

# Professional Development

## EXECUTIVE PRESENCE & LEADERSHIP BRANDING



When it comes to executive presence, people often say, “I know it when I see it,” or they describe it in esoteric terms. The trouble with these descriptions is that they leave you wondering how to develop it. Yet the latest research shows that executive presence accounts for 26% of what it takes to move ahead in your career.

Our Executive Presence Program provides you with a clear appraisal of how your presence is perceived by others, through the lens of 15 different qualities that we know from research enable leaders to win buy-in,

mobilize teams to action and drive business results. In this program, you discover your own unique “DNA” of influence, and you’re guided through a proven process to develop your strengths and close up any gaps in three dimensions: character, substance and style.

### WORKSHOP LOGISTICS

- 1-Day or 2-Day Workshop Format
- 1 Certified Workshop Facilitator/Executive Coach
- 3-8 Participants
- Prior to the workshop, each participant must complete a Bates ExPI™ assessment, the first and only scientifically backed tool to measure the influence a leader has on his or her organization.

### WORKSHOP CONTENTS

- Understand how people view your strengths, and gain insight on how to leverage those to enhance your leadership effectiveness.
- Identify ways to address and manage your development themes.
- Assess your discoveries and apply strategies to address immediate business challenges.
- Develop a plan to use these new approaches as you move to new roles or challenging assignments.

### SECOND DAY ADDITIONS

- Leadership Communication Skills
- Personal Branding & Brand Communication Plan

### ABOUT THE BATES EXPI™ ASSESSMENT PROCESS

The Bates ExPI is a multi-rater 360° assessment that gives you valuable, quantifiable feedback on 15 facets of your presence and influence. You receive a personal orientation and feedback session or call with a certified coach, who helps you interpret your Feedback Report. Your coach will also help you identify concrete steps to apply what you’ve learned. *The Bates ExPI™ may be conducted independently of the workshop.*

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### CONTACT US

To discuss your specific needs and customized solutions please contact:

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*The Bates ExPI™ and the workshop are designed for leaders with responsibility for teams, projects, businesses and enterprises. New managers typically do not have the leadership experience or scope of responsibilities that are measured in the Bates ExPI assessment.*

