

BONUS HANDOUT TRAITS OF EXECUTIVE PRESENCE

Having a strong presence is an important part of your brand image. Below are traits that are largely considered to be integral in someone who has a strong presence.

GRAVITAS

- Confidence – stand tall, make eye contact, use a firm handshake
- Decisive
- Integrity
- Emotional Intelligence – ability to connect with your audience
- Vision – have a perspective and share it confidently

CHARACTER

- Authenticity
- Etiquette, well mannered
- Empathy
- Restraint
- Humility

COMMUNICATION

- Communicate ideas in a concise, simple, and clear manner
- Forward looking – focus on present and future
- Absence of poor communication – (ex. Insensitivity, sounding uneducated, inappropriate social media)

APPEARANCE

- Dress – match the culture and the positions that you aspire to, avoid unkempt or provocative dress.
- Grooming – keep a clean, well-kept appearance. Pay attention to unsavory smells.