

# EXECUTIVE PRESENCE CHECKLIST

Increase your ability to change hearts and minds, and expand your influence. Don't let your career stall for lack of these attributes.



## How You Look

- Do you look confident?
- Do you look comfortable and relaxed as walk, move, and stand?
- Do you use open, welcoming gestures as you interact with others?
- Do you smile naturally, genuinely, and often?
- Does your body language demonstrate energy and passion?
- Do your surroundings represent you well (organized, efficient)?
- Do you dress well and appropriately for all occasions?
- Are you physically attractive (clean, neat, well-groomed hair and nails, appropriate weight for your height, physically fit, straight teeth)?



## How You Talk

- Is your voice well modulated?
- Is your speaking rate appropriate (not so fast that it sounds nervous and so slow that you sound as if you're grasping for your next thought)?
- Does your word choice match your topic and audience?
- Can you confidently carry on a conversation with people at all levels?
- Do you have appropriate command of the language—proper grammar and clear word choices, void of jargon and clichés?



## How You Think

- Do you typically think strategically about issues?
- Can you summarize complex issue succinctly—both orally and in writing?
- Do you organize your thoughts well when you speak extemporaneously and when you write?
- Can you think visually and communicate your ideas to others in an engaging way—with stories, metaphors, analogies, and soundbites.
- Do you stay calm under pressure to respond to questions?
- Do you control your emotions to solve problems logically?



## How You Act or Perform

- Does what you say and do match who you are?
- Are you willing to listen to the ideas of others? Are you approachable?
- Do you treat others with respect out of a sense of humility rather than arrogance?
- Do you have a sense of humor about your own foibles?
- Do you feel competent? Have you established a track record of accomplishments?
- Do you take responsibility for your results—both successes and failures?