

# TABLE OF CONTENTS

INTRODUCTION ..... 1

WHAT IS EXECUTIVE PRESENCE? ..... 1

    WHO IS THIS BOOK FOR? .....2

    THE IMPORTANCE OF EXECUTIVE PRESENCE .....7

## SECTION I: SIXTEEN CHARACTERISTICS OF EXECUTIVE PRESENCE

CHAPTER 1. BUSINESS INTELLIGENCE .....17

    (1) STAND OUT BY THINKING STRATEGICALLY .....17

    (2) TAKE A WHOLE COMPANY PERSPECTIVE .....22

    (3) LEARN THE LANGUAGE OF FINANCE .....25

CHAPTER 2. RISK-TAKING .....31

    (4) CAPITALIZE ON AMBIGUITY AND CHANGE .....32

    (5) EXCEED YOUR EXPECTATIONS...AND THEIR’S .....34

    (6) MOVE BEYOND YOUR COMFORT ZONE .....40

CHAPTER 3. INTERPERSONAL RELATIONSHIPS .....45

    (7) COMMUNICATE CLEARLY .....45

    (8) LEAD, DON’T JUST MANAGE .....52

    (9) SHARE THE LIMELIGHT .....65

CHAPTER 4. PERFORMANCE IMPROVEMENT .....69

    (10) PRIORITIZE YOUR PROJECTS .....69

    (11) REFINE YOUR THINKING SKILLS .....73

    (12) DEVELOP DISCERNMENT .....78

CHAPTER 5. EXECUTIVE SELF-DEVELOPMENT .....81

    (13) KNOW THYSELF .....81

    (14) SEEK FEEDBACK .....85

    (15) GAIN CONFIDENCE .....88

    (16) SHARPEN AND EXPAND YOUR SKILLS THROUGH TRAINING .....92

SECTION II:  
MAKING EXECUTIVE PRESENCE WORK FOR YOU

CHAPTER 6. KNOW YOUR WORTH .....101

    TRACK YOUR ACCOMPLISHMENTS .....102

    FOCUS ON FOUR AREAS TO IDENTIFY ACCOMPLISHMENTS .....108

    OTHER TIPS FOR MINING ACCOMPLISHMENTS .....111

    TURN SETBACKS INTO ACCOMPLISHMENTS .....111

    SEEK BEYOND YOUR CURRENT RESPONSIBILITIES .....112

    VALUE YOUR EXISTING POSITION .....112

    PERSONALIZE YOUR EXECUTIVE PRESENCE .....113

CHAPTER 7. COMMUNICATING YOUR WORTH TO OTHERS .....121

    DEVELOP YOUR SUCCESS STATEMENT .....121

    LEARN TO COMMUNICATE EFFECTIVELY .....124

    CONNECT WITH DIFFERENT EXECUTIVE PERSONALITIES .....129

CHAPTER 8. POSITION YOURSELF FOR GREATER VISIBILITY .....135

    BRAND YOURSELF .....135

    MAKE THE MOST OF EVERY OPPORTUNITY .....139

    GAIN POLITICAL ADVANTAGE .....141

    DO YOUR CURRENT JOB... EVEN BETTER .....142

    ACT ABOVE YOURSELF .....143

    EDUCATE TOP EXECUTIVES .....144

    STAND OUT WITHOUT BEING TOO SELF-SERVING .....144

    TAKE THE FEAR OUT OF SELF-PROMOTION .....144

    OVERCOME RESISTANCE FROM MANAGEMENT .....146

CHAPTER 9. HARVESTING SUPPORTERS .....151

    ENLIST SUPPORTERS .....152

    UNLEASH THE POWER OF A MENTOR .....156

    FIND ADVOCATES TO SUPPORT YOUR CAREER .....159

    BENEFIT FROM A PROFESSIONAL COACH .....165

CHAPTER 10. CAREER DEVELOPMENT .....173

    CREATE YOUR CAREER PLAN .....174

    PARTNER WITH MANAGEMENT .....186

    SECURE THE RESOURCES YOU NEED .....188

    CONSIDER OTHER OPTIONS BESIDES A PROMOTION .....189

BIBLIOGRAPHY .....195