



Enhancing Your Executive Presence and Leadership Brand

Program Overview

Regardless of the position you have, the most important asset for success is you:

- How you come across to colleagues and customers,
- How well you influence those around you,
- How you express yourself in communications and appearance, and
- How you position yourself in the organization.

In fact, this ability to demonstrate executive presence and a strong leadership brand is no longer optional for leaders who wish to excel. Leaders are on display every day and like it or not, are judged on how effectively they communicate the professional objectives and values they represent.

In this program, you will learn how to enhance daily communications, influence others, stand-out, and fine-tune your leadership brand.

Program Objectives

You will be able to:

- Describe key strategies to influence others.
- Explain ways to stand out and make a great first impression in your professional life.
- Identify personal strengths and potential challenges in order to create a stronger professional image and brand.
- Demonstrate the ability to speak confidently in a variety of settings.
- Determine “brand strengths” and utilize them for career advancement.