

Cultivating Executive Presence

Experience Overview

Cultivating Executive Presence is a three-week professor-led learning experience designed to help senior and emerging business leaders cultivate and demonstrate executive presence in high-stakes professional environments. Participants will identify their current strengths and blind spots and apply executive presence principles directly to strategic business priorities.

THE ELEMENTS OF EXECUTIVE PRESENCE

Define, assess, and align their executive presence capabilities with organizational (and personal) leadership expectations.

PRACTICING THE FUNDAMENTALS OF EXECUTIVE PRESENCE

Employ verbal and nonverbal techniques, adapt communication styles, and exhibit presence in various environments to increase leadership presence.

EXECUTIVE PRESENCE IN ACTION

Apply executive presence to drive organizational outcomes, navigate ambiguity while maintaining gravitas, and design a personalized executive presence development plan.



PAUL ARGENTI



JAMES RICE

Cultivating Executive Presence

Key Conceptual Models

- ✓ **The 'Five Cs' of Executive Presence:**
 - **Confidence** – Decisive leadership grounded in self-awareness
 - **Communication** – Expert skills in clarity and influence
 - **Connection** – Emotional awareness of self and stakeholders
 - **Convergence** – Consistent messaging aligned with long-term objective
 - **Character** – Strong values and ethical authority
- ✓ **Mindset and Presence:** Connect to the self (connect to your body, emotions, and intentions) in order to connect to others.
- ✓ **Communication Strategy:** A systematic approach to achieving effective communication.
- ✓ **Situation-Specific Frameworks:** Guides for transitioning into new roles, crisis communication, delivering effective feedback, evaluating social media outrage, strategic decision-making, and achieving narrative clarity.
- ✓ **Modified Eisenhower Matrix:** A framework to determine which decisions deserve your attention and which should be delegated or systematized.

Additional Experience Features

- ✓ **Case Studies:** Insightful examples of real-world persons and situations which exemplify the successes (and failures) of acquired and applied executive presence.
- ✓ **Job Aids:**
 - **Mindfulness Practice** (e.g., Physical Presence Quick Guide, Emotional State Channeling Matrix, Practice Journal Template)
 - **Situation-Specific Preparation** (e.g., Audience Reading Observation Guide, Pre-Interaction Preparation Cards)
- ✓ **Sample Assignment Deliverables:** Model fictional deliverables that serve as illustrative examples of high-quality finished assignment submissions.

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Curriculum: Week by Week

MODULE

1: The Elements of Executive Presence

Video Lectures: ~55 mins

Assignments: ~60 mins

Live Virtual Event: 90 mins

2: Practicing the Fundamentals of Executive Presence

Video Lectures: ~55 mins

Assignments: ~60-90 mins

3: Executive Presence in Action

Video Lectures: ~48 mins

Assignments: ~90-120 mins

Live Virtual Event: 90 mins

VIDEO LECTURES

- What is Executive Presence?
- Beyond the Hype: Debunking Myths About Executive Presence
- The Core Pillars of Executive Presence
- Gravitas
- Mindset and Being 'In the Moment'
- Cultivating Confidence and Composure
- Connect with Your Body
- Making High-Stakes Choices Under Pressure
- Communication Strategy and Style
- The Role of Appearance in Executive Presence
- Advanced Communication Techniques

- Consistency Builds Authority
- Regulating Your Internal State
- Connect with Your Emotions
- Controlling Body Language
- Power Dynamics and Communication Style Bending
- Communication Format Matters
- Achieving Narrative Clarity
- The Social Fodder Factor
- Connect with Your Intentions
- Active Authenticity

- Connect with Others
- Organizational Alignment: Best Practices for Stepping into a New Role
- Aligning Communication Style with Strategic Outcomes
- Presence in Critical Choices
- Facing Investors and the Board
- Leading Through Crisis
- The Art of Feedback
- Representing the Organization: Delivering News You Don't Agree With
- Communicating with the Press

KEY LEARNING

- Five Cs of Executive Presence: Confidence, Communication, Connection, Convergence, and Character
- Communication strategy and style
- High-stakes decision making
- Debunking myths about executive presence

- Internal state regulation and body language
- Power dynamics and style-bending
- Written communication and narrative clarity
- Format adaptation (written, virtual, in-person)
- Active authenticity

- Stepping into new roles
- Crisis leadership
- Board/investor communications
- Media relations
- Delivering difficult feedback
- Representing organizational decisions

* Module = 1 Week

** Live Events may be subject to change

NOTE: Orientation Pre-Requisite Work (90 minutes) and Final Presentation at end of program (90 minutes).

