



# EXECUTIVE PRESENCE

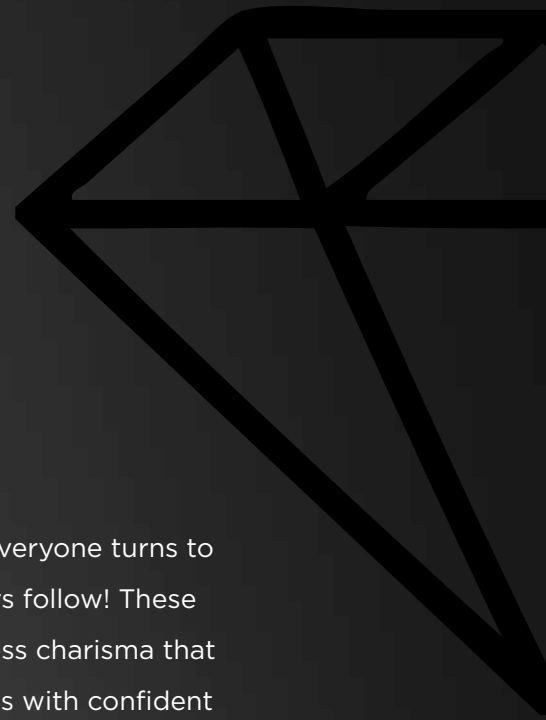
Public Speaking &  
Business Presentation Skills

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# EXECUTIVE PRESENCE



Executive Presence refers to those people who walk into a room and everyone turns to look at them, when they speak people listen and when they lead, others follow! These people command authority – exude energy that is magnetic and possess charisma that is captivating! Their appearance is impeccable; they present themselves with confident composure, perfect poise and an exceptional ability to develop relationships of trust.

Mastering the art of Public Speaking and delivering dynamic business presentations is a vital element of developing Executive Presence. This brochure outlines the Executive Presence development model and summarises the Public Speaking and Business Presentation skills Coaching for executives and groups offered by Executive Presence.



# EXECUTIVE PRESENCE DEVELOPMENT MODEL



**EXTERNAL PRESENCE**  
(Impact)

**INTERNAL PRESENCE**  
(Influence)



**Charisma**

Attitude, Energy, Gravitas

**Communication**

Active Listening, Body Language, Public Speaking

**Credibility**

Personal Brand & Reputation

**Competence**

Business Intelligence, Network, Business Savvy

**Connecting**

Interpersonal Skills, Relationship Management

**Confidence**

Emotional Intelligence, Self Perception







# CONFIDENCE

**Emotional Intelligence \ Self Image, Self Worth, Self Perception**

The foundation of Executive Presence is self-confidence, self-esteem, self-image and self-worth. Whatever you feel about yourself sends a powerful message to the world, make sure the message you are sending is congruent with your ultimate goals and objectives. Start your journey of developing Executive Presence by investing in yourself and raising your levels of self-confidence.



A group of five business professionals, three men and two women, are shown in a row, smiling and looking towards the camera. They are dressed in dark business suits. The man in the foreground is holding a smartphone. The woman next to him is holding a tablet. The background is a plain, light-colored wall.

# CONNECTING

**Social Intelligence \ Inter Personal Skills \ Relationship Management**

Social Intelligence is the capacity to effectively negotiate complex social relationships and environments. Executive Presence is largely dependent on our ability to develop strong and lasting relationships of trust. Social Intelligence refers to how we interact with others in both a corporate and Social environment. Becoming Socially Intelligent requires one to become conscious of how we engage, communicate and show empathy towards others



# COMPETENCE

**Technical Skills \ Business Intelligence \ Professional Network \ Business Savvy**

Competence forms the basis of developing professional credibility, a crucial aspect of increasing Executive Presence. Competence refers to hard skills one's ability to fulfil the requirements of the job at hand and exceed expectations. Business Intelligence is about knowing more about the business and the industry than anyone else, to the point where you become the expert in your business and the Thought Leader in your industry. A professional Network is about developing a powerful network of influencers and decision makers to increase your 'Sphere of Influence'. Business savvy is recognising that business revolves around a complex set of power driven relationships. Navigating complicated emotional currents and power based relationships takes patience, skill and composure.



A photograph of two men in business attire shaking hands. The man on the left is Black, wearing a blue shirt, and the man on the right is white with a grey beard, wearing a dark suit and a red patterned tie. They are in a bright, modern office with large windows in the background.

# CREDIBILITY

## **POWERFUL PERSONAL BRAND & REPUTATION MANAGEMENT**

Brand Intelligence is about understanding that it is no longer about who you know in business, it's about who knows you!

Succeeding in today's competitive business environment, performance driven individuals are required to compete on a multitude of levels, one of which is the area of personal branding. The final essential element of developing Executive Presence requires that business professionals define, design and deliver a powerful personal identity that supports their personal and professional goals.



# COMMUNICATION

**Active Listening \ Body Language \ The Art of Public Speaking**

Shift from Communicating with others to 'connecting' with others by stopping everything you are doing and placing your full attention on the conversation at hand, practise active listening and show genuinely show care and empathy.



A man with dark, wavy hair and a beard is smiling broadly. He is wearing a dark grey or black suit jacket over a light blue button-down shirt. He has his arms crossed and is standing in front of a large glass window of a modern building. The background is slightly blurred, showing the grid pattern of the window panes.

# CHARISMA

**Attitude \ Energy \ Gravitas**

Charisma - of all the traits displayed by those with Executive Presence, charisma is by far the most important, as well as the most elusive. Charisma is a combination of a permanently positive attitude, combined with high levels of energy, enthusiasm, optimism and passion. Charisma is displayed in the physical form by a powerful posture, level head and genuine smile.

# Public Speaking

## Business Presentation Skills

Mastering the art of public speaking and delivering dynamic business presentations is a vital element of developing Executive Presence. Whether it is delivering results at a board meeting, a business presentation to clients or a speech at an annual convention, the time you are on the platform is the time you are judged the most. Take the time to invest in the art of public speaking, below is an outline of the Public Speaking coaching offered by Executive Presence.

Coaching can be delivered either one-on-one for Executives or for a maximum of 8 delegates in a group.

Coaching can be delivered over one full day, or alternatively split into 2 x 3 hours sessions and includes the following:

### Planning a Professional presentation:

- Begin with the end in mind!
- Identify audience profile
- Identify objectives and specific outcomes
- Consolidate content into key points
- Formulate key points into a framework
- Add relevant graphics / video / multimedia
- Combine content and with relevant slides
- Create a time line for the presentation
- Create a relevant theme or 'Roadmap'
- Add relevant success stories
- Add acronyms, anecdotes, stories and quotes
- Create questions to keep the audience engaged
- The pros and cons on using online links

### Public Speaking Delivery Skills:

Practical session during which clients deliver a presentation that is filmed and played back for immediate feedback and coaching.

Clients are request to bring a presentation they have done in the past, or one they are about to do in the near future, which is used as the training material.

- Create a 'Big Bang' memorable opening
- Create a conversation with the audience,
- Eliminate monologues and talking 'at' the audience
- Audience engagement techniques
- Eye contact - the most powerful engagement tool
- Poise - appearing to be in control
- Posture and stance - own the room
- Eliminate pacing and nervous gestures
- Body Language, hand gestures and movements
- Vocal pace and voice projection
- The Sounds of Silence - pausing for impact
- Fear of Public Speaking - Techniques to manage nerves





# EXECUTIVE PRESENCE



Mastering the art of public speaking  
and delivering dynamic business  
presentations is a vital element of  
developing Executive Presence

# Testimonials

Recently, I've had the pleasure of working with Lynn Baker to prepare a number of executives in a client company for a mission critical series of business presentations. Not only were the client expectations exceeded, I was so impressed with the quality of the results that I myself, enrolled in her programme for one-on-one coaching. She is truly remarkable in her professionalism, knowledge of her subject and her passion and energy she displays in her work.

Having worked in the learning and development space for over 20 years, I can truly say that she is the very best in her field and I have no hesitation in recommending her for any assignment she is considered for.

**Nadiem Soloman - Relationship Lead: Human Performance Practice; IQ Business Group**

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It was my absolute pleasure to train under the supervision of Lynn Baker - Executive Speaking Coach from Eloquence Public Speaking, who helped me put together and polish my keynote presentation.

Lynn has gone out of her way to help prepare me for events and I am so thankful for her help and guidance. I would recommend her services to anyone needing help with public speaking and putting together power presentations.

Lynn is also a very inspiring and knowledgeable business person and I learned a lot more from her than I initially thought I would in terms of getting my message across clearly, engaging the audience and marketing my keynote speeches.

**Nianell - Professional Singer / Songwriter**

Lynn Baker has assisted me in the planning, preparation and delivery of the Emira Property Fund - Interim results for 2013 and 2014. Lynn also assisted us in the creation of a corporate video that made a significant difference to our presentations.

Lynn has made a material difference to Emira Investor presentations and I would have no hesitation in recommending her to assist executives in creating high level corporate presentations.

**James Templeton - Chief Executive Officer:  
Emira Property Fund**

"Absolutely awesome" - the time spent with you far exceeded my wildest expectations.

**John Thompson - Managing Director:  
Designer Water**

"It is quite disconcerting when for the first time in a 30 year career you actually get to see yourself presenting as others really see you". The camera never lies!. What is hugely reassuring is that you have a professional like Lynn Baker who can quickly spot the vocal, verbal and body language shortcomings that detract from the message delivery and very quickly put in place the necessary corrective action.

After a few coaching sessions, I walked out of an Anglo Exco meeting and was given the compliment of "excellent delivery" by a Group Director, confirmation that my time spent with Lynn was well worth it. Due to the success of the Executive Public Speaking Coaching I received from Lynn, she has subsequently worked with many of my colleagues at Anglo American.

I would have no hesitation in recommending Lynn Baker as a highly professional Public Speaking Coach.

**Pat Lowery - Group Head of Asset Optimisation: Anglo American**





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# EXECUTIVE PRESENCE

DEVELOPING PROFESSIONAL CREDIBILITY

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