

New Rules: Leadership-Level Executive Presence

LTEN[®] 2023

Creative Property of DEVLINHAIR



We want you to leave here able to...

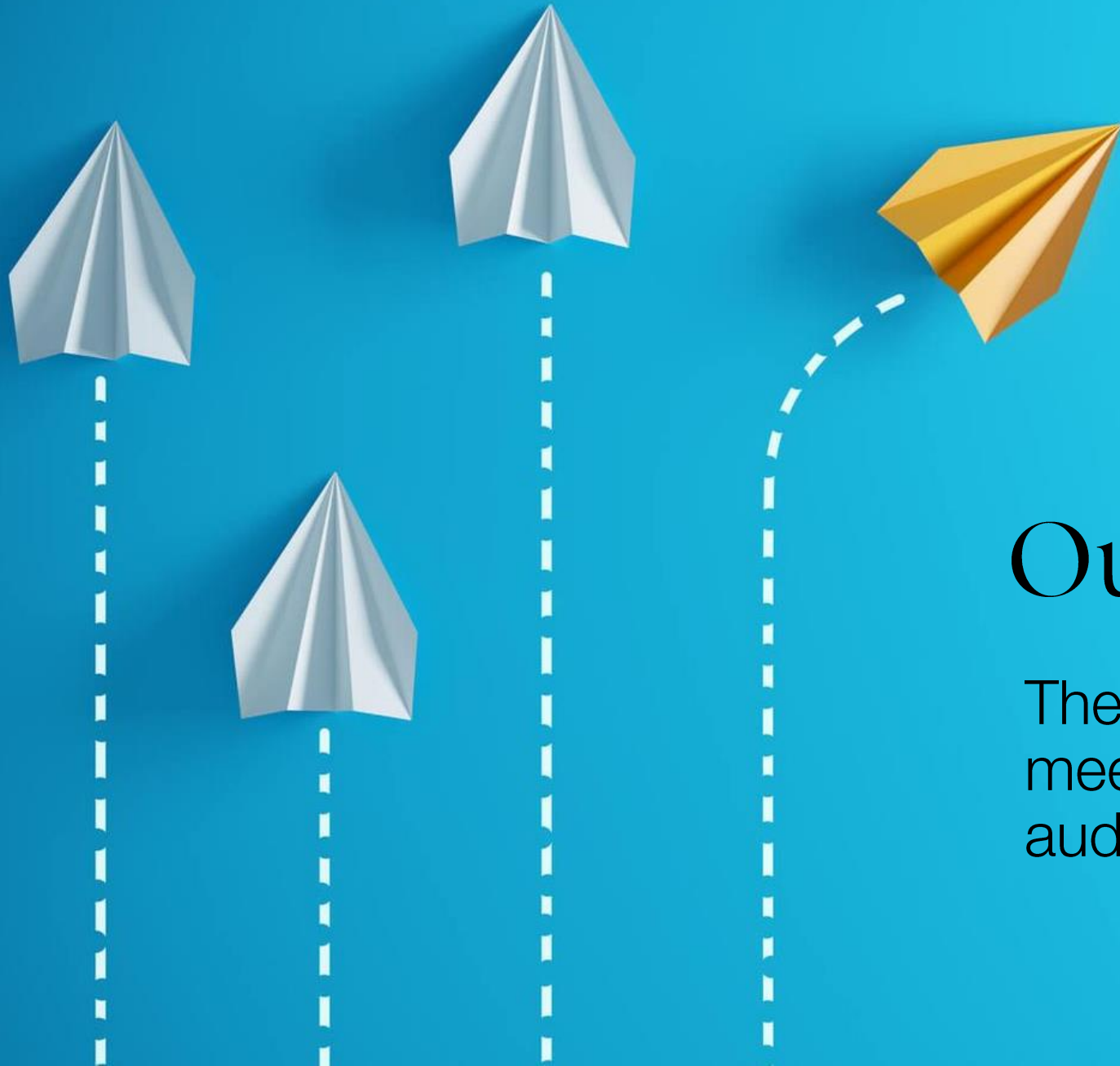
- Act on the latest data about what audiences want now
- Use a new structure of activated storytelling
- Command a room with more presence – and coach others to do the same





What do you want
from this session?

Please give us your questions & goals



Our clear POV:

The only reason to have a meeting is to empower the audience to change behavior

Conventional wisdom is right:
People follow people.





But conventional wisdom isn't always right



“7 in 10 CEOs trust their gut
over data insights”

What makes both true is the power of

Leadership-Level Executive Presence



Leadership-Level Executive Presence

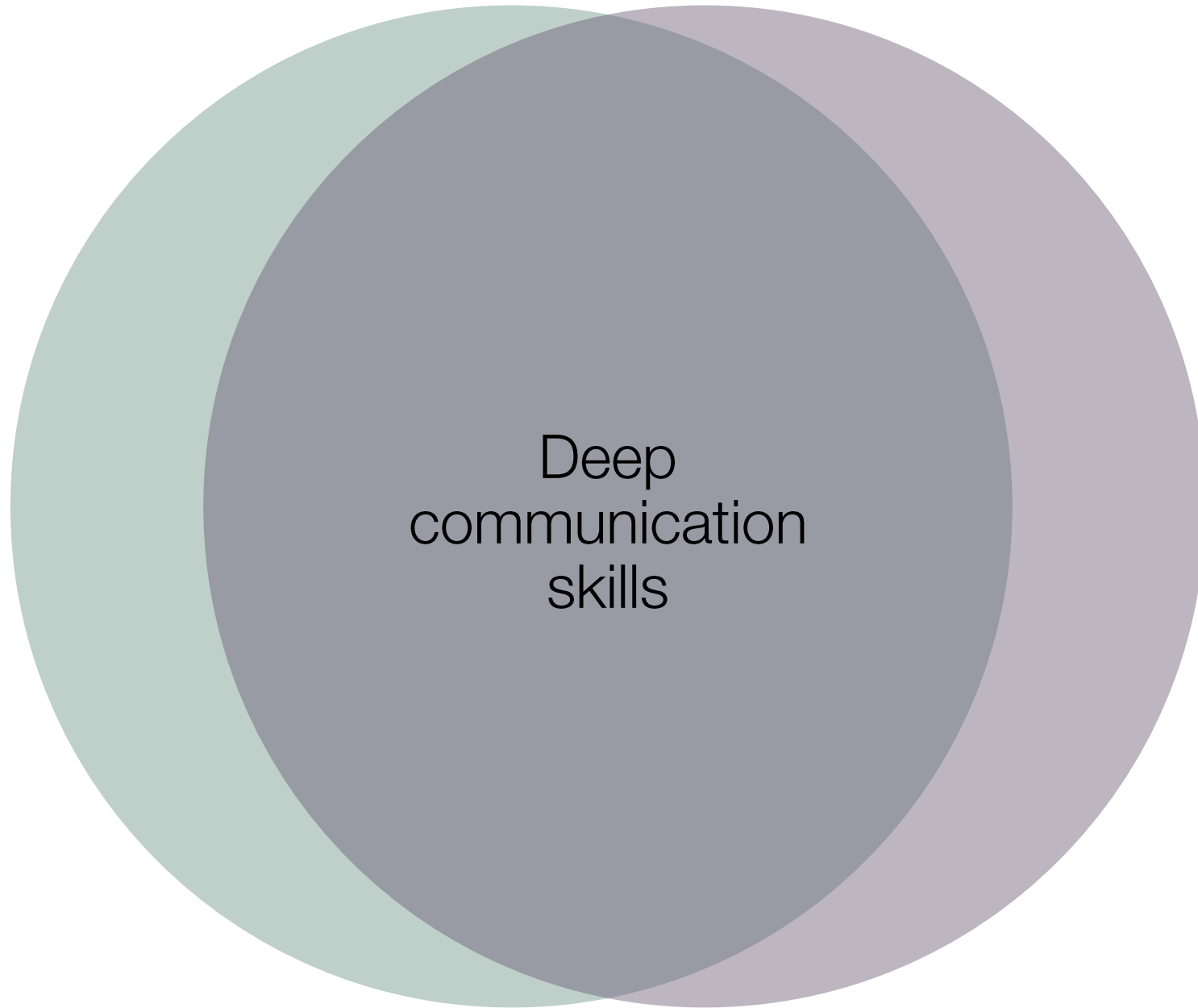
Is the ability to inspire confidence
in others so they'll enroll in and
champion a shared mission



A group of five basketball players are huddled on a court. They are wearing white and dark jerseys. One player on the left is holding a basketball. The background is a blurred outdoor court setting.

People who have
Leadership-Level Executive
Presence score high
on 3 things

Trust given
& earned

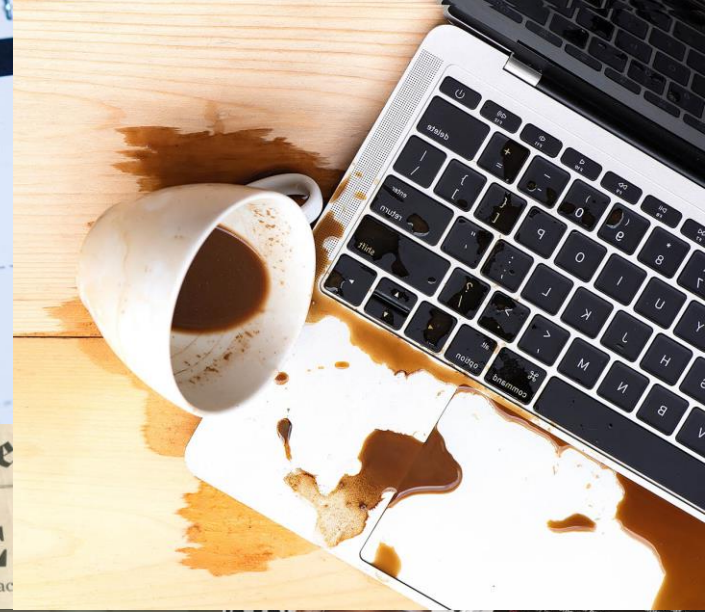


Appearance



communication

The work-from-home era changed how we perceive and embody Executive Presence



We need to read
Executive Presence
in 3 realms

Live in the room



Digital Platforms



Hybrid/Both



The image is a grayscale collage of three scenes. On the left, a man in a suit is speaking and gesturing with his hands. In the center, a man is visible on a laptop screen, appearing to be in a video call. On the right, a man is seen from behind, standing at a podium and presenting to an audience. The text is overlaid in the center of the collage.

What differences do you notice in how you “read” people in each?

Our clients helped us
research how audiences
changed since March 2020



26+

companies and major
research institutions

4

industries

Pharma & Biotech

InfoTech, FinTech & EdTech

Hospitality

Consumer Packaged Goods

A person wearing a tan hat and holding red binoculars, looking through them in a field of tall grass. The scene is overlaid with a semi-transparent white filter.

People crave access



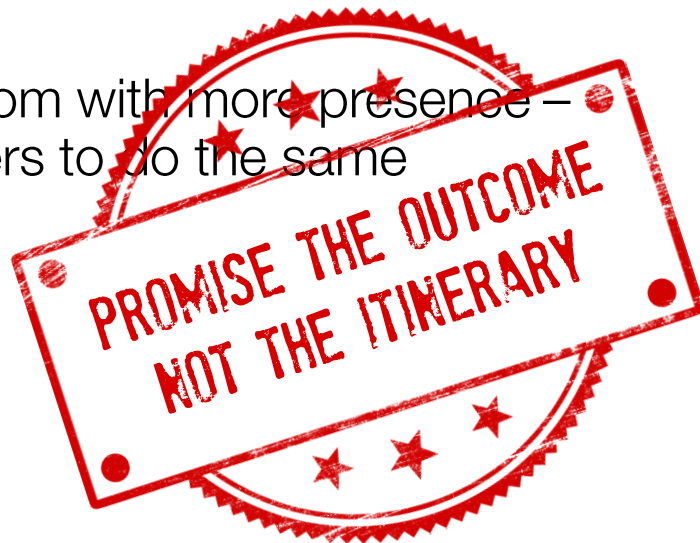
Give them
Access

- Outcome not agenda



We want you to leave here able to...

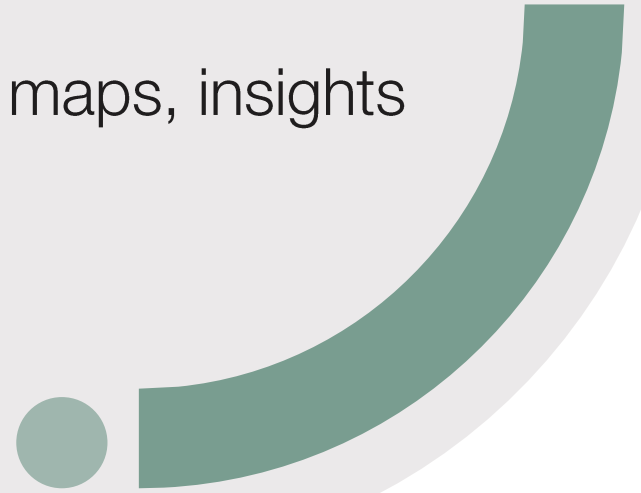
- Act on the latest data about what audiences want now
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Give them *Access*

- Outcome not agenda
- Cut through the clutter
- Milestones, maps, insights



A man in a dark suit, white shirt, and red tie is looking directly at the camera with a serious expression. He is in an office setting. In the background, a young child in a yellow shirt is standing near a desk, looking towards the camera. The scene is dimly lit, and the overall tone is somewhat somber or contemplative.

People crave intimacy

People crave intimacy

“Are you talking to me, specifically,
or would you say this to everyone else?”

AND

“Are you someone I can trust?”





Tell us what you know about us

- Call out different POVs or backgrounds – we ALL will listen
- Informal isn't casual
- A structured, formal look puts distance between us



People crave connection
in all venues



Build Connection

- Human language



What do you say
when you hear...

“Honey the roof
is leaking!”



“Honey the roof
is leaking!”

“We need to pivot and
convene the stakeholders
to leverage and maximize the
opportunities to optimize our
challenging roof status with
minimal delay.”





Build Connection

- Human language
- Dialogue together
- Tied to bigger mission



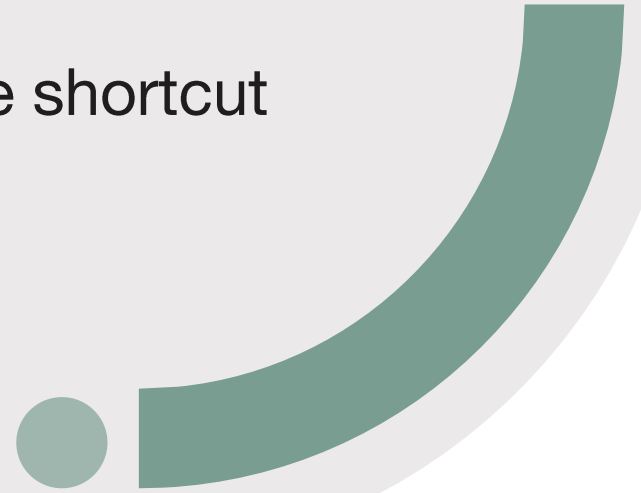
A long, multi-lane bridge spanning a large body of water, viewed from an elevated perspective. The bridge has multiple lanes in both directions and is supported by numerous concrete pillars. The water is calm, and the sky is overcast. The text "People crave the bridge to the destination" is overlaid in the center of the image.

People crave the bridge
to the destination



Show us The Bridge

- What can wait
- Why hard is worth it
- Where's the shortcut





Other data-driven ideas to boost
leader-level executive presence:
Live online meetings

#1 Ditch the word “virtual”

DIGITAL meeting

LIVE ONLINE meeting



#2 The 7 Minute Rule

07:00

“Imagine doing XYZ thing”

“Show of hands”

“Put in the chat”

“This is new stuff, and you have questions.
This is a good time to ask.”

“Vote/stamp/annotate”

“Here’s my text number if you have questions later”

“Get a screen shot”

“Turn to the person next to you and tell them...”

“Grab this QR code”





#3 Meetings scheduled for 5 minutes LESS gain better engagement

- 25 minutes, not 30
- 55 minutes, not 60
- 85 minutes, not 90

...and better engagement scores for the exec, especially when they use the 7 Minute Rule



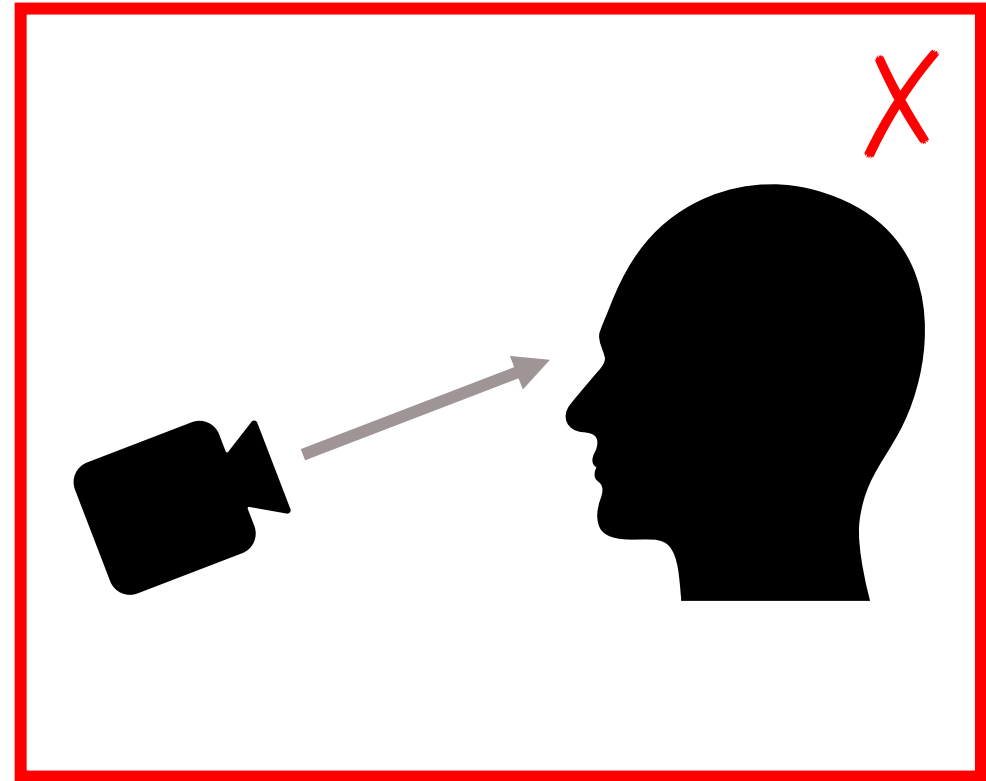
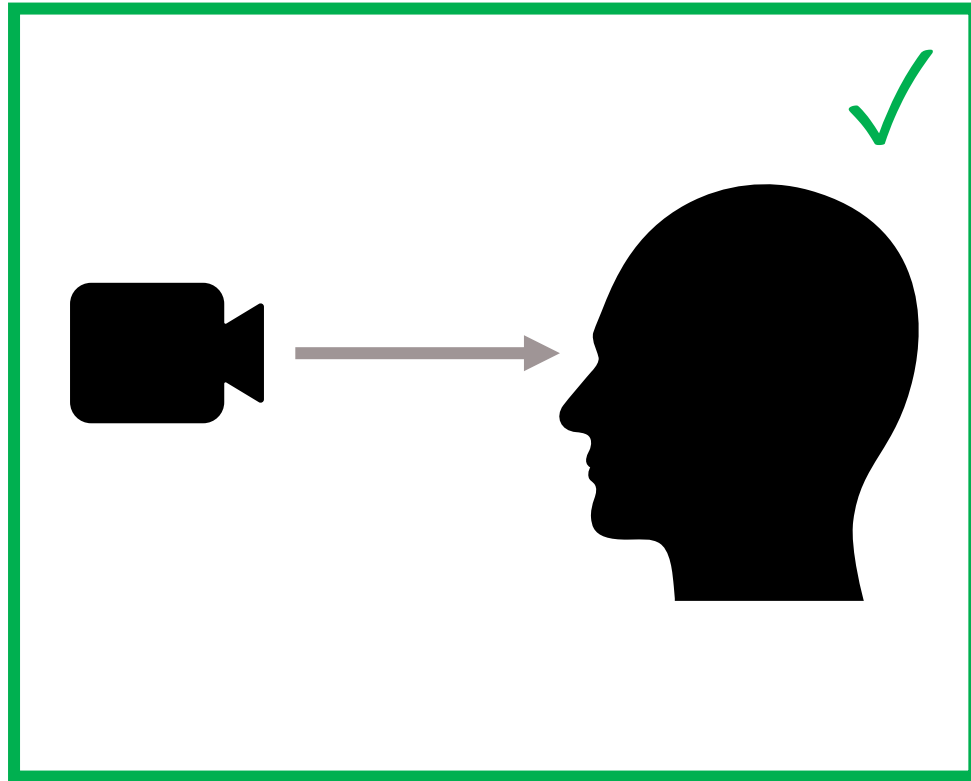
#4 TV taught us what
intimacy looks like
on screen





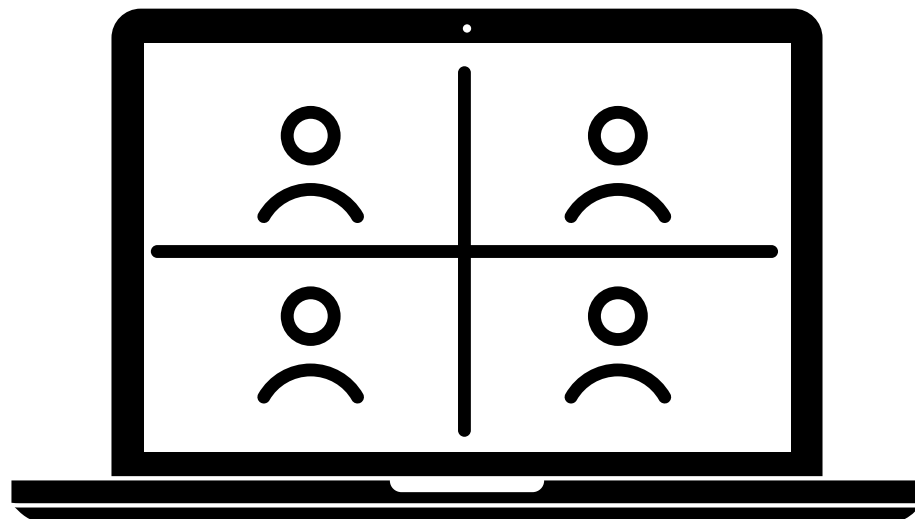
Make your
eyeliner work

Put the camera at eye level,
not nostril level

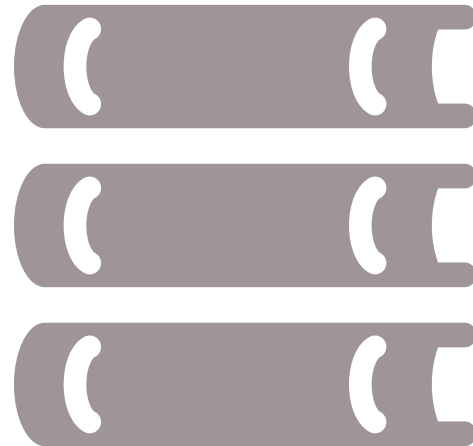
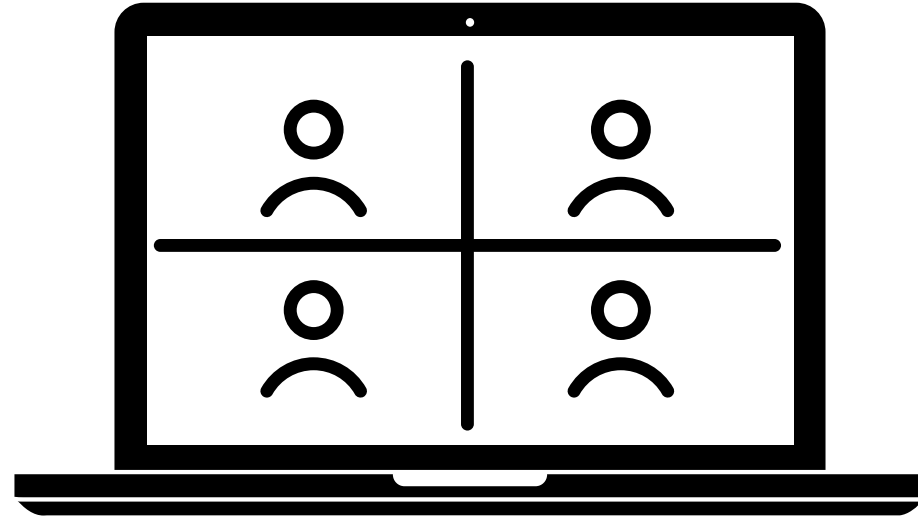




How to do it **QUICKLY**:



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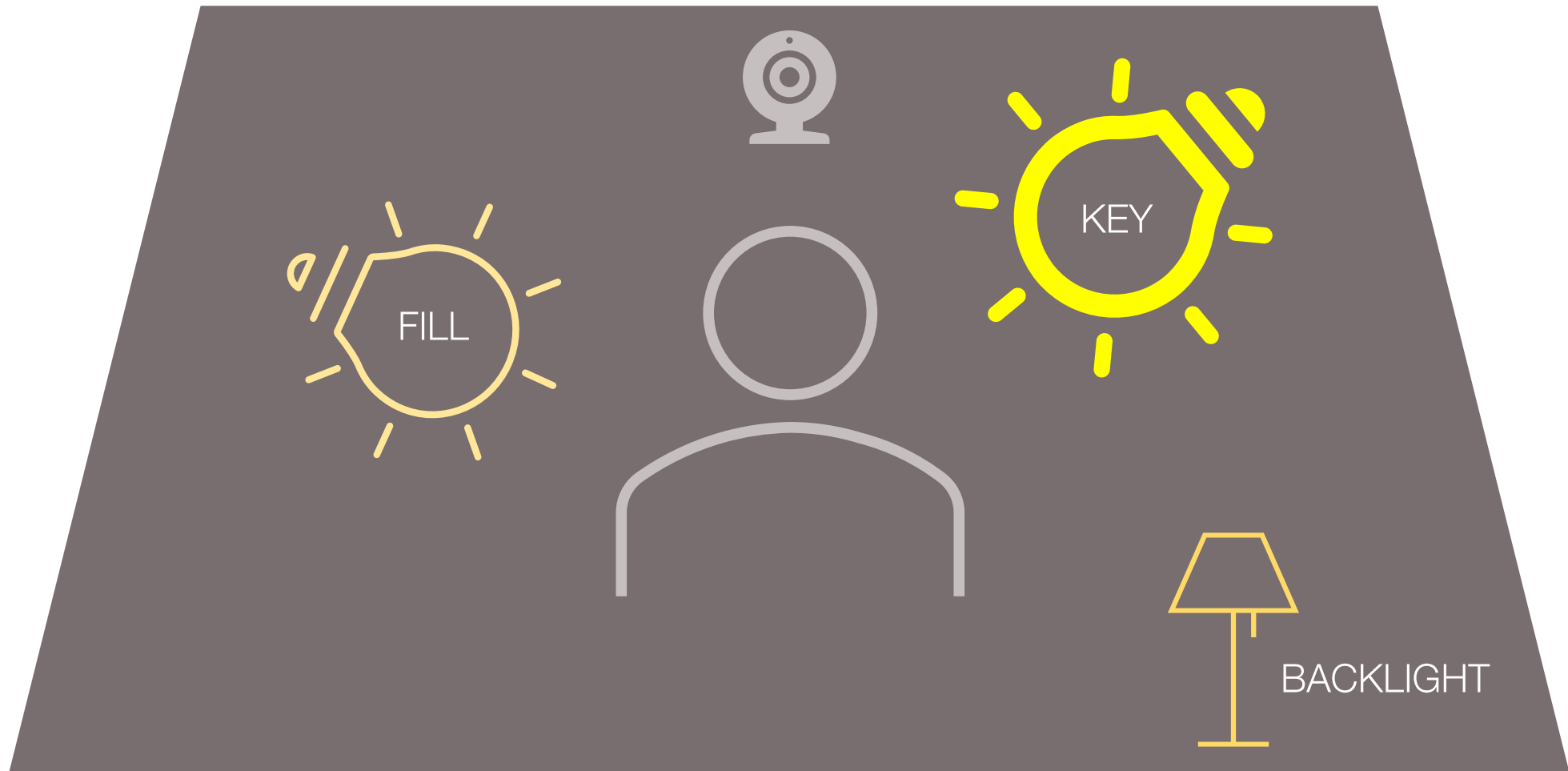


Stack books to
raise your screen to
just above eye-level

A man with a beard and glasses, wearing a light blue button-down shirt, is smiling and waving his right hand. He is displayed on the screen of a silver laptop. The laptop is on a wooden desk, with a smartphone on the left and a white mouse on the right. The background is a blurred office setting with warm lighting.

Make sure we can see you

Light like a pro





Research is clear: You can
boost your credibility
and perception as an expert with
the right background

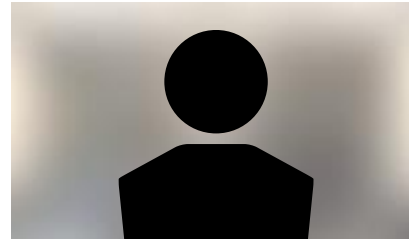
Most to least credible/memorable backgrounds



Your real background



A green-screen virtual background that looks real



Blurred background



Branded background



Branded background identical to others



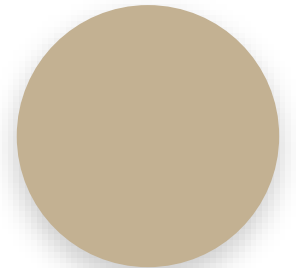
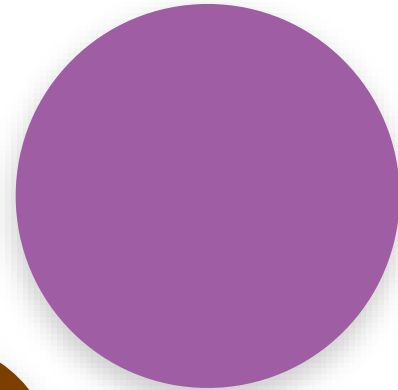
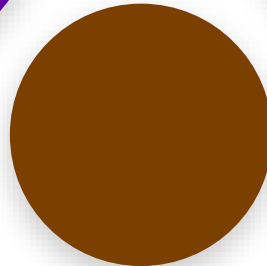
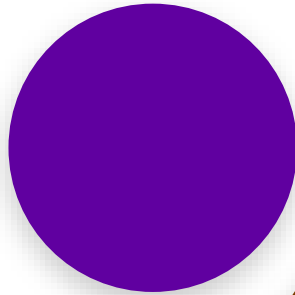
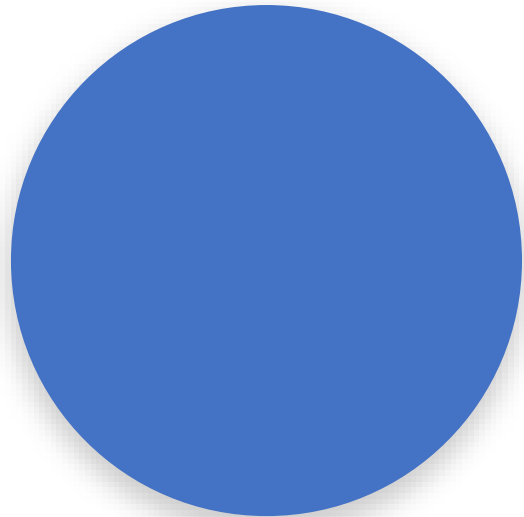
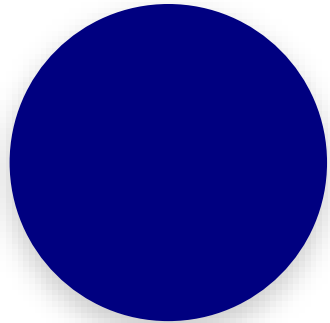
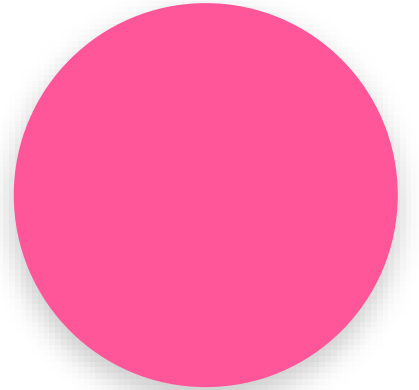
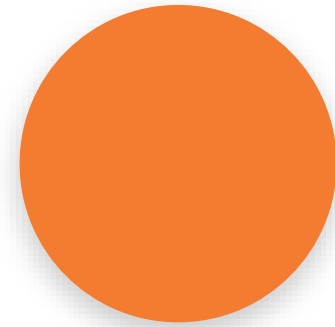
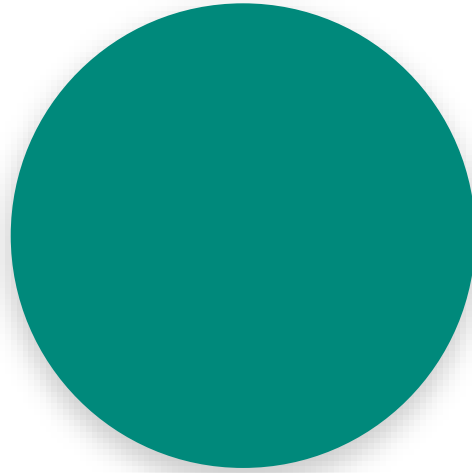
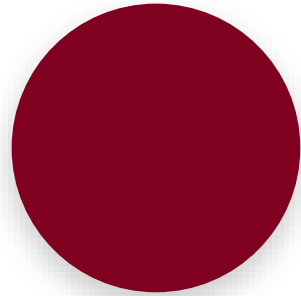
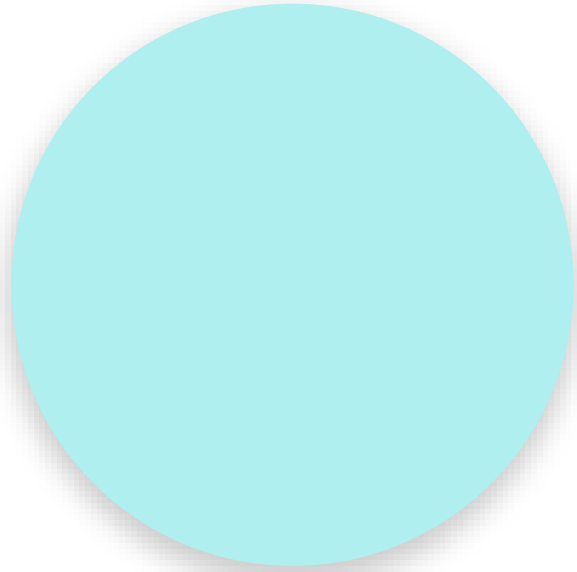
Get a legit
green screen
to use with virtual
backgrounds.

DATA IS CLEAR:

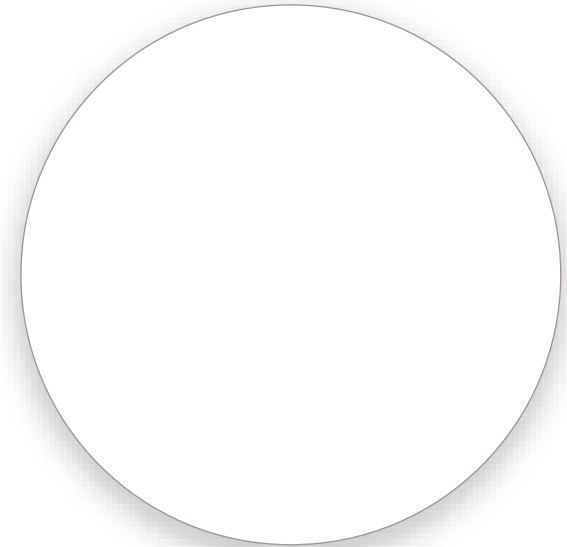
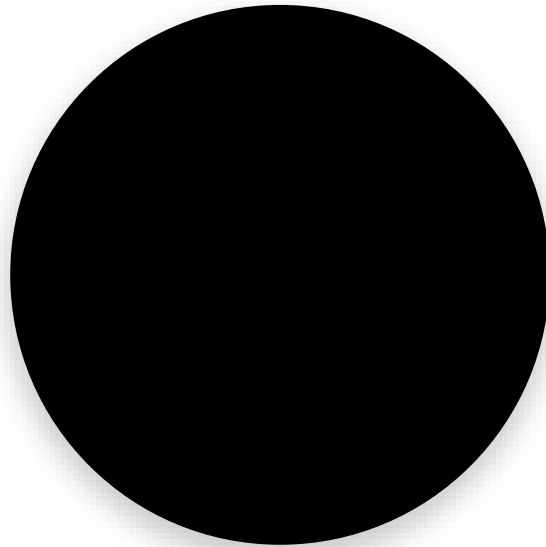
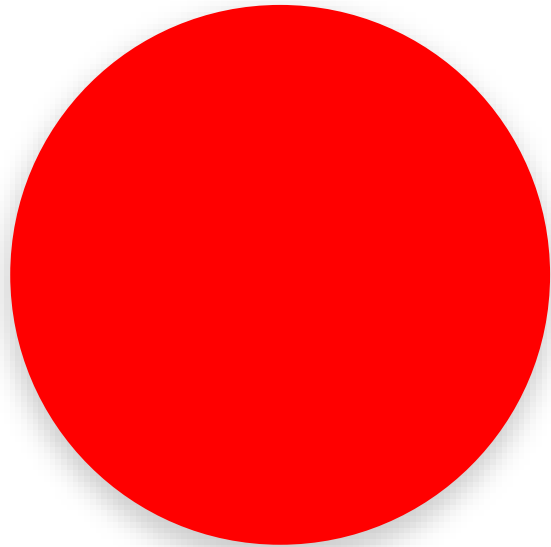
You're **less credible** when parts
of your body keep disappearing



Rock these colors



Avoid these on and off camera



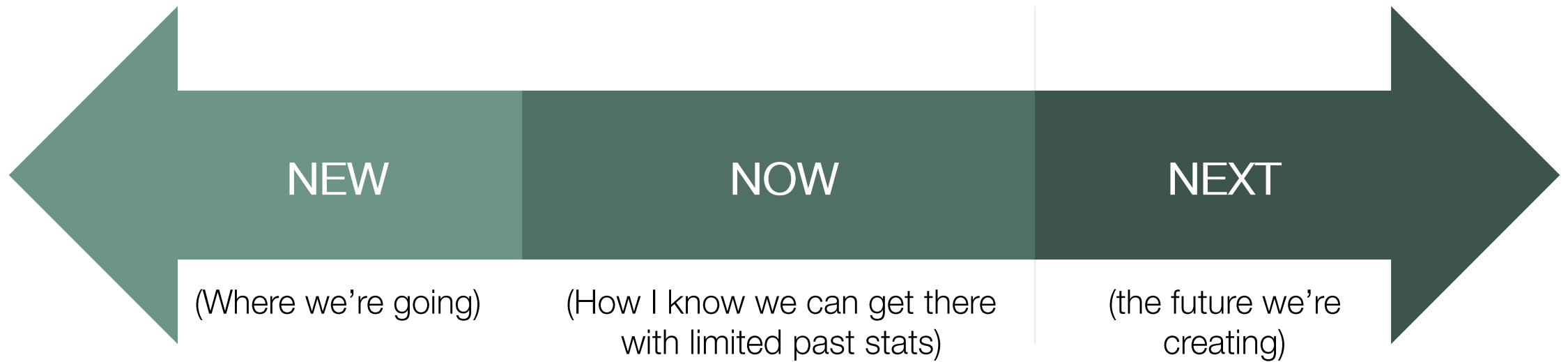
#5 Hybrid meetings must include remote-only content the face-to-face people don't get



#6 You need a new order of storytelling to accelerate business results



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**The New Order of Story:
Make “past” a proof-point for the future**

#7 Kill the update meeting

“Update on Project Portico”

vs.

“Next Steps: Project Portico”

“Update on POA meeting”

vs.

“Working session: POA meeting”

Promise of boring business-as-usual

vs.

Promise of time well spent



#8 Strong open and
close can elevate
Leader-Level
Executive Presence



A close-up photograph of two hands holding a blue rolled-up document. The hand on the left is reaching out from the left side, and the hand on the right is holding the document from the right side. The background is a soft, out-of-focus blue and white, suggesting an outdoor setting. The text "Start with real content, right away" is overlaid in the center of the image in a black, serif font.

Start with real content,
right away

And don't get stuck in the 1990's

- “Let’s give it up one more time for (Last Speaker)”
- “I’m MY NAME” (even though someone just told us who you are)
- “Thank you for taking time from your busy day to be here” (even though we chose to be here like the full grown adults we are)
- “It’s such an honor to be here” (and other emotional outbursts are your feelings, ignoring ours completely)
- “Welcome to This Meeting” (even though we already got welcomed at the start of the event)
- “How’s everybody doin’? Great meeting, right?” (Coerced applause is never a good look)
- A “break the ice” joke (we’re polite so we’ll laugh but through gritted teeth)



DO this instead

- Provocative statement
- Begin with your conclusion
- If you haven't been introduced, your self-intro is the first 60-90 seconds
- Make us a promise of an outcome – then deliver it
- IF you're excited to be with us, tie it to the promise



Avoid these relics of the 1970's

- A final Q&A slide (like we can't tell what's going on)
- A "thank you!" slide (what a waste of great real estate)
- Empty thank you's
- Introducing the next speaker and making it all about yourself
- End on Q & A



DO this instead

- Thank you for something real we will do in the future – and mean it
- Your last slide is your Big Idea and points us toward behavior change
- Make an introduction about what we're about to get from the next speaker
- Intros go: “Please welcome NEXT SPEAKER” so you end on their name



A female gymnast is shown from the waist up, wearing a red, long-sleeved leotard adorned with small, sparkling sequins. Her hair is pulled back into a ponytail with a white bow. She has a joyful expression, smiling broadly with her eyes closed. Her arms are raised high in a 'V' shape, with her hands open and fingers slightly spread. The background is a soft, out-of-focus grey with several circular bokeh lights in shades of purple and pink. The text 'Stick your landing and stop talking' is overlaid in a black, serif font across the center of the image.

Stick your landing
and stop talking

An aerial, high-angle photograph of a dense urban skyline, likely New York City. The Empire State Building is the most prominent structure in the center. The image is in black and white, with a slightly hazy or overcast atmosphere. The text is overlaid in the center in a large, black, serif font.

Leaders who deliver
what audiences want now
have the power to change
companies and careers.