

# Presence & Impact

We'd all like to believe that if we work hard and do the right things, we'll be noticed and success will follow. Yet the statistics paint a very different picture. What exactly is presence and impact, and why is it important? Simply put, **having presence is all about whether others perceive you as having what it takes to succeed as a leader.**

Presence is difficult to define. Experts agree that it is a **combination of personal traits and outward behaviours** that create an image of competence and trustworthiness. Sylvia Ann Hewlett, author of Executive Presence, defines presence as how one acts (gravitas), speaks (communication) and looks (appearance). **So, the question is 'how could you crack the code for unlocking leadership presence?'**

The goal of this session is to provide the business case and **context** that underscores the importance of executive presence. We also provide you with a **framework** to understand the three core components of executive presence, and an opportunity to receive **feedback** and grow your current level of leadership presence and impact.

*"According to a new study by the Center for Talent Innovation, being perceived as leadership material is essential to being promoted into leadership positions. In fact, the 268 senior executives surveyed said 'executive presence' counts for 26% of what it takes to get promoted."*

*(Quoted in Forbes Oct 29, 2012)*

The Mannaz Leadership Workshops are short and powerful sessions that focus on a specific skill in an interactive and experiential way. The Leadership Workshops are designed for maximum impact by providing only the most relevant theory while creating space for participants to experiment using their new skill in a safe, learning focused environment.



## Your Challenge

Organisational success relies on leaders communicating in a manner that garners the confidence of others. So, how can your organisation:

- Build a culture that respects and encourages staff to bring your 'authentic' selves to work?
- Identify the conditions required for people to feel comfortable fitting into the organisational culture?
- Empower others to take charge of their leadership presence, personal brand and career visibility?



## Our Approach

During this ½ day workshop we'll enable you to understand more about your own self-confidence, and how you can respond to the pressures of the modern workplace by being appropriately assertive.

- Share research and key findings on the business case around leadership presence.
- Personal reflection and group discussions to understand what leadership presence means for you and the aspects of leadership presence that you need to work on.
- Consider the optimum conditions for you to be at your best – performing with authenticity and leadership presence.
- Identify techniques you can use to increase your personal presence, at work and in your personal life – receiving feedback and the opportunity to practise these behaviours.



## The Outcome

Developing presence and impact provides measureable outcomes for you and your organisation, including:

- More engaged, motivated and aligned employees.
- Greater levels of alignment around organisational and team goals.
- High levels of confidence and trust from external stakeholders.

At Mannaz we are dedicated to enabling people and organisations to succeed, providing innovative solutions in the areas of organisational development, leadership development, talent development and change management. Our unique approach and world class facilitators empower leaders with the capabilities required to meet the challenges of today and tomorrow by creating positive change in individual behaviour and corporate culture.

With offices in Copenhagen, Aarhus, Malmö, London and Hong Kong and a global network of facilitators, we assist the development of people all over the world.

*Mannaz*

We have deep expertise in tailoring solutions specific to client needs.

Contact us at [contact@mannaz.com](mailto:contact@mannaz.com) to discuss your specific needs further with an experienced consultant.

Visit [www.mannaz.com](http://www.mannaz.com) to find out more.

