

UNLOCKING YOUR EXECUTIVE PRESENCE RESOURCE BOOK

Quick guide to create great relationship and build your presence at work

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EXECUTIVE PRESENCE

“Executive presence is a state of being that inspires trust and confidence in people around you.”



CREDIBILITY

I consistently showcase my distinct value through:

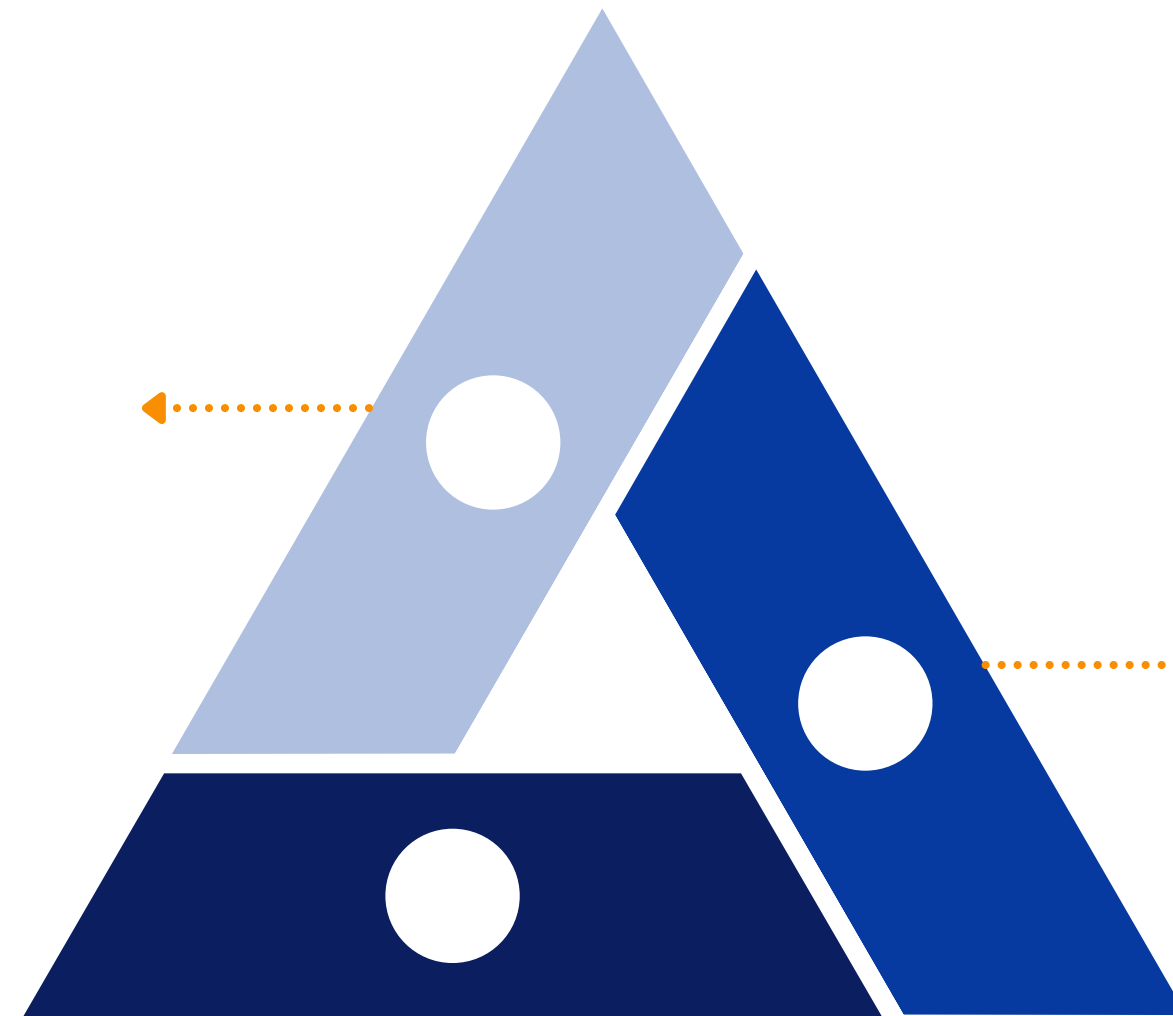
- Building a strong reputation
- Upholding integrity
- Maintaining clear and consistent communication



CONFIDENCE

I possess a powerful inner voice and exude confidence:

- Having a strong self-belief and positive mindset
- Being ready to take on new challenges
- Showcasing a confident tone and demeanour



CONNECTION

I naturally connect and relate with a wide variety of stakeholders:

- Demonstrating warmth
- Extending empathic concern
- Being genuinely curious about others

EXECUTIVE PRESENCE SELF-EVALUATION

Rate your **'CREDIBILITY'**. Write a number (1-4) in each empty box.

ALWAYS (4)		OFTEN (3)	SOMETIMES (2)	NEED TO TRY (1)	
A	I confidently and clearly present my viewpoints, requests, and action plans to diverse audiences through various mediums.		F	My communication is always clear and consistent.	
B	I clearly articulate vision, goals, and priorities to various audiences through different mediums.		G	I have well-defined expertise and experience.	
C	I comfortably discuss my strengths, achievements, and areas for improvement.		H	People seek my advice and knowledge.	
D	I confidently make strategic decisions.		I	I take responsibility for my mistakes.	
E	My intent matches how others perceive it.		J	I provide clear insights in challenging situations.	
					TOTAL

EXECUTIVE PRESENCE SELF-EVALUATION

Rate your **'CONFIDENCE'**. Write a number (1-4) in each empty box.

ALWAYS (4)		OFTEN (3)	SOMETIMES (2)	NEED TO TRY (1)		
A	I express my ideas clearly and concisely, with few fillers, and repetition.		F	I prioritise my physical and mental well-being.		
B	I consistently display open, purposeful, and non-judgmental body language.		G	I am comfortable in most situations.		
C	I trust my judgment, abilities, and self.		H	I use assertive communication.		
D	I know how to use my voice effectively in different contexts.		I	I can reframe challenges to create positive outcomes.		
E	I stay calm and composed under pressure.		J	My appearance reflects my personality and identity.		
					TOTAL	

EXECUTIVE PRESENCE SELF-EVALUATION

Rate your 'CONNECTION'. Write a number (1-4) in each empty box.

ALWAYS (4)		OFTEN (3)	SOMETIMES (2)	NEED TO TRY (1)	
A	I interact with a wide range of stakeholders with a collaborative approach.		F	I consistently recognise the value of others through praise, encouragement, and gratitude.	
B	I take into account others' needs, wants, and perspectives.		G	I prioritise collaboration and forming partnerships	
C	I adjust my communication for diverse audiences.		H	I empathise easily with others.	
D	I use questions to understand and clarify doubts.		I	I am attentive and effective listener.	
E	My positive energy and demeanour set a welcoming tone for others.		J	I inspire others to take action.	
					TOTAL

EXECUTIVE PRESENCE SCORING

0-30

Need development

You may find it challenging to project confidence and communicate effectively in high-stakes settings. Focusing on building a stronger personal brand and honing your communication style can help increase your impact and influence.

31-60

Emerging competence

You exhibit some aspects of executive presence, but there may be inconsistencies in how you come across in different situations. Strengthening your clarity, composure, and connection with others will elevate your professional image.

61-90

Proficient

You have a good foundation of executive presence and are often able to project credibility and confidence. With continuous refinement, you can deepen your ability to inspire, engage, and motivate others effectively.

91-120

Highly developed

You consistently demonstrate a commanding presence, effectively communicating and inspiring trust and respect. Your ability to influence and connect with others in a meaningful way is well-established, making you a role model for professional presence.

Disclaimer. This scoring is for reference purposes only. Use it as a guide to reflect on your executive presence and areas for development.

SHOWCASE CREDIBILITY

The Communication Framework

WHAT



A brief description of the situation

- What happened?
- What is the issue or challenge?
- What facts or observations are relevant?

📌 Example

A project deadline was missed because of delayed approvals.

SO WHAT



A short explanation of why it matters

- Why does this matter?
- What are the consequences?
- How does it affect the team, business, or customers?

📌 Example:

The delay caused production to slow down, affecting customer deliveries.

NOW WHAT



A suggested action step

- What actions can we take to improve the situation?
- What should change moving forward?
- Who is responsible for what?

📌 Example:

Set clear approval deadlines and introduce a reminder system to avoid future delays.

TIPS TO EXUDE CONFIDENCE

Reframe Negative Self-Talk

Negative self-talk can make you hesitate, speak softly, or second-guess yourself. Instead, flip the narrative by recognizing what you can do. Confidence grows from repeated positive reinforcement.

Change the story you tell yourself
> I'm not good enough to lead this meeting
to
✓ I have prepared well, and I am capable of leading this meeting.

Adopt a **Leadership Mentality**

Waiting for permission or validation before speaking can make you appear passive. Leaders offer ideas, take initiative, and trust their own judgment. Speak up early in discussions instead of waiting for a "perfect moment."

In a meeting, an employee has a great idea but thinks, "I'll wait for other to speak first"
✓ A leader-minded professional instead thinks
"I have a valuable idea. I will share my thoughts confidently."

Take Initiative without waiting

A common cultural trait in Thailand is waiting for senior approval before making decisions. However, confidence is built when you act without being told. If you see something that can be improved, step up and make it happen.

A team member sees a problem but doesn't act because they assume it's not their responsibility.
✓ Instead, they take initiative: "I have an idea to solve this. I'll suggest a solution to the team."

BUILDING CONNECTION

By understanding Self & Others.

Individuals leading with **COOL BLUE** energy,

- Use an observing and assessing approach
- Have a strong desire to know and understand how and why
- Take time to think things through before forming any conclusions
- Maintain a detached and objective viewpoint until all the information is processed
- Think through a problem carefully and assess the implications of possible solutions
- Work quietly and diligently with care and persistence

Consequently, tasks may sometimes take a while to reach completion.

Individuals leading with **FIERY RED** energy,

- Are strongly task-focused and always in motion
- Focus on results and how to achieve them
- Create a clear plan and are firm in stating intentions
- Rise to a challenge and determination in seeing it through
- Respond quickly and effectively to whatever is happening
- Are eager to move on to the next step

Consequently, you might observe impatience with delays.

Individuals leading with **EARTH GREEN** energy,

- Respond kindly to most people
- Are considerate and sensitive
- Accommodate others' needs
- Listen attentively and patiently
- Show loyalty to valued people and principles
- Seek harmony and consensus, ensuring decisions are made democratically

Consequently, there may be some stubborn resistance to actions and choices that are out of alignment with what is valued.

Individuals leading with **SUNSHINE YELLOW** energy,

- Get involved in whatever is going on
- Engage in interaction with others and seek to build relationships
- Put others at ease
- Adopt a positive and optimistic approach
- Are highly influential without seeking to dominate others
- Are positive, enthusiastic and eager to say 'yes' to everything

Consequently, this may result in over-committing and being unable to follow through completely.



“

**Show up everyday as a leader
you aspire to be.**

VICTUS
PEOPLE

**We believe meaningful relationship fuels
performance and creates a** *Life worth Living*



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