



# Executive Presence: Six-Session Curriculum Series

From wielding gravitas to captivating an audience, owning a room and owning a stage, Executive Presence is much more than how you show up. It is how people—peers, team, board, customers, and media—experience you.

**Connection: Do you make people feel comfortable?** Active listening skills and staying “in the moment” shows people you’re focused on them, and they matter to you. This ability to connect is how a leader engages others, brings them along, and inspires them.

**Credibility: Do you inspire trust and confidence?** Do people seek you out for advice? Credibility is a leader’s ability to communicate confidence both in what they believe and why people can trust them. When leaders with strong Worthy Purpose speak, people take note...and believe.

**Clarity: Do people listen to you and understand you?** A leader’s ability to communicate clearly and concisely is how they command attention on the page and on the stage.

Our six-session curriculum guides you to develop your Executive Presence intentionally. Each one-hour session contains a main topic focused on an element of Executive Presence and actionable tips gleaned from some of the most successful leaders today. In each session, we will run through exercises together and review best practices. At the end of the six-session program, you will have more impact and conviction, as you lead with true Executive Presence.

## **Session 1: Your Leadership**

This session focuses on your intentions as a leader: what is your calling? What is the world you are building? What are your leadership gifts? What are leadership areas you need to improve?

### **Session 2: Your Worthy Purpose & Principles**

This session focuses on the greater purpose of your leadership and the principles that guide you and your every decision.

### **Session 3: Your Presence**

This session focuses on how you show up with others who are critical to your organization's mission: team, peers, leaders, partners, customers, and media. How must they perceive your leadership? How do they perceive your leadership today?

### **Session 4: Your Vision**

This session focuses on communicating your vision in a clear, concise, and compelling way. As well, we will also delve into your vision for yourself and your life.

### **Session 5: Your Thought Leadership**

This session focuses on the unique perspective you have in your industry or issue area. We will note opportunities where you can have a presence in the industry conversation.

### **Session 6: Your Voice**

This session focuses on how you can be more effective in communicating both internally and externally. We will review the best practices of formal and informal communications, spanning one-on-ones and team meetings to All-Hands and big stage keynotes.

For more information, please contact Deb Cragen-Larsen, CEO, at [deb@chenandcragen.com](mailto:deb@chenandcragen.com).