



## ASK Leading Women™ about... Enhancing Executive Presence Susan Colantuono, CEO & Founder

Executive presence is the ability to comfortably draw and hold attention...**while delivering a business-savvy message.** At every level, you need it in order to engage and align others and to deliver on your organization's goals. It helps you be seen as credible and competent by your employees, colleagues and bosses. And while appearance is important, executive presence rests on 3 other factors:

### 1. Speak the Language of Power

You must be able to speak the language of power in business – and that's the language of outcomes.

**Tip 1:** Be able to describe how you impact the organization's cash position, growth, profitability (yes, even if you work for a not-for-profit, there has to be a margin) and customer service and retention. And be able to report progress on your goals using the language of outcomes.

### 2. Tap Non-Verbal Power

A "spineless" posture undermines the impact of the most powerful idea!

**Tip 2:** Carry yourself regally: with upright posture, open heart chakra and weight evenly balanced.

### 3. Mine the Power of Language

Words and phrases can *diminish* or *qualify* the importance of your message.

**Tip 3:** Avoid phrases like "I'm not sure this is right" or "you might not agree", "kind of", "perhaps" or "maybe" and fillers like "um", "ah", "you know."

### Sex and Communication

Research by the wife and husband team of Drs. Rachel and Ruben Gur of the University of Pennsylvania validates what many of us believe to be true - men's minds are frequently in the bedroom...or on the battlefield.

**Tip 4:** Appropriately use preparatory language – phrases that draw attention to you before making your main point...then get to the point.

Excerpted from ***NO CEILING, NO WALLS: What women haven't been told about leadership from career-start to the corporate boardroom***  
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