



# Building Your Executive Presence



**HEALTHCARE**

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## What is Executive Presence?

Executive presence is a crucial aspect of career advancement, as it reflects a leader's ability to communicate effectively, inspire confidence, and project a professional image. Having a strong executive presence can make all the difference in landing a high-level position, forging important connections, and inspiring others to follow your lead.



## 8 Key Components of Executive Presence

1. **Communication:** Effectively conveying ideas to others in a way that builds trust, engagement, and credibility.
2. **Authenticity:** Being straightforward, candid, and truthful in all interactions.
3. **Commitment:** Showing a true interest in others and fostering their growth and development.
4. **Composure:** Exhibiting a calm and rational demeanor devoid of extreme emotional response.
5. **Humility:** Understanding your limitations while being open to the perspectives of others.
6. **Confidence:** A belief in your abilities and decision-making skills in the face of challenging situations.
7. **Vision:** Having a clear vision for the organization, the ability to articulate that vision in a compelling way, and the capacity to inspire others to join in pursuing that vision.
8. **Appearance:** Carrying yourself in a demeanor that commands respect through body language, tone of voice, and choice of clothing.



## Building Executive Presence

To develop your executive presence, start by focusing on these key components and seek feedback from colleagues, mentors, and coaches. Seek opportunities to improve your communication skills. As your career accelerates, leadership success will rely less on task completion and more on the ability to motivate and delegate. Your value to the team becomes more reliant on your interpersonal skills, effective communication, and capacity to inspire. All of which are improved as executive presence grows.

Source: A Brief Overview of the Bates Model of Executive Presence • © Bates 2017



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