

CONGRATULATIONS

You have officially taken a leap towards increasing your Executive Presence!



WELCOME and thank you for selecting to receive what I consider to be one of *the most important* and *fundamental* skill you can master. Today, you're on your way to becoming an effective presenter as well as increasing your Executive Presence!

Developing your effectiveness and comfort level in giving presentations is crucial in today's fast paced and ever changing world. Whether you own your own business or work for a company, your communication skills will often be the key differentiator between you and your competition.

With one of the headline stories constantly in the news of a potential economic slowdown; this skill takes on a new urgency. Your ability to communicate with confidence and clarity can often make the difference between gaining new clients and weathering it out if you are an entrepreneur.

Surveyed CEOs always come back with the importance placed on great communication skills required in order for the company to keep growing. As an employee, this skill can mean the difference between continuing to be employed, getting promoted and getting laid off!



You are about to learn one key skill you need in order to thrive in any speaking situation, whether it's at work, a networking event, or even a coffee meeting with a potential power-partner.

According to a recent survey on Executive Presence with nearly 400 CEOs, C-level executives, corporate communications executives, and professional development managers concluded that **senior executives see presence as an essential part of their job.** In fact, 89 percent of survey respondents believe that presence helps you get ahead. All of the executives interviewed believe presence can be a differentiator. And 78 percent say a lack of presence will hold you back.

So there you have it, mastering your Executive Presence will vastly separate you from the rest!

98 % of the executives interviewed admitted their skills were not innate.

- S. Williamson

**WHAT *IS*
THE MOST
IMPORTANT
*SKILL?***



SLOW DOWN

Are you surprised? I know I was when I started thinking about the one skill I could give you. But in working with hundreds of people, and listening to many hundreds more, I realized that this one skill was one of the most lacking in people I meet.

Have you ever attended a networking group meeting where the members have just 30 seconds to give their 'ever-so-important' Elevator Pitch? Many of these groups really drive home the importance of creating compelling content for the statement – who do they serve, what services they offer, what benefits will you receive, etc.

Many of them practice and practice (3 brownie points for practicing!) and can rattle off their pitch, often flawlessly.

And yet.... I can't understand a word they say, because they talk too fast! They do all the other steps brilliantly, and yet fail to stand out in the way they intended.

**NOW YOU KNOW THAT THE #1
SKILL IS TO SLOW DOWN...**

Here are 3 unintended consequences if you don't.

TUNE OUT

Think about what you do when you meet someone who talks too fast?

If you are like most of us you basically tune them out, wait till they stop talking and then move on.

This is really bad if it happens at work! An employee that gives a presentation where most of the group stops listening doesn't convey important information, misses an opportunity to position themselves highly, and can be perceived as not having executive presence....and may be passed up for a promotion.

Or worse, added to the list of pink slips!

I see this over and over, and you'll notice this everywhere, whether at your work, networking events, meetings, shops – and especially over the phone.

Don't get me started on the phone calls I receive where the people talking are so speedy I can't understand a word being said.

But we will get to that in a moment...

ANNOYANCE

People become annoyed and distracted by those who talk too fast. It's exhausting to even try to keep up, so again, many people don't.

What effect do you think being annoyed with someone will have on your willingness to buy from them, hire them, listen to them, refer them to someone you know, or even want to hang out with them?

Everything is about perception...how do you perceive someone who is often told to slow down and doesn't?

I know a brilliant young professional who is truly an expert in his field and a fountain of information that he loves sharing. I've heard him present a few times. He talks so fast that everyone complains, both to him directly and behind his back. (That's never what we want to have happen!)

It got to the point he isn't invited to give presentations any more. What impact do you think that has to his visibility, or his ability to attract new clients and show people he really knows his stuff?

OUT OF MIND

When people pass you up on inviting you to present, whether at organizational events or at work your value becomes diminished and you become less visible.

And that is the opposite of what a professional who desires an executive presence wants, which is to be viewed as the 'Go To' person in your field who has the 'It' factor.

So, there you have it, one key skill that is critical to your Executive Presence.

Let's discuss more over our 30-minute consultation - talk soon!



Doris Pickering
Speaking and
Presentation Coach

Doris Pickering brings her High Tech corporate background to Executives, Professionals and Small Business owners who want to improve their presentation styles and increase their Executive Presence.

Based in the vibrant Silicon Valley, Doris has coached hundreds of people how to share their stories, missions and professional presentations in a highly positioned and engaging way that gets them noticed, promoted, and hired, or grows their business.

