

## How do you “show up”? A Presidential Presence Exercise

Appearing "Presidential" involves projecting an image of authority, leadership, confidence, and professionalism. Below are topics which, in combination, contribute to appearing and authentically owning an aura of being Presidential.

*Please use a Likert Scale rating for each sub-bullet as to how you see your own status at this time for each category:*

1. **NEVER:** I need dramatic improvement – I basically don't know what to do
2. **RARELY:** I (or others have told me) need improvement
3. **SOMETIMES:** I demonstrate these, but not consistently
4. **OFTEN:** I am good at these behaviors – they come naturally to me – but I have room for improvement
5. **ALWAYS:** I am a role model to others in this category

### 1. **Dressing the Part:**

- Wears appropriate and well-fitting attire
- Conveys the same level of professionalism even when wearing casual clothes

### 2. **Confidence and Composure:**

- Exhibits self-confidence without appearing arrogant. Holds oneself with poise and assurance
- Maintains a calm and composed demeanor, especially in stressful situations
- Makes eye contact and practices good posture (both seated and standing) to exude confidence

### 3. **Effective Communication:**

- Speaks clearly and articulately
- Avoids using excessive jargon or slang
- A good listener - responds thoughtfully to questions or comments
- Concise and to the point when conveying a message
- Employs a measured tone of voice, avoiding extremes of volume or emotion

### 4. **Professionalism:**

- Shows respect to everyone, regardless of their role or status
- Punctual and well-prepared for meetings and engagements
- Sets realistic deadlines and meets them. Avoids making excuses for late work

- Addresses conflicts and disagreements professionally and privately
- Maintains a calm demeanor at all times, especially in challenging or high-pressure situations
- 5. **Emotional Intelligence:**
  - Displays empathy and understanding toward others
  - Reads challenging inter-personal situations well
- 6. **Decision-Making:**
  - Makes well-informed, timely decisions based on evidence and careful analysis
  - Displays conviction and decisiveness
  - Communicates decisions clearly and confidently
  - Displays willingness to take calculated risks when necessary
  - Open to feedback and willing to adjust decisions when necessary
- 7. **Adaptability:**
  - Flexible and open to change
  - Navigates through uncertainty and ambiguity
- 8. **Public Speaking Skills:**
  - Practices and improves public speaking skills
  - Effectively deploys a range of gestures, tone, and body language
  - Able and prepared to address a variety of audiences, from small groups to larger gatherings
- 9. **Charisma, Presence, and Inspiration:**
  - Fosters "Followership" by inspiring and motivating others through words and actions
  - Shares a compelling vision or message that resonates with the audience
  - Builds trust and rapport with the audience
  - Develops a strong and charismatic presence which commands attention and respect
  - Uses body language and gestures to convey confidence and authority
- 10. **Staying Informed:**
  - Understands and is well-informed about current events, both locally and globally
  - Prepared to discuss important issues and topics that are relevant to one's role, industry, etc.
  - Has a strategic orientation to most conversations, even those which are operational in nature
- 11. **Vision and Strategy:**
  - Develops a clear vision for the organization or team's future
  - Communicates vision effectively and outlines a strategic plan to achieve it

**12. Authenticity:**

- Not simply “playing a part”: appearing Presidential while demonstrably striving to be true to oneself

**13. Networking and Relationship-Building:**

- Builds and maintains a strong professional network by connecting with colleagues, mentors, and industry peers
- Cultivates positive relationships within and outside the organization

**14. Humility and Learning from Mistakes:**

- Acknowledges when a mistake is made, and takes responsibility for it
- Demonstrates a willingness to learn from errors and improve

**15. Integrity:**

- Acts with honesty and consistency in all interactions
- Upholds ethical standards and values, and holds oneself accountable for their actions

**16. Continuous Learning:**

- Invests in personal and professional development to continually improve skills and knowledge
- Seeks guidance from mentors or executive coaches who can provide valuable insights and feedback

Having a "Presidential" presence is not about putting on a façade, but about embodying the qualities of leadership, professionalism, dignity, and gravitas that are associated with the role. While it is important to be personable, maintaining your authenticity, integrity and those personality characteristics that “make you, you,” it is equally important that you remember that the demands of your role, and the position you hold, require the projection of a confidence, capacity, and capability which reflect the seriousness and importance of your leadership and executive managerial role.

While you can adopt certain behaviors associated with being presidential or CEO-like, it's important to remain true to yourself and your values. Leadership is not just about acting a certain way; it's about inspiring and guiding others towards a shared vision while maintaining integrity and authenticity.

A useful practice: score yourself, and ask your superior (CEO, Board Member, etc) to also score you. Make time to talk about differences in each other’s assessment, and use that feedback as a means to ensure that you are meeting, if not exceeding their expectations.

**My total score, divided by 46:**