



Inspire confidence and trust:  
Image makes the difference

## The ABCs of Executive Presence

We all know them--that man or woman who walks into a room and immediately all eyes are turned to them and for all the right reasons. They radiate confidence, instinctively know how to look, how to act, what to say and how to say it. Without seeming to even try, these individuals exude executive presence.

Do you have executive presence envy? Many of us do. But by practicing your ABCs, over time you can master at least some of its magic.

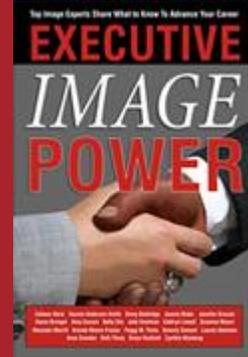
**A is for Appearance.** You must look immaculate from head to toe--hair well styled, classic clothing that fits perfectly, elegant accessories and polished shoes, manicured (taken care-of nails), for women, subtle daytime make-up, for men, groom, groom, groom. No oversize watches, mini-skirts, wrinkled chinos, or cropped tops (yes, they're back). Does that mean a suit? In most cases, yes, or at the very least, a well-made, tailored jacket. You stand out because you are dressed well, not because you're dressed to attract attention.

**B is for Behaviour.** Ask yourself: How do people feel when they meet me? Do I come across as relaxed and confident or impatient and cautious? Do I race for the free hors d'oeuvres or calmly wait for them to be served? Am I constantly checking my cell phone or am I able to turn it off and focus on those around me? How do I manage relationships? Do I connect with others at all levels, treating people as comfortably as guests in my home, regardless of whether or not they are the Queen of England or the gentleman who repaired my stove? Do I remember or ask about details such as birthdays, names of children, personal interests?

**C is for Communication.** Executives look and sound confident. They stand straight, make eye contact and don't slouch or fidget. They speak loudly enough to be heard, slowly enough to be understood, but don't drone on. They've mastered the skill of good timing, knowing when to speak up without seeming to interrupt. They encourage others to express their points of view without using it as a jumping point for their own agenda. In fact, they usually listen more than they talk. They don't need to be centre stage, because, well, they already are.

Executive presence is a total package of Appearance, Behaviour and Communication that speaks of confidence--your own, but most importantly the confidence you inspire in others.

*Project your personal and professional best every day.*



### Executive Image Power

Rev up your professional image with powerful tips from the industry's most experienced image experts, including Anne Sowden, AICI, CIP.  
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### Here's Looking at You

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