

TABLE OF CONTENTS

INTRODUCTION:.....3

WHAT IS EXECUTIVE PRESENCE?3

 WHO IS THIS BOOK FOR?.....4

 THE IMPORTANCE OF EXECUTIVE PRESENCE9

SECTION I

SIXTEEN CHARACTERISTICS OF EXECUTIVE PRESENCE

CHAPTER 1. BUSINESS INTELLIGENCE5

 (1) STRATEGIC VS. TACTICAL.....5

 (2) WHOLE-COMPANY PERSPECTIVE.....10

 (3) FINANCIAL FRAMEWORK13

CHAPTER 2. RISK-TAKING19

 (4) CAPITALIZING ON AMBIGUITY AND CHANGE20

 (5) LEAPING AHEAD IN YOUR CAREER.....22

 (6) BEYOND YOUR COMFORT ZONE28

CHAPTER 3. INTERPERSONAL RELATIONSHIPS.....32

 (7) CLEAR COMMUNICATION.....32

 (8) LEADING VERSUS MANAGING39

 (9) SHARE THE LIMELIGHT51

CHAPTER 4. PERFORMANCE IMPROVEMENT55

 (10) PRIORITIZE YOUR PROJECTS55

 (11) DEVELOP SOLID THINKING SKILLS59

 (12) DEVELOP DISCERNMENT.....64

CHAPTER 5. EXECUTIVE SELF-DEVELOPMENT67

 (13) KNOW THYSELF67

 (14) SEEK FEEDBACK.....70

 (15) GAIN CONFIDENCE.....73

 (16) TRAINING77

SECTION II
MAKING EXECUTIVE PRESENCE
WORK FOR YOU

CHAPTER 6. KNOW YOUR WORTH.....	86
TRACK YOUR ACCOMPLISHMENTS	87
FOUR AREAS OF FOCUS TO IDENTIFY ACCOMPLISHMENTS	93
FURTHER SUGGESTIONS.....	95
TURNING SETBACKS INTO ACCOMPLISHMENTS	96
SEEK BEYOND YOUR CURRENT RESPONSIBILITIES	96
VALUE YOUR EXISTING POSITION	96
PERSONALIZE YOUR EXECUTIVE PRESENCE	97
CHAPTER 7. COMMUNICATING YOUR WORTH TO OTHERS.....	104
DEVELOPING YOUR LEADERSHIP SUCCESS STATEMENT	104
BEST WAYS TO COMMUNICATE	107
COMMUNICATING WITH EXECUTIVE PERSONALITIES	112
CHAPTER 8. POSITION YOURSELF FOR GREATER VISIBILITY	118
BRAND YOURSELF	118
MAKE THE MOST OF EVERY OPPORTUNITY.....	122
GAIN POLITICAL ADVANTAGE	123
DO YOUR CURRENT JOB...EVEN BETTER	124
ACT ABOVE YOURSELF.....	125
EDUCATE TOP EXECUTIVES	126
DON'T BE TOO SELF-SERVING	126
OVERCOME YOUR RESISTANCE TO SELF-PROMOTION	126
OVERCOME RESISTANCE FROM MANAGEMENT	129
CHAPTER 9. HARVESTING SUPPORTERS	133
SUPPORTERS	133
MENTORS.....	137
ADVOCATES.....	140
EXECUTIVE COACHING	146
CHAPTER 10. CAREER DEVELOPMENT PLAN.....	152
CREATE YOUR CAREER PLAN	153
PARTNER WITH MANAGEMENT	166
SECURE THE RESOURCES YOU NEED.....	169
MULTIPLE CAREER OPTIONS BESIDES A PROMOTION	170
BIBLIOGRAPHY.....	177