

## EXECUTIVE PRESENCE: Small Group Coaching Program

Personalized Coaching

Coach/Participant Ratio 1:6

10% Content, 90% Coaching

### EXECUTIVE SUMMARY

Designed for individual coaching in groups of 6, the one-day Executive Presence program focuses on the non-verbal language of executive presence. This intensive one-day coaching experience supports leaders to be powerful and decisive, communicate with impact, become more accessible and approachable, and remain confident in even the most challenging situations.

COACHING ROI: Learn exactly what to do to up your game and be motivated to do it. Expect to see immediate results.

### FORMAT

**Executive Presence Plus** incorporates new features based on feedback from past participants. It includes an in-class manual as well as post-program online access to PKL-produced videos for additional learning, reinforcement, and retention. Videos cover foundational skills and behaviors as well as key Executive Presence competencies such as positive interaction with senior leaders, leading conference calls and meetings effectively, and delivering an action plan.

### OUTCOMES

- Develop command presence with relaxed confidence
- Close the gap around Executive Maturity
- Learn how to distill the message and bottom-line information
- Eliminate behavior patterns that undermine credibility
- Command greater levels of respect
- Establish credibility and build rapport
- Communicate up to shape & influence business decisions
- Project calm, confidence, and focus under pressure
- Increase potential to move to the next level

### AGENDA

Introduce the Predator / Prey / Partner Model™  
Assessment – Benchmark (video recorded)  
LUNCH - individuals review their own videos  
Practice – Business Scenario (video recorded)  
Personalized Action Plans

**Our coaching is relentless! Everyone is engaged, coached individually, and observed.**

- Identifying the elements of Executive Presence
- Assessing each person's current level
- Use of the Predator, Prey, Partner Model™ to model behavioral changes
- Candid feedback from coach
- Videotaping and peer observations
- Coaching tailored to each individual
- Advanced exercises to meet individual needs
- Personalized development plan

### RESULTS: Revealing a True Rock Star

On paper, "Miranda" was a rock star. Her VP wanted to promote her. But he said he couldn't — because she wasn't seen as having "It". He said: *"You need to come across with more authority, show you can handle pressure, and own the room."* He could describe "It" in general terms, but couldn't spell out what she needed to do to close the gap in perception. Working harder wasn't the answer. Miranda already did that.

Two months after coaching, Miranda presented to the Senior Leadership team and 1000 top customers. She knocked it out of the park! The executive team saw that she would be unflappable if challenged, that she could be commanding and bold.

RESULT: Within a month, Miranda was promoted to Senior Marketing Manager.  
Based on a true story.



She's got possibilities...



She's got "It!"