

# Executive Presence



Center for  
Creative  
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# Profiles in Leadership

# Executive Presence Strategies

## *Visual Impact*

They'll see you before they hear you, and non-verbal communication is powerful. You'll appear friendly if you tap into your personal warmth; one of the best ways to convey warmth is to smile. You'll appear more relaxed and natural if you look at the interviewer and avoid the cameras.

## *Be Prepared*

Ask for the first question in advance. The added confidence could carry you through the entire interview. Use stories to illustrate your points.

## *Breathing and Pausing*

They may not be automatic once you're on camera. Remember to breathe and you will be able to talk. Pauses provide thinking time for great answers.

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## *Style*

The style of your message is carried in many ways – facial expressions, body language, eye contact, vocabulary. Take a minute to reflect on your desired style and convey that style throughout your interview.

## *Short is Best*

Audiences prefer brevity, and a lively pace is more interesting. Focus on answers, not questions. You may not be able to anticipate questions, but you can make your own agenda.

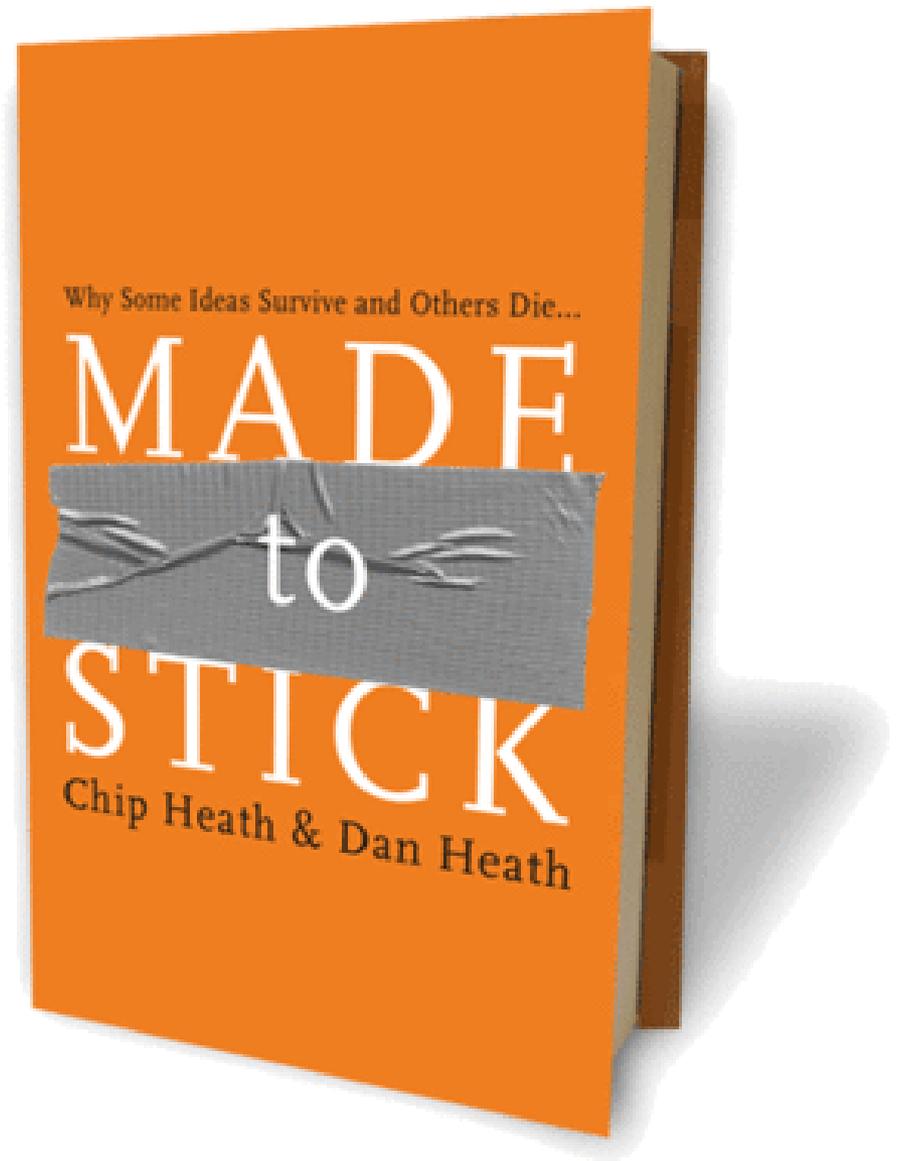
# Executive Presence Strategies

## *Getting Unstuck*

When caught in verbal quicksand, consider starting over or bridging to a related subject.

## *Share Your Vision*

Take advantage of the opportunity to share your vision. Your articulation and the content of your vision impacts employees' perception of your leadership effectiveness and your organization's health.







# HOW YOU APPEAR



