

# Executive Presence & Personal Branding (Code: EXP)

Evolution-U Persuasion and Influence Business Suite

Half Day Format - Foundation/Advanced



The Evolution-U Persuasion & Influence Business Suite is a focused offer of engaging trainings using best of breed research to provide usable tools for measurable performance gains praised by our clients

## Course Outline

Those with executive presence and a strong personal brand are leaders. Whether in business or society, to inspire others and rise to the top, executive presence is an essential component of success and is often the missing link between merit and success. Meanwhile, those with strong personal brands are able to grow their business, their networks and their reputation which in turn builds executive presence. Those with executive presence and personal brand exude confidence, poise and authenticity, qualities which communicate that they are in control. In this half day training, the key elements of both executive presence and personal branding are uncovered, and participants are taught what they need to do to develop both.

## Learning Objectives

By taking this course, participants will:

- Develop an advanced understanding of the concept of Executive Presence and why it is important;
- Learn the 3 components and 18 traits of Executive Presence and how to use them to your advantage;
- Participate in an Executive Presence role play which will encourage review, observation and use of the traits taught;
- Define personal brand so they have a clear understanding of the importance of managing their personal brand and what the key elements are in doing so;
- Understand the relationship between unconscious bias and personal branding and how to use this to your advantage;
- Define 'Personal Brand' and learn 10 Golden Rules of Personal Branding;
- Understand the process of implementing a personal brand;
- Use the 'My Personal Brand Action Plan' methodology to start the process of building a personal brand.

As well as instructor led presentation, the training uses video support and group exercises to engage participants. This course is designed for up to 12 people. Additional participants quoted upon request. Level: Foundation/Advanced

## Course Content

### PART 1: EXECUTIVE PRESENCE

#### What is Executive Presence

It is often difficult to define exactly what Executive Presence is because it is so intangible. What makes one person charismatic and cause others to want to follow them, while another equally knowledgeable colleague is overlooked is critical to understand for our own success, self esteem and ultimately survival. In this opening session participants are encouraged to consider what Executive Presence means to them and why it is important.

#### The Three Pillar of Executive Presence

A study by the Centre of Talent Innovation consisting of over 4,000 college educated professionals including 268 senior executives identified three components that together drive an individuals EP: Gravitas, Communication and Appearance. In this main section of the EP content, participants learn the 18 traits of Executive Presence and are directed in how to identify which traits they have a competitive advantage in and should therefore develop consciously to positively impact their executive presence.

#### ROLE PLAY: Executive Presence in Practice

Participants are first split into two groups where they brainstorm how to role play a scenario while observing for specific traits of executive presence. The class is then split into pairs where each pair conduct role plays designed to allow both the practice and recognition of executive presence traits. After role play completion, participants are encouraged to share their findings in open class discussion.

## PART 2: PERSONAL BRANDING

### **Defining your Personal Brand**

Once we leave the realms of the famous (politicians, celebrities etc), influencers and Key Opinion Leaders (KOL's), most people don't actively consider their personal brand. In today's connected world this is a mistake; anyone's personal brand (or lack of) can be discovered in a matter of minutes and snap decisions based on what is (or isn't) found will influence other's responses. It is therefore necessary to start by defining what personal brand is and how to apply that to oneself - and this is the objective of the first section of part 2.

### **Unconscious Bias in Personal Branding**

The 'Halo Effect' and the 'Horns Effect' are two opposing unconscious biases that have a direct impact on personal brand. Given the pervasive nature of unconscious biases, understanding how these two biases operate and how they can impact personal brand is valuable. A basic understanding of these dynamics can be used to impact others' perception and improve your personal brand.

### **10 Golden Rules of Personal Branding**

The process of building a personal brand is daunting for most people so it helps to have tried and tested guidelines to follow. In this section 10 golden rules of personal branding are suggested which can be used by participants on their journey to building their own personal brand.

### **Implementing a Personal Brand**

At this stage of the training participants will have a good idea of what personal brand is and the rules of building an effective personal brand. What is missing is how to implement it. This process is almost mystical to those not in the space of branding, marketing and social media, so in this section we remove the mystery and give participants clear guidance on what will be required to build their personal brand. The amount of time and effort required will depend on the desired results and no single approach is 'best', so we shall endeavor to give a balanced and realistic assessment on how to implement a personal brand.

### **My Personal Brand Action Plan**

In the final session participants develop their own personal brand 'action plan' so that they leave the training with a plan; aware of the steps required to build their personal brand. This section brings together content from part 1 on Executive Presence and this section on personal branding and serves as a good review of the content covered.

## Who Should Take This Course

The benefits of personal empowerment are not bounded by job title, role or industry sector. Anyone who feels that they are not operating at their full potential, not achieving what they want in their career or relationship, or simply want to improve their focus and results will benefit from this training.

This training course is fully certified by Evolution-U.

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