

For Immediate Release
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SEEING YOURSELF AS OTHERS DO

New book profiles executive presence in the workplace

MINNEAPOLIS – Talented professionals seeking an edge in an increasingly competitive job market shouldn't overlook the impact of understanding how to demonstrate executive presence. Talent assessment discussions and core competencies expected in many organizations inevitably revolve around whether or not a person has shown executive presence sufficiently. However, according to a new book, *Seeing Yourself As Others Do – Authentic Executive Presence At Any Stage Of Your Career*, (Significant Pursuit Press, June, 2008) the majority of professionals have no idea how to define authentic executive presence.

Carol Keers, co-author of the book and Vice President of Change Masters, a global executive leadership communications coaching firm, stated, "In this rocky economy, no one wants a nervous airline pilot. Organizations want the blend of warmth and strength demonstrated in synch with what the situation warrants. They need stronger communication and perception skills than ever. IQ and analytical skills alone have a diminishing return over a career, peaking around age 35. After that point, other skills are needed." A blog entry by a technologist out of India, Sanjay Mishra, noted, "Some who don't have 'executive presence', call it a 'superficial' skill. However, many times these superficial skills supersede because there is no need for high IQ or analytical skills or the application to IQ and analytical skills is limited. As a result, those who have the most executive presence go up."

Thomas Mungavan, President of Change Masters and additional co-author, noted that, "In order to truly show executive presence, you need to understand how you are perceived. Far too many professionals at all levels have no clue. We found seven attributes from over 2,000 professional clients we've worked with over two decades to provide a behavioral approach to executive presence." These seven attributes are:

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Command of the room – the nonverbal sense of confidence, conviction and competence blended with gracious charisma

Leverage of influence and power – political savvy to read how to use one’s influence

Expectations: strategic and tactical – smooth adaptation to the short term or long term needs of a situation

Audience connections – ability to capture the interest and engage audiences in formal and impromptu situations

Relationship competence locally and remotely – maintaining strong connections in distant and immediate interactions

Listening engagement – maximizing the impact of the 60% of your day you spend listening

Inspiration, motivation and praise – showing engaged, sincere demonstrations of care and appreciation

Mungavan went on to say, “Executive presence is a seemingly elusive yet achievable set of qualities that enables you to demonstrate superior results; an integration of traits, values, behaviors and actions applied in key situations. These create a strong positive impact on the performance and growth of an organization.”

Change Masters offers online leadership communications services at

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