



# Legacy Project

ADVANCING WOMEN IN LOCAL GOVERNMENT

## Legacy Project Executive Presence for Women



EXECUTIVE  
PRESENCE  
COUNTS FOR

26 PERCENT

OF WHAT IT TAKES  
TO GET PROMOTED

Source: Center for Talent Innovation



# Our time together

- Define Executive Presence
- Executive Presence and your personal branding
- Explore the 8 Cs of Executive Presence
- Bates Executive Index
- Showing up and speaking
- Key areas to help develop your presence

# How do you define **Executive Presence?**

Text: **ANNEKRITZMIRE333** to **22333** to  
join

Then text your definition response

# How do you define Executive Presence?

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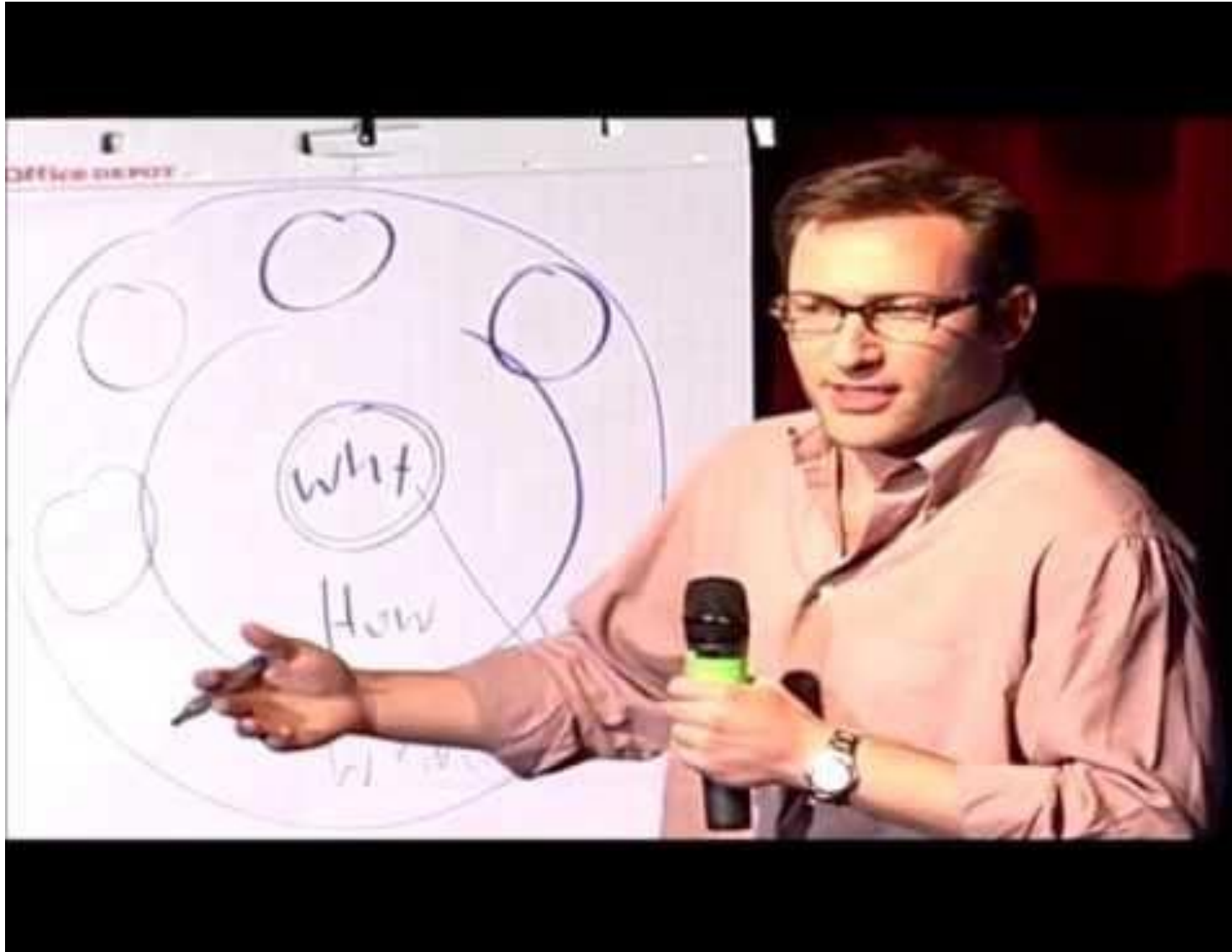


# *Executive presence*

## *The “X” factor: they just have “it”...*



# Start with Why



Simon Sinek

# Meet Anne Kritzmire – Why?



# My "Why"



## LEADERSHIP LIVE: THE BUSINESS OF STORYTELLING

LAKE FOREST GRADUATE SCHOOL OF MANAGEMENT WEBINAR

## THE BUSINESS OF STORYTELLING: COMMUNICATING WITH IMPACT

→ Thursday, October 28 | 12:00 -



*Vote April 6*

- ☒ RITA O'CONNOR
- ☒ ANNE KRITZMIRE
- ☒ BOBBIE O'REILLY

**LONG GROVE STRONG**



# The Brand Called You



# 8 Cs of Executive Presence

- 1) Conciseness
- 2) Clarity
- 3) Credibility
- 4) Confidence
- 5) Courage
- 6) Composure
- 7) Connection
- 8) Charisma



# Conciseness

- Know your subject
- Use active voice
- Avoid non-words
- Watch overly-complicated vocabulary
- Think before you speak



- Clear purpose & end game
- Have a road map that's easy to follow
- Be consistent

# Credibility

- Showing evidence
- Broadcast team wins
- Owning failures
- Judgment
- Principles of influence



# Confidence

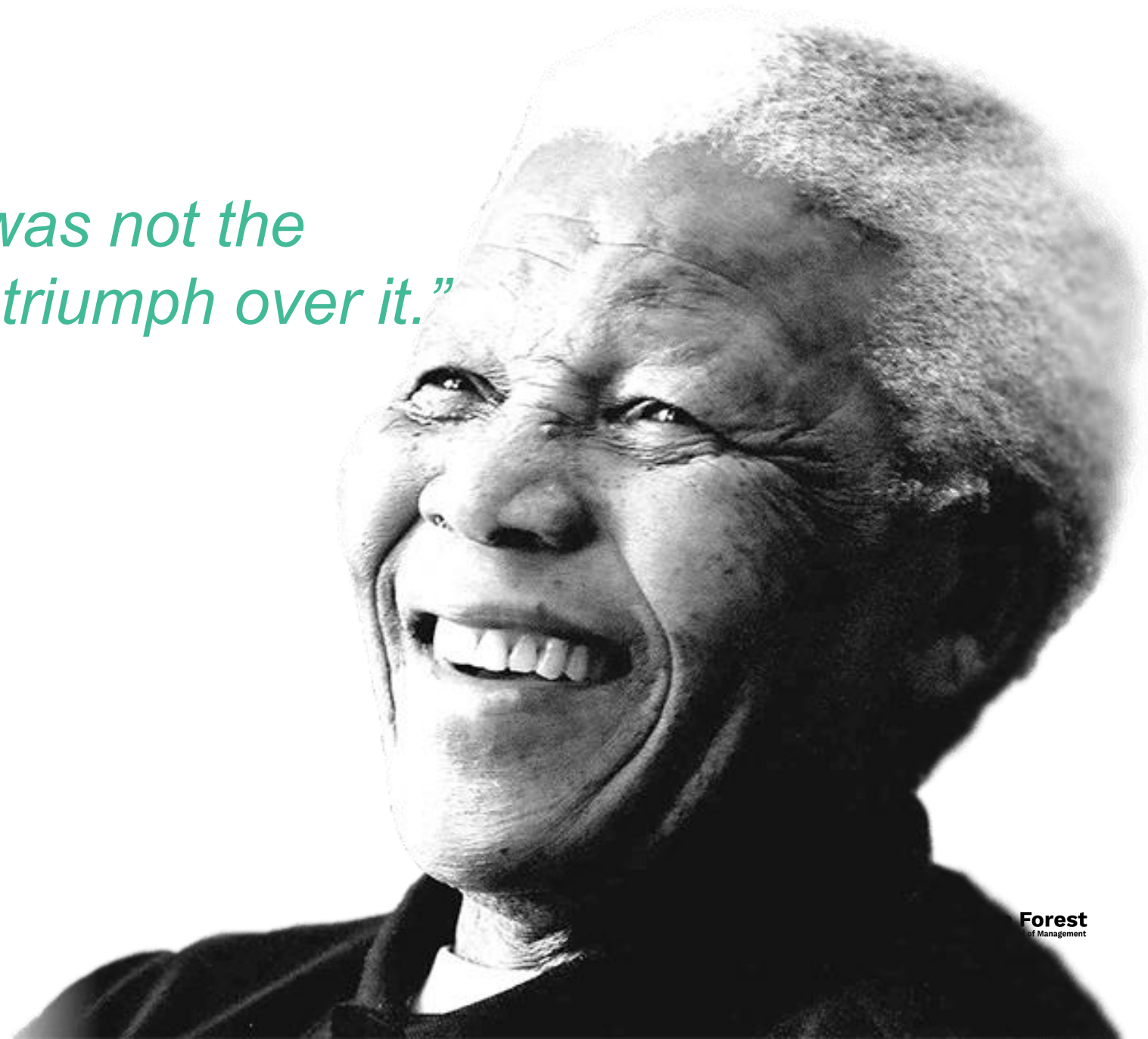
- **Comfort in your role**
- **Knowing your stuff**
- **Authenticity**
- **Letting go of self-doubt**



# Courage

*“I learned that courage was not the absence of fear, but the triumph over it.”*

- Lead inclusively
- Speak up
- Seek solutions
- Assert boundaries
- Act decisively
- Ask for feedback



# Composure

- Leaders come to the fore during turbulent times
- Passion vs. reactivity
- Are you a victim or a leader?



# Connection

*Can't be a leader if no one wants to follow....*

- Active listening
- Ask questions
- Read your audience and adjust
- Candid just-in-time feedback





- Inspire
- Empower
- Draw people in
- Empathy
- Wit

# Charisma





**How do you show up?**

**our bodies change our minds...**

**our minds change our behaviors...**

**our behaviors change our  
outcomes...**

**- Amy Cuddy**



# Speaking for impact

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Posture  
Pitch  
Pace  
Pause  
Power  
Preparation

Authentic  
Warmth  
Positive  
Integrity

# Another view: Dimensions of Executive Presence

Bates Executive Presence Index (ExPI™)			bates
Character	Substance	Style	
Authenticity	Practical Wisdom	Appearance	
Integrity	Confidence	Intentionality	
Concern	Composure	Inclusiveness	
Restraint	Resonance	Interactivity	
Humility	Vision	Assertiveness	

# Putting it all together

- **Find your WHY**
- Use your tools to self-assess:
  - 8Cs of Executive Presence
  - Bates Executive Presence Index
- ***What are your strengths?***
- ***Where do you want to improve?***



# Putting it all together



- Record yourself on video
  - Introducing yourself
  - Sharing a great team accomplishment
  - Updating the public on a project
- Repeat.

# Putting it all together

- Cultivate connections
  - Listening, questions, empowerment and community
- Seek feedback from others
  - People who know you well, and those who don't
- Mentors, coaches, workshops to level up and practice public speaking
- Power poses!





**What areas will  
you focus on  
first?**



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