

## Executive Presence



***"Be Yourself — With More Skill."***

**Goffee & Jones**

**Executive Presence** isn't about the title on your door or the rank on your badge. It's about **how you show up** — and how others experience you when you do. The most effective leaders aren't performing a role. They're bringing their authentic selves to their work in a way that is deliberate, aligned, and credible.

And it starts with **perception** — specifically, with being aware of the lens you're wearing, and the lens others are using to see you.

### **Three Dimensions of Executive Presence**

**1. Awareness: Know yourself.** What are your core values as a leader? What do you stand for? What strengths and personality traits shape how you show up every day? *If your team had a "user's manual" for you — what would it say?*

Self-awareness is the foundation of everything. Leaders who know themselves — their values, their triggers, their strengths, and their blind spots — make better decisions, communicate more clearly, and earn deeper trust.

**2. Alignment: Live it consistently.** Are your daily behaviors aligned with your core values? Are you aligned with the mission of your organization? If you're misaligned, the gap between who you say you are and how you act will be visible to everyone around you.

Alignment is where values meet action. It's easy to articulate what you stand for — it's much harder to live it under pressure, in a difficult meeting, or at the end of a long week. Your team is watching, not for perfection, but for *consistency*. When your actions match your words over time, you build something that no title can give you: credibility.

**3. Authenticity: Show up genuinely.** Authentic leaders don't "perform a role". They *communicate with honesty and congruence* — in their **Appearance**, their **Behaviors**, and their **Character**.

Authenticity doesn't mean wearing your favorite old t-shirt to a meeting or sharing everything about your personal life — it means showing up as a real person, not a polished performance. People can sense when a leader is genuine, and they can sense just as quickly when something feels - or looks - rehearsed or forced. The leaders who leave the strongest impression aren't necessarily the most polished — they're the ones who are the most *real*.

### Activity: What's Your Brand?



**How do YOU want to be known?** Define the “brand” you want to be known for — and explore whether your daily presence is delivering on it.

#### **STEP 1: How do you want to be perceived as a leader?**

Write 3 words that describe the leader you *aspire to be* - but that also describe aspects of *who you really are*. Consider your core values, your strengths, your true motivations, etc. Think: “I am \_\_\_ and I want to be known for this!”

**Word 1:** \_\_\_\_\_

**Word 2:** \_\_\_\_\_

**Word 3:** \_\_\_\_\_

#### **STEP 2: How do you want your brand to show up in your daily presence?**

**Appearance** - How you carry yourself, dress, and present yourself:

**Behaviors** - How you behave, treat people, run meetings, respond under pressure, etc.:

**Character** - Living up to the principles and values that you espouse:

### **IDEA FOR ACTION:**

***Who can you ask for feedback regarding your “Executive Presence”?***

***Who can offer a perspective on whether you are showing up “On Brand”?***