THE EXECUTIVE PRESENCE BREAKDOWN

What they actually mean when they say you lack 'executive presence'.

The feedback was vague because **the people giving it don't know how to know what they're saying.** Here's the translation. Executive presence isn't a personality trait. It's a set of learnable skills across the four pillars of communication: **Confidence, Clarity, Influenity,** and **Delivery.**

Most high performers are strong in two or two and underdeveloped in the others, and that pay is the only thing standing between where you are and where you are going.

THE FOUR PILLARS *Read each one. Find yourself.*

01 CONFIDENCE

How you hold yourself when the stakes are high.

- You know the material cold and still freeze when it matters most
- You leave meetings replaying what you should have said
- You shrink when a senior leader pushes back, even when you're right
- You prepare twice as much as everyone else just to feel half as ready

THE FIRST MOVE

The voice that says "don't speak up" isn't a flaw, it's your brain trying to keep you safe. The move is to hear it as data, not a directive you're required to obey.

02 CLARITY

How fast people understand your point, and whether it lands with weight.

- You get told you over-explain or take too long to get to the point
- Your ideas make sense to you, but seem to get lost in the room
- Someone else restates what you just said and suddenly it lands
- You hedge with "I think maybe we should" instead of "here's my recommendation"

THE FIRST MOVE

Lead with the headline, the one thing your audience needs to remember if they forget everything else. Most people bury the point at the end and lose the room before they get to it.

03 INFLUENCE

Whether you're guiding decisions in the room or just contributing to them.

- You contribute in meetings but rarely feel like you shaped the outcome
- You're seen as a strong executor, not a strategic voice
- You get interrupted or talked over, and don't know how to reclaim the floor
- Decision-makers don't think to include you until after the direction is set

THE FIRST MOVE

Stop reporting what happened. Start saying what you'd do about it. Not "here's where the project stands," but "here's where we are and here's what I recommend next." That shift moves you from executor to strategist.

04 DELIVERY

What your pace, tone, and body language signal about your authority.

- Your voice gets quieter or faster exactly when you need it steady
- You fill silence with "um," "like," or "does that make sense?"
- Presenting or on a stage, when all eyes are on you, you feel like a smaller version of yourself
- You've been told to "be more confident" with zero guidance on what that means

THE FIRST MOVE

Let the silence sit instead of filling it. That pause is exactly what gets read as authority.

The feedback wasn't a verdict. It was a clue.

If you recognized yourself in eves one of those pillars, you are not behind. You are **a high performer with a specific, nameable gap.** And specific, nameable gaps have specific solutions. Solutions that can be learned, practiced, and mastered.

The professionals solutions at level level are not more talented then you. They've reacted to communicate in a evel that matches their expertise. That is a skill. Skills are teachable.

YOUR NEXT MOVE

Find out whether your communication is costing you opportunities you should already have.

In 20 minutes, we'll identify the communication pattern creating the most friction, where it's affecting your credibility, influence, or visibility, and what to focus on first.

BOOK YOUR COMMUNICATION PRESENCE ASSESSMENT

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