

BOARDROOM PRESENCE

IAPA Webinar

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What is Boardroom Presence?



**In today's global marketplace,
executive presence counts for over
30% of what it takes to get ahead.**

- Center for Talent Innovation Study



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Why does it matter?



Build Trust



**Establish
Credibility**



**Accelerate
Outcomes**



The Aspects of Boardroom Presence



Signature



Style



Substance





SIGNATURE





“The market dictates that we must differentiate ourselves if we want to stand out.”

- Leah Eichler



What is a Personal Brand?

- Your reputation or “calling card”
- How people experience you
- Your unique skills, strengths and talents
- Your values, passions and purpose



Benefits of a Personal Brand

- Distinctiveness
- Focus
- Career advancement
- Predictability





STYLE





Style

- First impression
- Body language

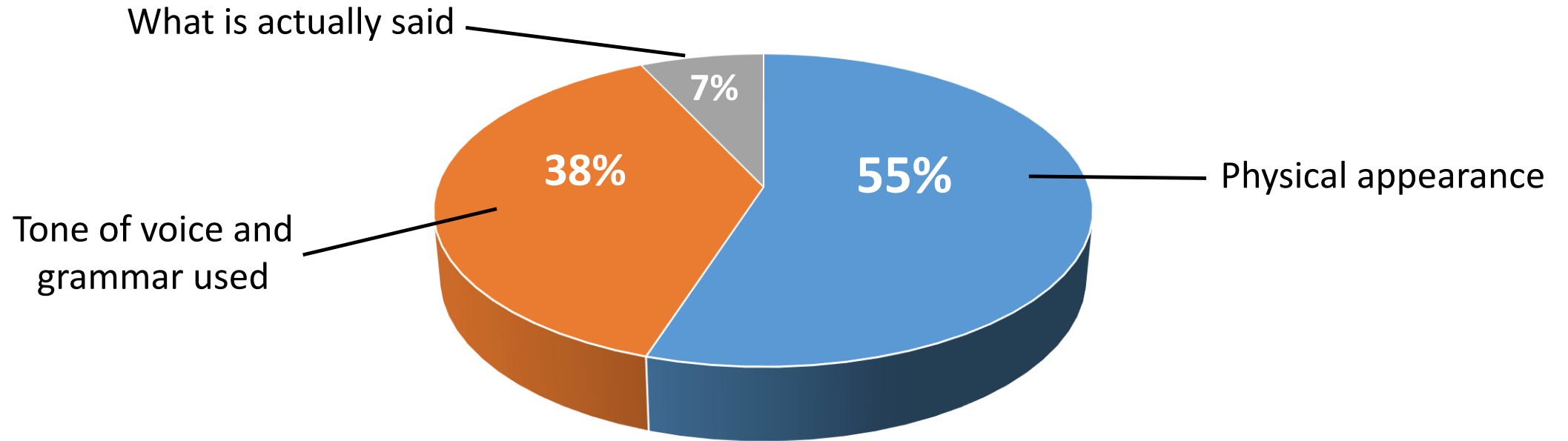
First impressions count.

7 seconds.



What the research says...

How first impressions are determined:



Suitability



Fit



Condition





Mind-Body Connection

Our bodies change our minds.

Our minds change our behaviour.

Our behaviour changes our outcomes.

Your body language shapes who you are.



A woman with shoulder-length brown hair, wearing a white blazer over a white top, is sitting at a desk. She is looking directly at the camera with a slight smile. A laptop is open on the desk in front of her. The background is a bright, out-of-focus window showing a cityscape.

Where do we make our actual first impression?



The Digital Impression

60% of your potential clients Google you.





Fine-Tuning Your LinkedIn Profile

- Use a headshot
- Create a clear headline
- Include a profile summary
- Keep your current position up-to-date
- Curate your experience
- Avoid buzzwords
- Build connections



Keep it:

Relevant



Current



Interesting



Your Online Presence - Analysis



- What is in public view?
- What does your online presence say about you?
- What is the professional cost of having no online presence?



SUBSTANCE



Active Listening

- Maintain eye contact
- No gap-filling
- Avoid commenting on everything
- Ask rather than tell





Go Deeper

Often you don't get to the real meat of an issue until you've gone several questions deep.



Tell stories.





Stories are better instigators of action than facts.



A wooden podium with a microphone on a stage with red curtains.

What is a great story?



- Pick your details
- Be concise
- Be relevant





What will you do to enhance your boardroom presence?





Contact me if you would like to inquire about other group seminars on topics like this one, or about individual & group coaching:

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Questions?

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