

Elevating Executive Presence

*A Guide for
Communications Pros*



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The Communications Network



Sound familiar?

Your exec...

Which of these
cause you to
lose sleep?

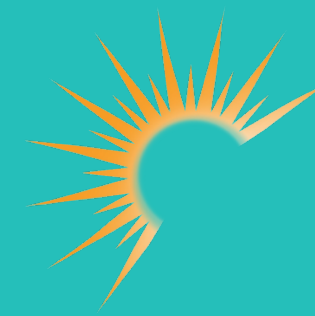
- 1 Falls flat
- 2 Goes off message
- 3 Appears nervous
- 4 Is too high-level
- 5 Is too “in the weeds”



Script
Q&A
Storytelling Skills

Tools

Purpose &
Passion



Case Studies

**SHARK
TANK**

M
MYTHIC



Purpose

Why did you take this position? Start this company?
What did you want to change?

Passion

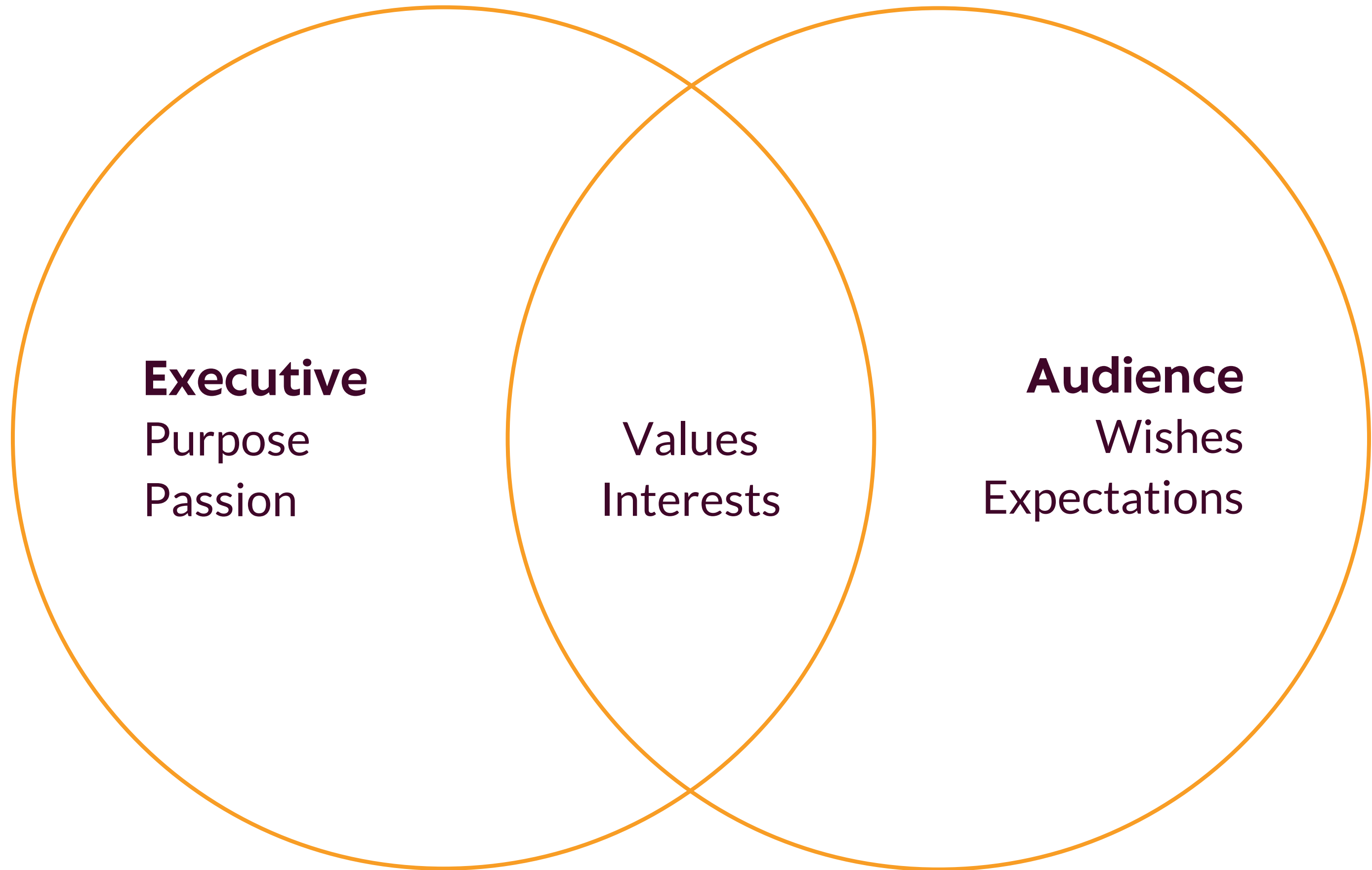
When speaking, where are they most energized?
Where do they go flat?
I noticed...Is that because you're not feeling what you're saying,
or is there something else you'd like to say?

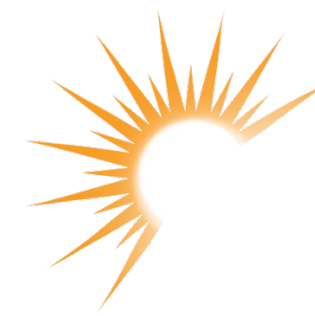
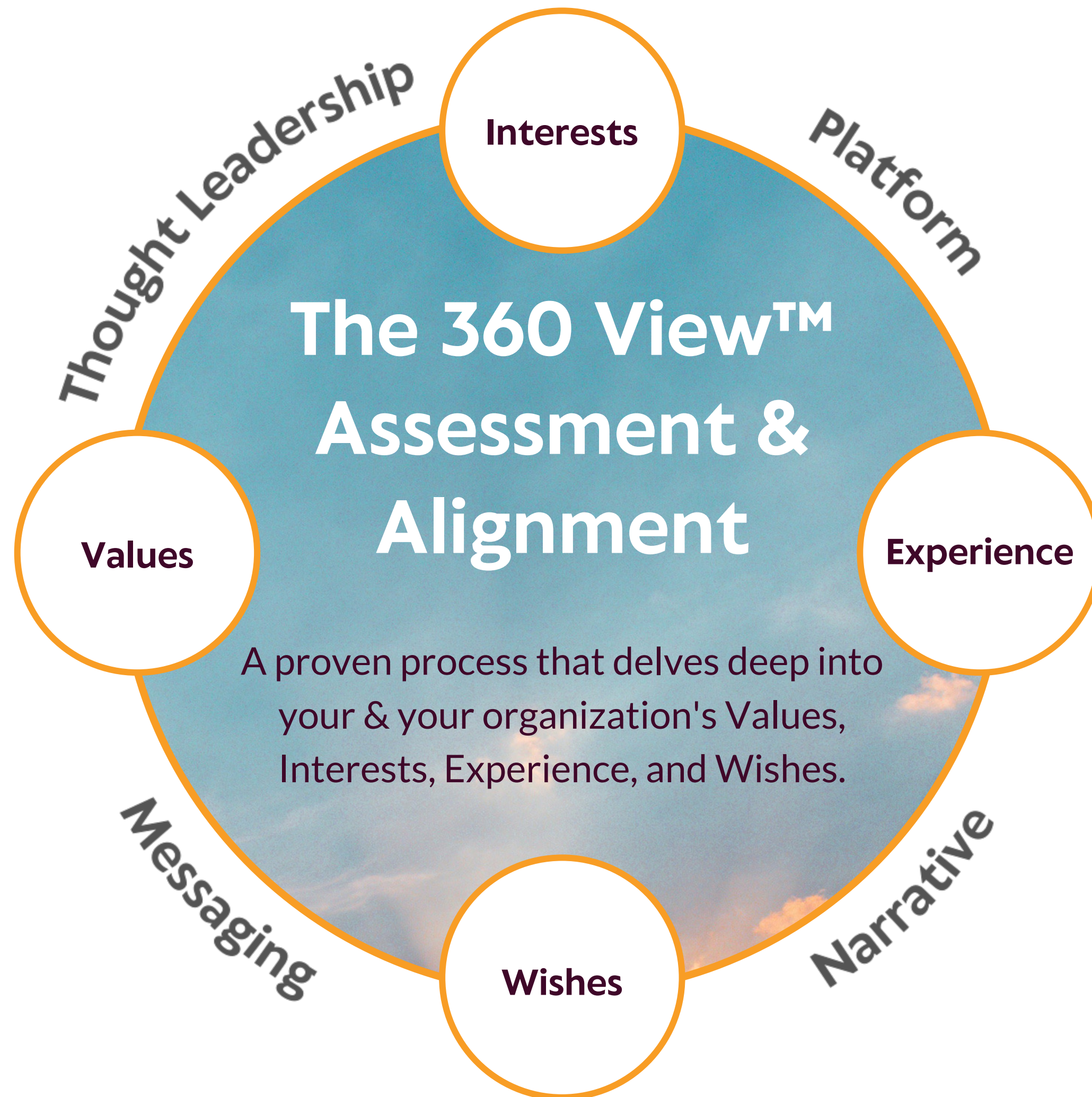
Disconnects

Listen for ambiguous language
Kind of sort of, hoping to, or trying to....
Upspeak on some statements

Discovery Tips







Q & A





Thank you!

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