

Clarifying focus, keeping actions aligned and on track, all without stifling dissent or neglecting needs to adjust course.

### **Inclusiveness**


Actively involving others, welcoming diverse points of view, encouraging ownership in mission, and empowering initiatives.

### **Interactivity**

Promoting an interpersonal style of dialog and timely exchange of information and questions to coordinate action.

### **Assertiveness**

Speaking up, valuing constructive conflict, and raising issues directly without shutting others down.



*“Ability may get you to the top, but it takes character to keep you there.”*

—Stevie Wonder

# Impact of Executive Presence

- Establishes Credibility
- Enhances Communication Effectiveness.
- Fosters Positive Relationships
- Drives Engagement and Motivation
- Facilitates Decision-Making and Alignment
- Creates a Lasting Impact

# Summary

Executive presence is a key driver of credibility, communication effectiveness, relationship-building, organizational success, and career advancement.

**CTA:** Proactively cultivate your executive presence to unlock your full potential as a leader.

# Role Play :

## Building Confidence And Assertiveness

1. Get into groups of 3  
One Manager, One Team Member, One Observer
2. The Leader must deliver a persuasive message or provide feedback with confidence and assertiveness.
3. Pick one of the Scenarios provided, decide who plays who, and get started – 5 minutes for each scenario, observer to take notes and give 2 min feedback,
4. Observer -> Manager -> Team Member
5. Manager -> Team Member -> Observer

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