

# Executive Presence

For EAWLC

By Ric Phillips, MBA, 3V Communication Coach/Trainer



# About Me: Ric Phillips, MBA

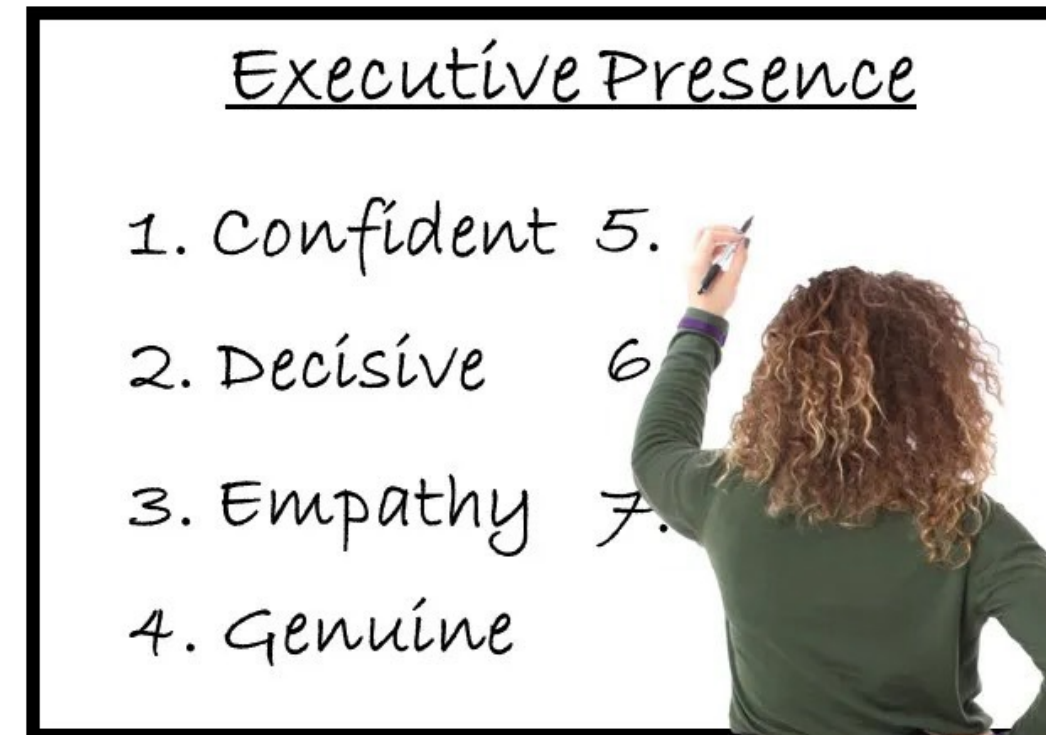


# OUR AGENDA:

- **“Executive Presence” and its goals, definition**
- **Being Assertive, not Aggressive**
- **Inspiring & Engaging Leadership**
- **Open discussion, Q & A**

# EXECUTIVE PRESENCE BASICS

- What does it mean to you?
- What are your goals?
- Personality or training?



What is it  
anyway?

# **EXECUTIVE PRESENCE CHECKLIST -** *8 CATEGORIES TO SELF-EVALUATE, AND IMPROVE*

- **1) The big picture of professional communications**
- **2) Developing people management skills**
- **3) Managing & persuading people**
- **4) Improving presence at meetings, presentations**
- **5) Feedback, reviews & coaching staff**
- **6) Conflict management & assertiveness**
- **7) Pitching your ideas**
- **8) Getting noticed: charisma & confidence**

# **Difference between Assertive & Aggressive communication?**



# Assertive means...

- \* use 'I' instead of 'you'
- \* preserve your self-esteem
- \* ensure your needs are met
- \* use the **3 Ps**: Polite, Professional & Positive
- \* be firm but fair
- \* give respect; hope to receive it
- \* **(It's not bullying, demanding, or relentless pursuing)**



# Exercise: Soften these by removing personal judgments

- \* *“You’re always late.”*
- \* *“You can’t keep skipping the meetings like they don’t matter.”*
- \* *“You’re not making this a priority.”*
- \* *“You’re not listening to me.”*





# Leader or Manager?

*Same or Different?  
Inspiring? Engaging?*

**group discussion**



Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could.

— Steve Jobs —

AZ QUOTES

## *A Way of INFLUENCING...*



*If your actions  
inspire others to  
dream more, learn  
more, do more and  
become more, you  
are a leader.*

John Quincy Adams

AZ QUOTES

Be inspiring and the Team will feel it & follow you.

The challenge of  
**LEADERSHIP**

is to be strong, but not rude;  
be kind, but not weak;  
be bold, but not bully;  
be thoughtful, but not lazy;  
be humble, but not timid;  
be proud, but not arrogant;  
have humor, but without folly.

— Jim Rohn



# WHAT TYPE OF LEADER ARE YOU?

Pro-active, positive, energetic, assertive, strong, confident, reasonable, not afraid to make mistakes, humorous, experienced, engaging and inspiring.

# AGENDA COMPLETED!

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# THANK YOU! ANY QS?



- Feel free to connect on LinkedIn (Ric Phillips), Twitter (**@CommCoach**), 3V Communications / NCCA Canada Facebook Pages, or [ric@3VCommunications.ca](mailto:ric@3VCommunications.ca)
- <https://3vcommunications.ca/content/executive-presence-coaching>
- My YouTube Channel: <https://www.youtube.com/@RicPhillips>
- My TEDx Talk: ***The Long Life of First Impressions*** <https://www.youtube.com/watch?v=SuG-BHquAHU>
- *Video mini-masterclass on Key Communication Skills for (New) Managers* - <https://3vcoachric.com/>