

# New Rules:

## Leadership-Level Executive Presence

**People follow people.**  
7 in 10 leaders will trust their gut over data insights

**People with Leadership-Level Executive Presence score high on 3 things:**  
Deep communication, Appearance, and Trust given & earned

**Audiences changed what they want & how they want it:**  
We always want relevance and utility but now we also crave: Access, Intimacy, Connection, and the Bridge

**We read Executive Presence in 3 realms:**  
Live in the room, Digital Platforms, and Hybrid/Both

### 8 Things to Put to Work Now:

- Ditch the word virtual
- Obey the 7 Minute Rule
- Meeting scheduled for 5 minutes less gain better engagement
- TV taught us what intimacy looks like on screen
- Hybrid meetings must contain remote only content
- The new order of storytelling: Now, New, Next, instead of past, present, future
- Kill the update meeting
- Strong open & close can elevate Leader-Level executive presence

### Real Background vs. Branded Background

Your real background | A green-screen virtual background that looks real | Blurred background | Branded background | Branded background identical to others

← MOST | LOSING 50%+ | LEAST by a LOT →

### The New Order of Storytelling

**NEW**  
*(Where we're going)*

**NOW**  
*(How I know we can get there with limited past stats)*

**NEXT**  
*(the future we're creating)*

### The New Rules

- The audience matters more than you do**
- The only reason to give a presentation is to change the behavior of the audience**
- Don't be a Human Loading Problem: give us context, relevance, & utility right away**
- The slides are not the presentation**