

Executive Presence Building Toolkit

The Complete Guide to Executive Communication and Leadership Transformation

Part 1: From Doer to Leader - Language Shifts

Replace these phrases in your vocabulary:

Instead of Saying...	Say This...	Why It Matters
"I completed the project"	"Our initiative delivered 15% cost reduction"	Shows business impact
"I'm working on..."	"I'm driving strategic change in..."	Positions as leader
"My team does..."	"We're enabling enterprise-wide..."	Demonstrates scale
"I think maybe..."	"My recommendation is..."	Projects confidence
"Sorry to bother you"	"I have an insight to share"	Values your contribution
"I'm just the..."	"As the leader responsible for..."	Owns your authority
"I handle..."	"I oversee strategy for..."	Elevates perspective
"The problem is..."	"The opportunity we have is..."	Shows strategic thinking

Part 2: The Executive Presence Daily Practice

Morning Power Routine (10 minutes)

1. Power Pose (2 minutes)

- Stand with feet shoulder-width apart
- Hands on hips or arms raised
- Chin up, shoulders back
- Breathe deeply 5 times

2. Executive Affirmations (3 minutes)

- "I belong in senior leadership"
- "My strategic insights add value"
- "I communicate with executive presence"
- "I am ready for the next level"
- "Leaders seek my perspective"

3. Daily Strategic Question (5 minutes) Answer one:

- How does my work today impact company revenue?
 - What competitive advantage am I creating?
 - Which strategic priority am I advancing?
 - What million-dollar problem am I solving?
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Part 3: The Strategic Conversation Converter

Transform any operational discussion into strategic dialogue:

Level 1 - Operational (Avoid): "We processed 500 customer requests this month."

Level 2 - Managerial (Better): "Our team improved response time by 20%."

Level 3 - Executive (Best): "Our customer experience improvements drove 12% higher retention, worth \$2M annually."

Practice Template:

- **Operational fact:** _____
 - **Business impact:** _____
 - **Strategic implication:** _____
 - **Future opportunity:** _____
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Part 4: The Visibility Action Plan

Week 1: Foundation

- ☐ Update LinkedIn headline to reflect executive aspirations
- ☐ Create email signature with strategic title/achievement
- ☐ Schedule monthly skip-level meeting
- ☐ Join one strategic committee

Week 2: Communication

- ☐ Send one "strategic insight" email to leadership
- ☐ Speak first in one important meeting
- ☐ Share competitive analysis with broader team
- ☐ Present one bold recommendation

Week 3: Relationships

- ☐ Coffee with one C-suite member
- ☐ Lunch with high-performing peer
- ☐ Connect with one board member
- ☐ Strengthen sponsor relationship

Week 4: Demonstration

- ☐ Lead one strategic planning session
 - ☐ Publish thought leadership piece
 - ☐ Volunteer for CEO town hall Q&A
 - ☐ Host cross-functional innovation session
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Part 5: The Meeting Mastery Framework

Pre-Meeting Preparation:

1. What's the strategic context?
2. What business problem are we solving?
3. What's my unique perspective?
4. What decision needs to be made?

During Meeting - Executive Behaviors:

- Sit where you're visible
- Make eye contact with senior leaders
- Speak within first 10 minutes
- Ask one strategic question
- Offer one bold recommendation
- Summarize and clarify decisions
- Volunteer for visible follow-up

Post-Meeting Actions:

- Send summary to key stakeholders
- Highlight strategic outcomes
- Volunteer for implementation lead
- Share insights with your network

Part 6: Strategic Email Templates

Template 1: Sharing Strategic Insights

Subject: Market Insight - [Specific Opportunity]

Hi [Leader],

I've been analyzing [trend/competitor move/market shift] and identified an opportunity for us to [specific action]. This could potentially [impact in dollars/percentage].

Key insights:

- [Strategic point 1]
- [Strategic point 2]
- [Strategic point 3]

I'd welcome the chance to discuss how we might leverage this. Are you available for a brief discussion this week?

Best,
[Name]

Template 2: Achievement Broadcasting

Subject: Team Success - [Business Impact Achieved]

Team,

Pleased to share that our [initiative] has delivered [specific business outcome]. This contributes to our strategic priority of [company goal] and positions us to [future opportunity].

The impact:

- Revenue: [specific number]
- Efficiency: [specific improvement]
- Strategic advantage: [competitive position]

Happy to share learnings with other departments looking to replicate this success.

Template 3: Strategic Volunteering

Subject: Contributing to [Strategic Initiative]

Hi [Leader],

I've been following our [strategic initiative] with great interest. Based on my experience with [relevant achievement], I believe I could contribute by [specific value proposition].

I've prepared some initial thoughts on [specific aspect] and would welcome the opportunity to support this critical priority.

When might you have 15 minutes to discuss?

Part 7: The Sponsorship Development System

Month 1: Identify & Research

- List 5 potential sponsors
- Research their priorities/interests
- Find common connections
- Identify value you can provide

Month 2: Initial Outreach

- Request informational meeting
- Prepare thoughtful questions
- Share relevant insights
- Offer to help with something

Month 3: Deepen Relationship

- Provide valuable information
- Support their initiatives
- Seek advice on challenges
- Update on your progress

Month 4+: Maintain & Leverage

- Regular check-ins (quarterly)
 - Celebrate their successes
 - Ask for stretch opportunities
 - Request advocacy when appropriate
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Part 8: The Executive Wardrobe Audit

Men's Executive Essentials:

- ☐ 2-3 well-fitted suits
- ☐ 5 pressed dress shirts
- ☐ 2-3 silk ties (current styles)
- ☐ Polished dress shoes
- ☐ Professional watch
- ☐ Leather portfolio
- ☐ Quality pen

Women's Executive Essentials:

- ☐ 2-3 professional suits/dresses
- ☐ 5 executive-level blouses
- ☐ Closed-toe professional shoes
- ☐ Structured handbag
- ☐ Minimal, elegant jewelry
- ☐ Leather portfolio
- ☐ Quality pen

Grooming Standards:

- ☐ Professional haircut/style
 - ☐ Manicured nails
 - ☐ Subtle cologne/perfume
 - ☐ Pressed, clean clothes
 - ☐ Professional accessories
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Part 9: The Confidence Building Exercises

Exercise 1: Power Statement Practice

Write and memorize your power statement: "I am [name], [strategic title/role]. I'm responsible for [business impact]. My expertise in [area] has delivered [specific result]. I'm focused on [future strategic priority]."

Practice saying this:

- In mirror (daily)
- To trusted friend

- In networking situations
- When introducing yourself

Exercise 2: Strategic Questioning

Master these executive-level questions:

- "How does this align with our strategic priorities?"
- "What's the impact on our competitive position?"
- "How can we scale this across the enterprise?"
- "What's the ROI timeline?"
- "What risks should we consider?"

Exercise 3: Presence Practice

Weekly video exercise:

1. Record 2-minute strategic update
 2. Evaluate:
 - Eye contact
 - Hand gestures
 - Voice modulation
 - Pace and pauses
 - Confident close
 3. Re-record with improvements
 4. Share with mentor for feedback
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Part 10: The 90-Day Transformation Tracker

Days 1-30: Foundation

- ☐ Complete presence audit
- ☐ Update professional image
- ☐ Practice power poses daily
- ☐ Master 5 strategic phrases
- ☐ Attend 2 senior meetings

Days 31-60: Application

- ☐ Lead strategic discussion
- ☐ Send 4 insight emails
- ☐ Build 3 sponsor relationships
- ☐ Present to leadership
- ☐ Demonstrate thought leadership

Days 61-90: Acceleration

- ☐ Recognized as strategic voice
 - ☐ Invited to exclusive meetings
 - ☐ Sponsors advocating actively
 - ☐ Peers seeking your counsel
 - ☐ Leaders knowing your value
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Measuring Your Progress

Weekly Check-in Questions:

1. How many executives know my name? ____
2. Strategic conversations this week: ____
3. Times I demonstrated confidence: ____
4. Executive behaviors practiced: ____
5. Comfort level (1-10): ____

Monthly Milestone Review:

- **Before:** How others saw me: _____
 - **Now:** How others see me: _____
 - **Next:** Where I'm headed: _____
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Your Executive Presence Commitment

I commit to:

- Showing up as an executive daily
- Speaking strategically, not operationally
- Building visibility intentionally
- Developing sponsor relationships
- Projecting confidence consistently

My executive presence statement:

My accountability partner: _____

My target achievement date: _____

Remember: Executive presence isn't about changing who you are—it's about fully expressing your leadership potential in ways others can see and value.