

## **American Management Association's Executive Presence for Women**

### ***Learning Objectives***

- Identify the Foundational Brain-based Drivers Supporting Self-efficacy, Confidence, and Executive Presence
- Apply Proven Skills and Techniques that Lead to Authentic and Powerful Presence
- Acquire Verbal and Nonverbal Strategies to Exhibit Presence, Confidence, and Influence
- Create a Professional Brand that Displays Strong Emotional-self Management and Empathy
- Recover from Presence slip-ups and continue to be a Powerful Voice in the Room and at the Table

### ***Brain-based Techniques to Achieve Confidence and Presence***

- Connect Brain-based Research Findings with how you Become and Remain Confident
- Reframe Self-talk and Physiological Responses That Keep You from Acting with Strong Presence
- Apply Presence Techniques Using Brain-body Connections

### ***Authentic Presence and Professional Brand***

- Define Emotional Intelligence as it Relates to Developing Executive Presence
- Review and Assess Impactful and Empathetic Listening When Building and Maintaining Presence
- Assess Your Visual, Verbal, and Vocal Behaviors Relative to Your Desired Executive Presence
- Identify Techniques to Proactively Apply Self-care and Avoid Unhelpful Emotional Takeovers

### ***Gravitas: Impressions and Finding Your Voice***

- Review How to Achieve Your Presence Brand by Managing First Impressions and Perceptions
- Practice Postures That Make You Feel Confident and Powerfully Impact Your Executive Presence
- Exhibit Presence Using 3V's Presentation Skills and Storytelling

### ***Strong Presence Using the 3 Rs: Resilience, Relating, and Recovery***

- Reflect on Thinking That You Can Become Traps for Achieving Genuine Confidence
- Identify a Variety of Actions to Take When Needing to Recover from a Presence Slip-up
- Detail What Courageous Steps You Will Take to Define Your Brand and Executive Presence

