

Elevate Your Executive Presence & Personal Brand

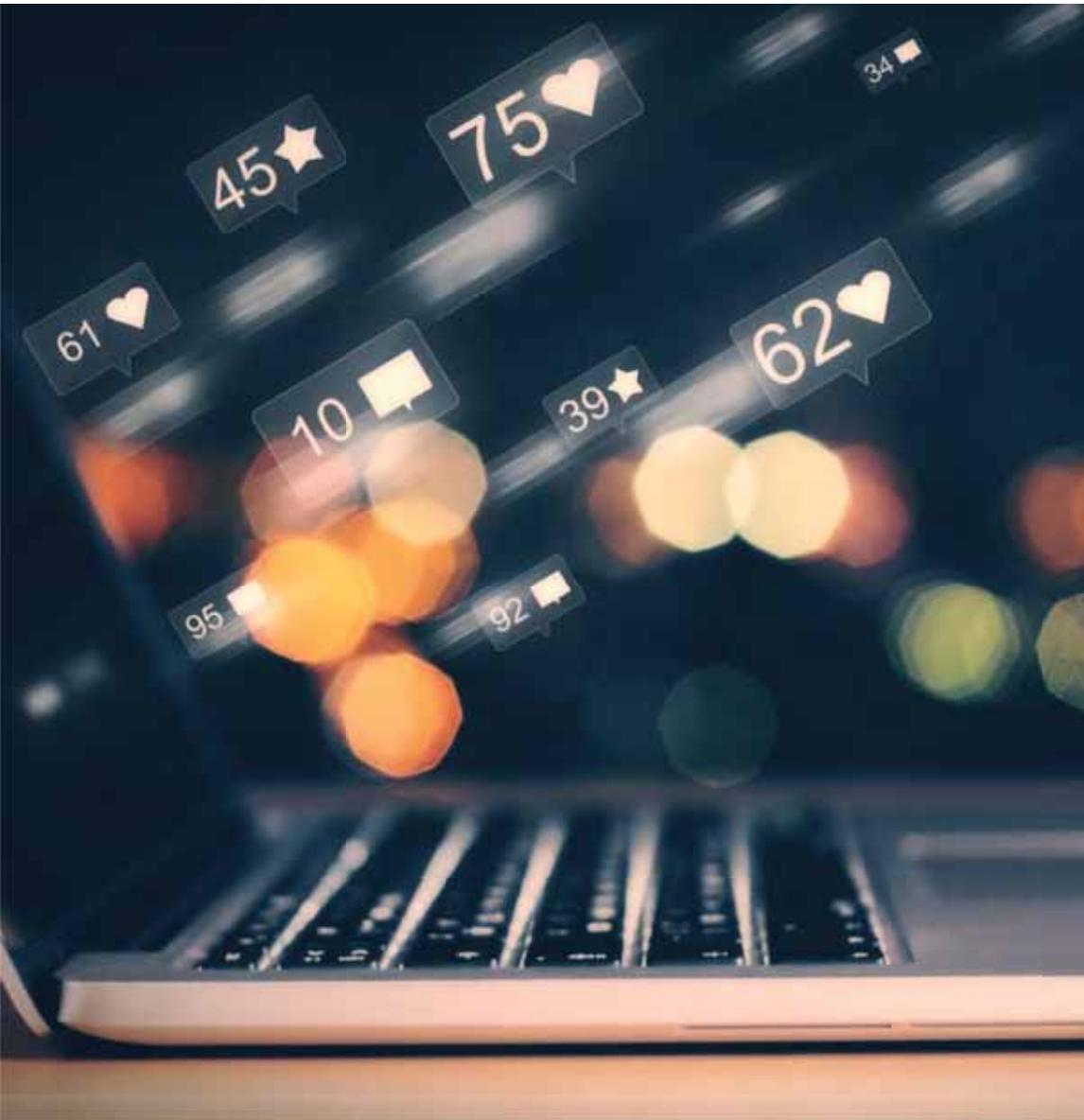
Sharon Delaney McCloud, CDE



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point of view.

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You are
ALREADY
a brand.

Why Focus on Your Professional Brand?

Obvious:

Internal - Relationship building, connections etc.

Not So Obvious:

External - Become a powerful amplifier for your organization





Characteristics of Great Brands



APPLE

Innovation

AMAZON

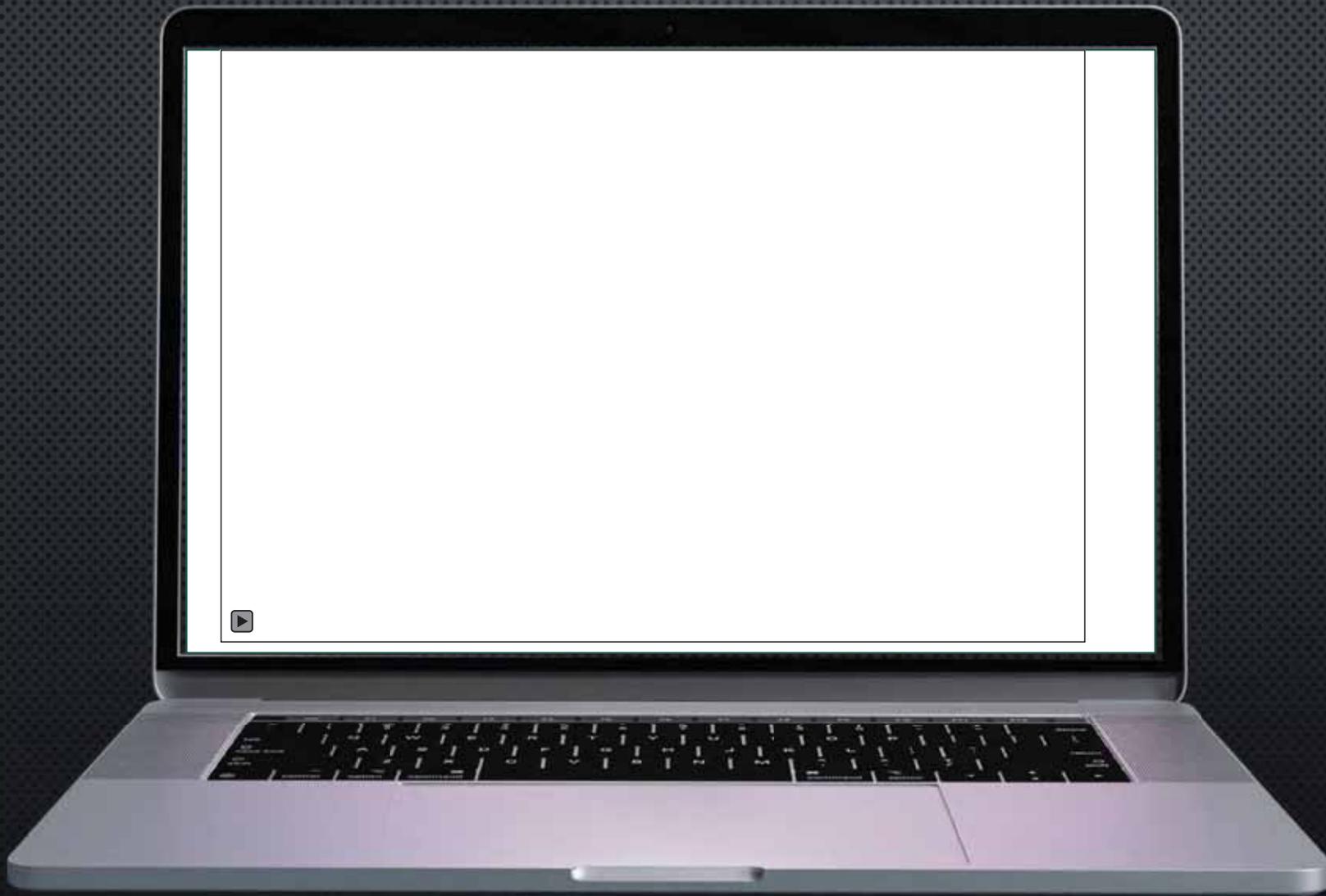
Convenience

NIKE

Empowerment

GOOGLE

Brand IS
the process





North Carolina MGMA · 2nd

Medical Group Management Association

2mo · 🌐

✓ Following ...

Episode three of the NCMGMA Podcast is now available! Listen in as Adrienne Palmer Lloyd, MHA, FACHE, discusses how optimizing, and planning for, work-life integration can help prevent burnout in healthcare leadership. Sponsored by ComTech, all episodes are available on PodBean, Apple and Spotify. Listen to episode three on PodBean here <https://lnkd.in/e2uAEPi6>



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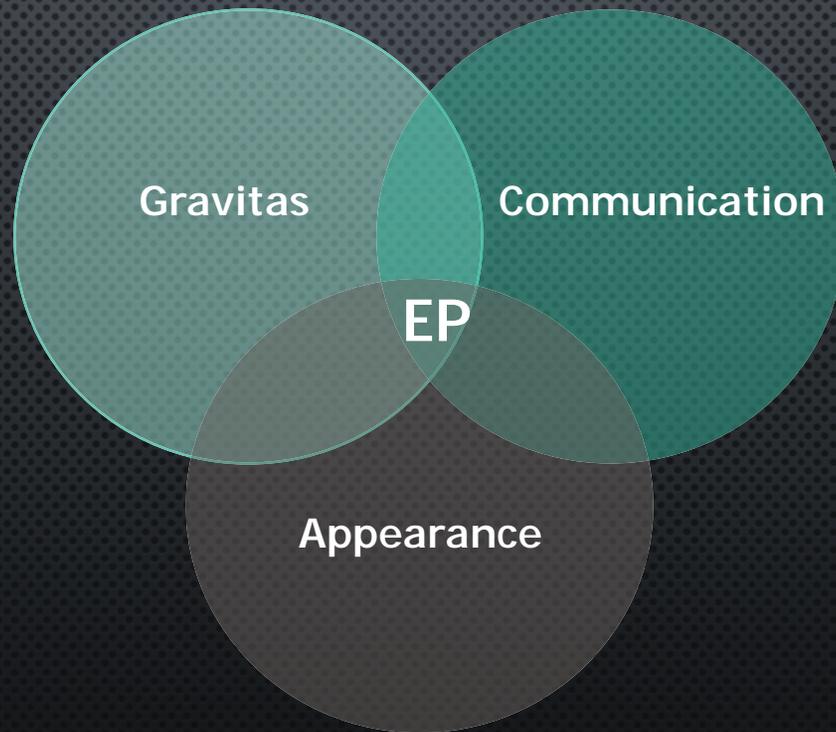


Your personal brand
offline is your...

EXECUTIVE PRESENCE

WHAT IS EXECUTIVE PRESENCE?

What is Executive Presence (EP)?



Executive Presence

Executive Presence
reflects how you **act**,
how you **speak** and how
you **look**.

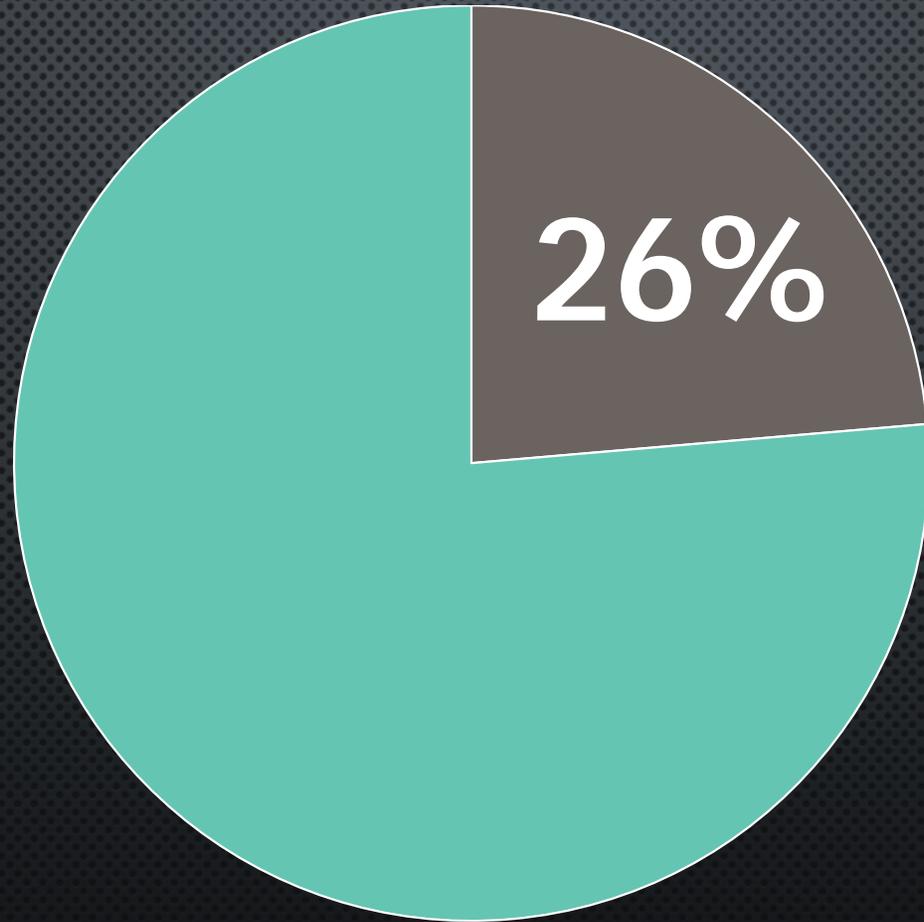
Why does
Executive
Presence
Matter?

Leadership roles are
given to those who
look and act the part.

Why does Executive Presence Matter?

Presence alone
won't get you
promoted, but its
absence will impede
your progress.

Source: Center for Talent Innovation



Source: Center for Talent Innovation

Gravitas

Definition – reserved dignity; propriety and good taste in behavior and speech
as of a leader

Gravitas

Exuding confidence or “grace under fire”

Acting decisively

Showing integrity

Demonstrating emotional intelligence

Projecting vision

Burnishing reputation

Gravitas

Know your stuff

Read, study & learn continuously

Be prepared to speak up & present

Self Awareness

Aim to be an expert/thought leader





What are you doing as a
continuous learner?

What is your
personal growth plan?

audible 

 **Blinkist**

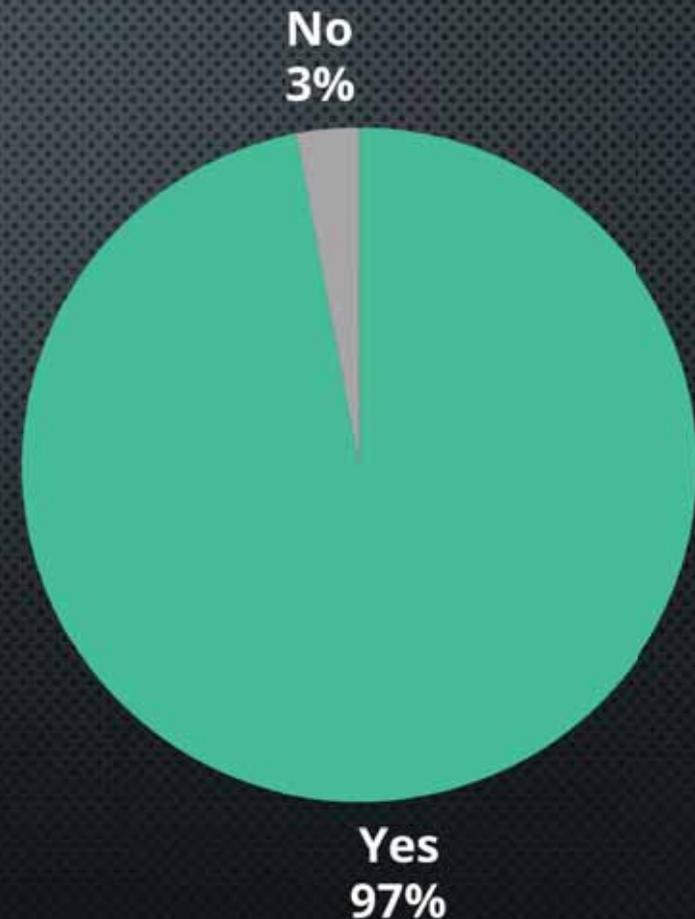
 Otter.ai

 **MasterClass**

The Toolbox

NCMGGA Survey

Do you believe that investing in staff with professional development can drive retention?



Source: NCMGMA

NCMGA Survey

In the past 12 months, have you provided professional development to your staff?

Yes- 55

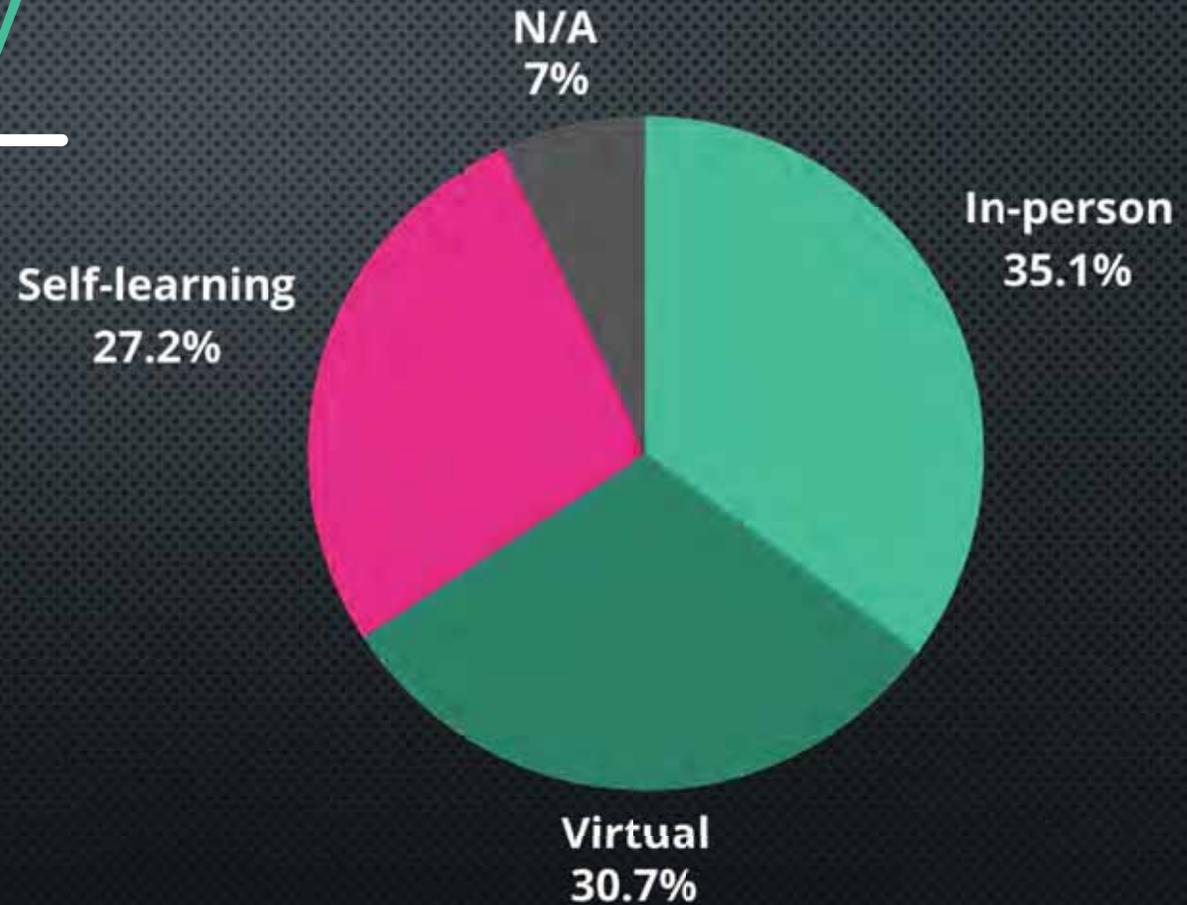
No- 12

Source: NCMGMA



NCMGMA Survey

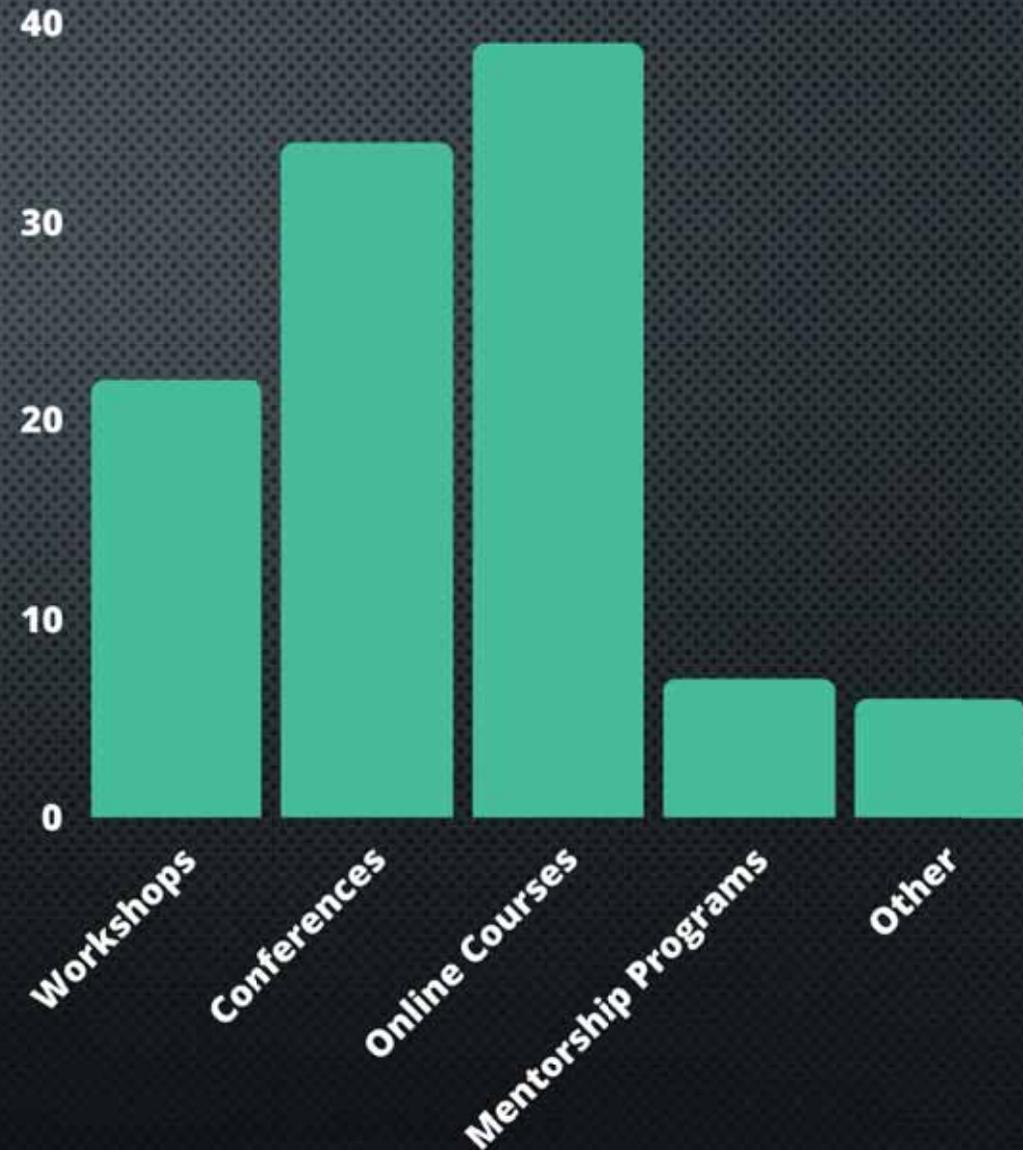
If yes, was the education delivered...
(mark all that apply)



Source: NCMGMA

NCMGMA Survey

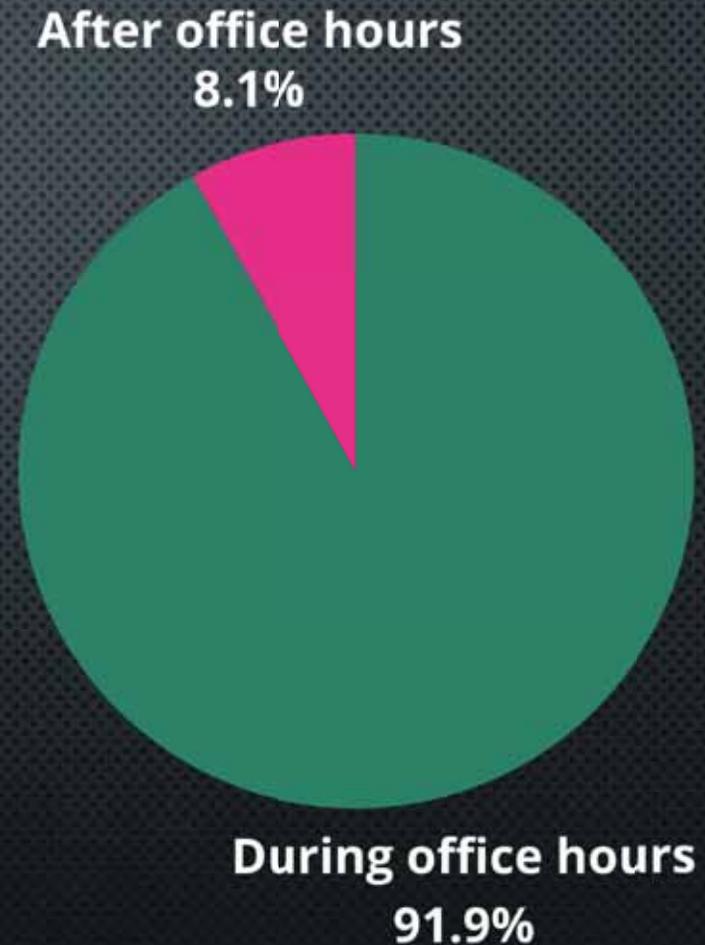
What types of professional development activities, other than CEU requirements, did you offer?



Source: NCMGMA

NCMGMA Survey

When do you offer professional development activities?



Source: NCMGMA

What are you doing to
increase your
self awareness?

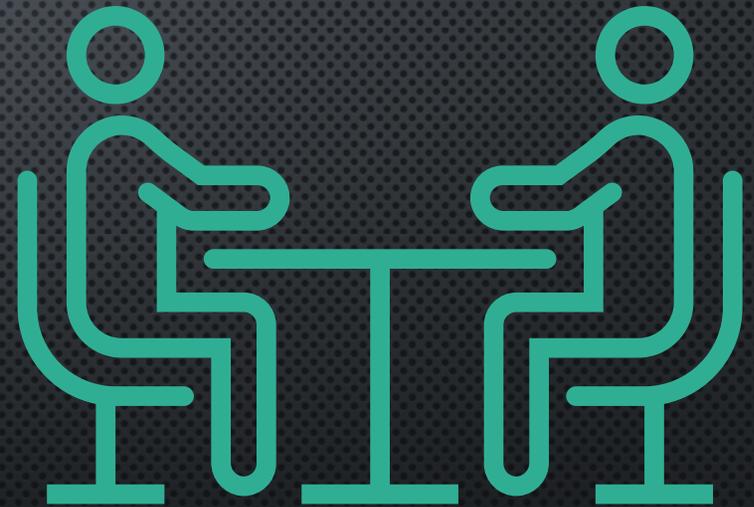
SELF AWARENESS

1:1 MEETINGS WITH SUPERVISORS

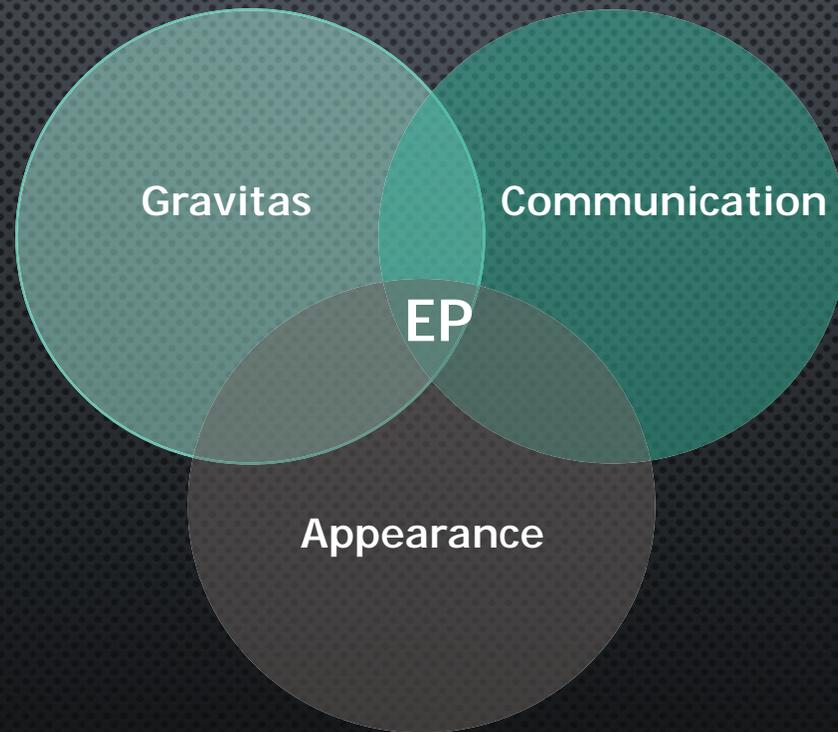
1:1 MEETINGS WITH DIRECT REPORTS

READING THE ROOM

360 EVALUATIONS



What is Executive Presence (EP)?

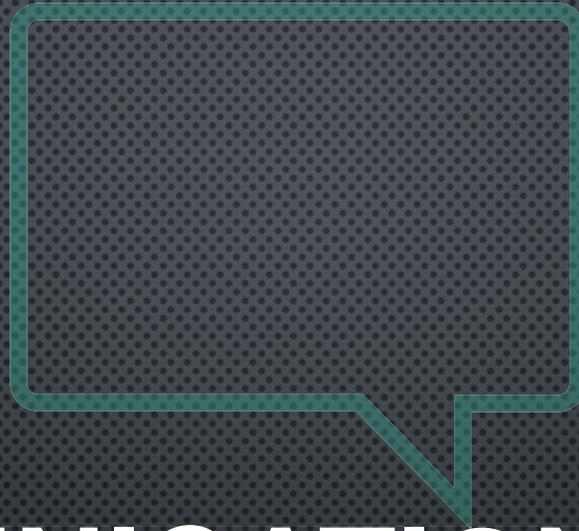


WHY IT MATTERS



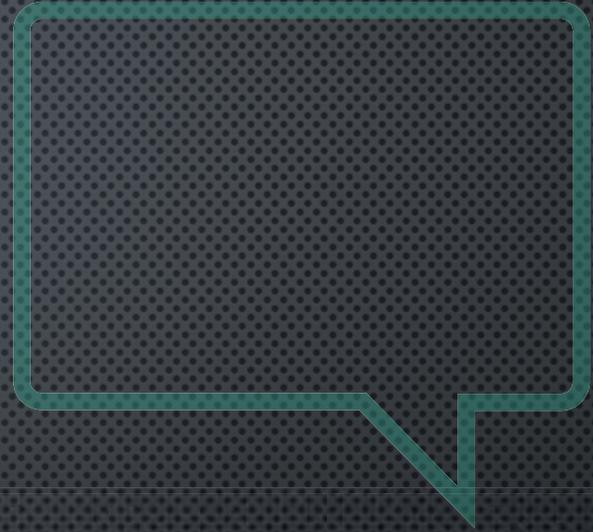
**THE ART OF COMMUNICATION IS
THE LANGUAGE OF LEADERSHIP.**

- James Humes



**COMMUNICATION IS THE
REAL WORK OF LEADERSHIP.**

- Nitin Nohria



**COMMUNICATION WORKS
FOR THOSE WHO WORK AT IT.**

- JOHN POWELL

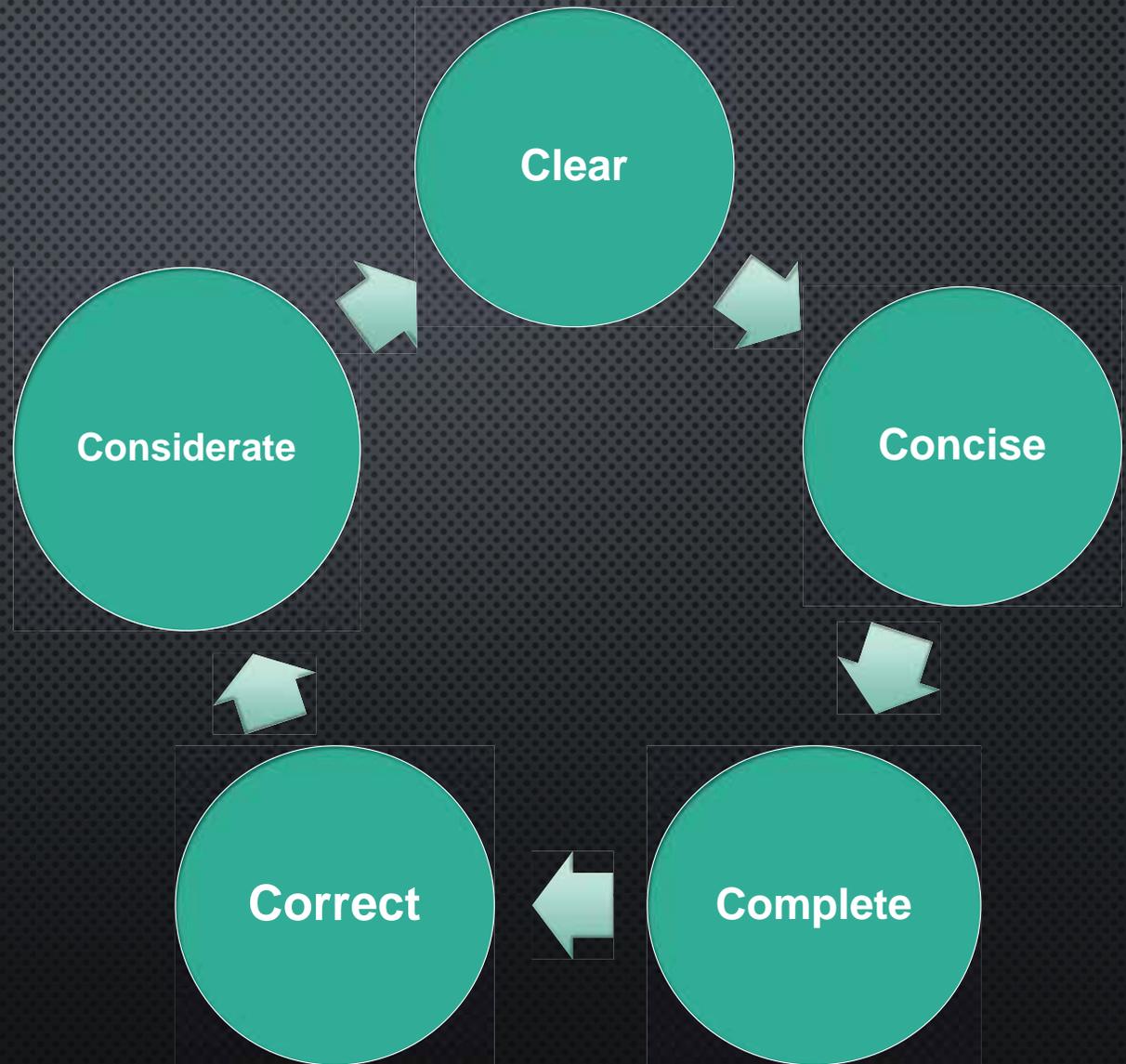
“

THE **NUMBER 1** CRITERIA FOR
PROFESSIONALS IS THE
ABILITY TO **COMMUNICATE**
EFFECTIVELY.

”

- HARVARD BUSINESS REVIEW

The 5 Cs of Effective Communication



SET Format

S = Solution or Short Answer

E = Evidence Supporting that Answer

T = Transition made by summarizing

SET Format

Why is having executive presence important?

"If you want to make an immediate impact in the workplace, you should aim to build your executive presence. To do that, you'll need to focus on developing three key principles...gravitas, communication and your appearance. By growing in each of these areas, you'll be seen as having executive presence and your career opportunities will benefit as a result."

SET Format

Why is having executive presence important?

S

"If you want to make an immediate impact in the workplace, you should aim to build your executive presence.

E

To do that, you'll need to focus on developing three key principles...gravitas, communication and your appearance.

T

By growing in each of these areas, you'll be seen as having executive presence and your career opportunities will benefit as a result."

Message Support

Data – Give information on how to think about facts or numbers.

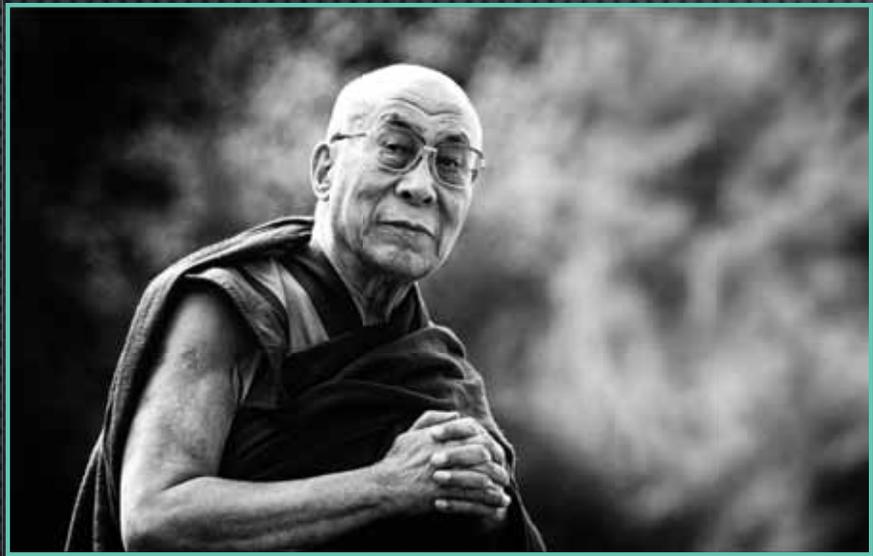
3rd Party – Use credibility from another source.

Example – “For example...”

Comparison – This is where we started & this is where we’re going.

Story – Helps to personalize your message.

THE OTHER PART OF COMMUNICATION



“When you speak, you are only repeating what you already know. But if you listen, you may learn something new.”

-Dalai Lama



READING THE ROOM

OBSERVE YOUR COUNTERPART(S)

LIMIT YOUR TALKING

INCREASE YOUR LISTENING

ENGAGE YOUR COUNTERPART(S)

RESPOND IN REAL TIME



VIRTUAL COMMUNICATION



Virtual Communication

My Virtual Set Up



How to Set Up Your Virtual Meeting, Presentation, or Interview

Tip Sheet



Tip #1 - Lighting

Bad lighting leads to poor communication because humans connect with faces. If people can't see you clearly, you'll start to lose them. Today's computers and web cameras offer high definition video but ONLY if you have proper light sources hitting your face.

- Put your workstation near a window so the natural light faces the FRONT of your body, not the back.

OR

- Purchase a simple ring light online or from a retailer like Best Buy. Prices begin at \$25.00 for one like this that includes a tripod similar to the image below.



Ring light + facing natural light

How to set up your home office or work space for virtual communication

Location, location, location.

Just like real estate, where and how you configure your home or office workstation impacts the way your communication comes across to your intended audience. This guide will assist you in creating an optimal "studio" to help you make your mark.



Face toward the window

Ring Light Placement

If you choose to purchase a ring light, still plan on placing your work station near a window where the light hits your face, not your back.

Position the ring light behind your computer and at a 45 degree angle so it's not shining directly at your face.

Tip #2 - Camera Angle

Where should the camera capturing you on video be placed? Whether you're using the internal camera on your laptop or desktop or a webcam, this placement is very important.

The camera needs to be AT or just ABOVE your eyes. To do this, place your laptop on a set of books or a box as seen in the image to the right.

Also, allow for headroom: As seen in the image below, the optimal amount of headroom allows your face to be the focus on screen instead of ceilings, fans, your chin, nose, etc. To do this, position your camera so that your eyes are at the top third of the screen.



Raise camera to eye level

Eyes at top third + headroom



Too little headroom

Too much headroom

Just right

Tip #3 - Background

No one expects a professional TV studio but a little thought goes a long way to creating a polished look.

Your Space

Less is more. Whether at home or at your office workstation, a tidy background helps reduce distraction when you're on camera. For TV interviews done virtually, it's best to use your real background rather than a virtual one.

Virtual Backgrounds

The various virtual platforms like WebEx, Zoom, Teams, Google Meet, etc. offer their own virtual backgrounds. You also can upload your own. Proper lighting and camera placement are still important when using virtual backgrounds.

Additional visual tips...

- Use good posture, whether sitting or standing
- Wear a solid jewel-tone color, avoid black & white
- Smile when appropriate

Real Backgrounds



Virtual Backgrounds



"You're on mute."



Internal Computer Microphones

Laptops and desktops all come with internal microphones already integrated into their construction. They're often placed near the onboard camera as seen in the image to the right. However, each computer differs and the microphone may be located elsewhere.

The internal microphones in today's computers are decent, often suffice for typical virtual communication and are easy to use. When joining a virtual meeting, make sure you select the correct microphone source.



External Microphones



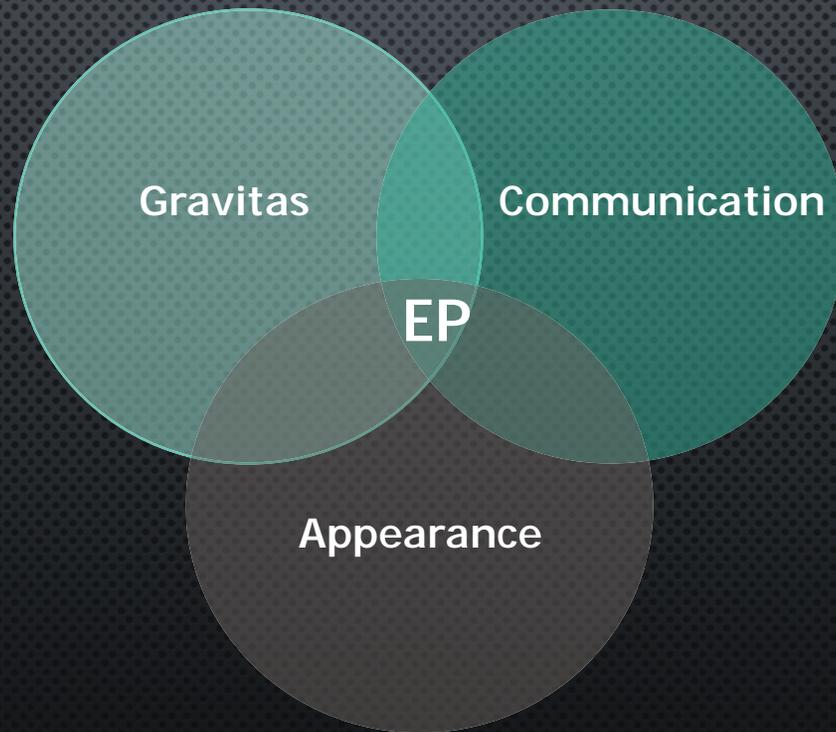
External Microphones

If you choose to use an external microphone, there are multiple options as seen in the image to the left.

You must set up your microphone in advance so your computer recognizes it. When you join the virtual platform, you have to select your audio source by choosing the external microphone you're using.

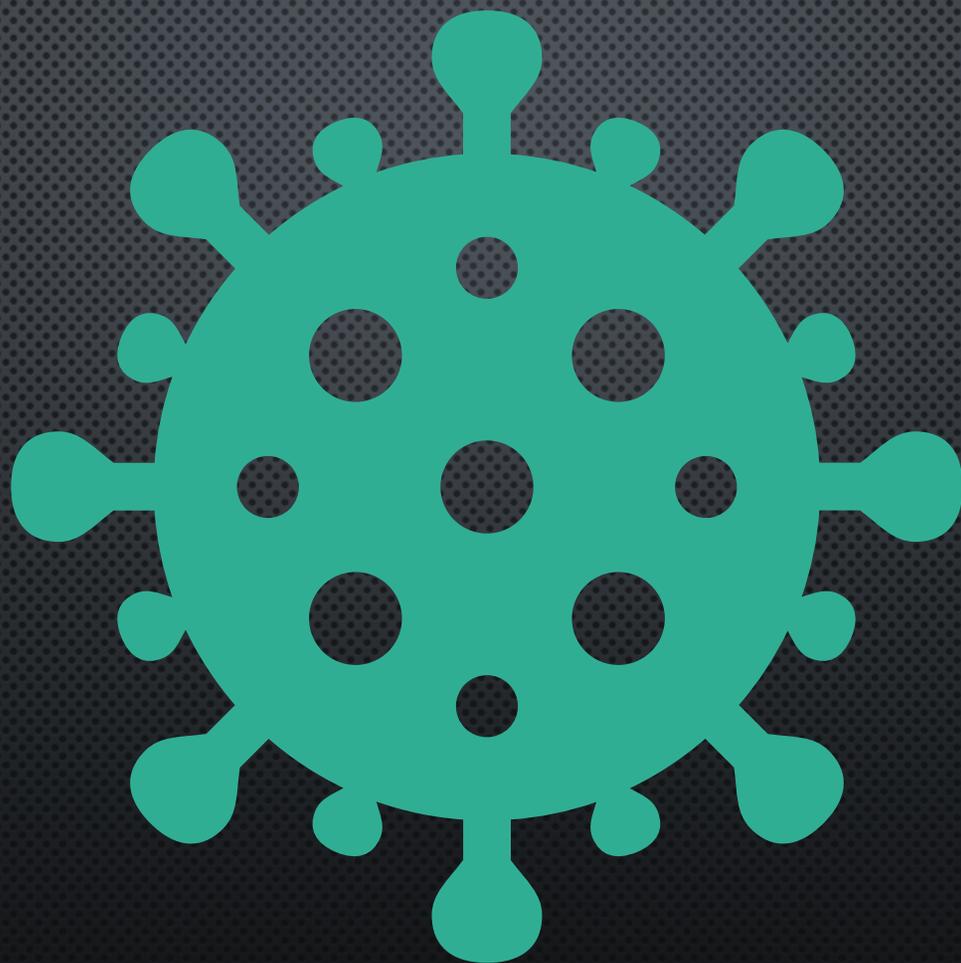
Always join meetings/presentations/interviews early to ensure you have time to connect your audio source.

What is Executive Presence (EP)?



“Dress for the job you want,
not the one you have.”

-Everyone's parents





Zoom Mullet Study
Wall Street Journal

“Forget dressing for the job you want – dress for the environment you’re in.”

Erica Bailey
Ph. D. Candidate
Columbia University



AVOID THE MOIRE EFFECT ON CAMERA



Confidence

Connect with me

hello@sharondelaney.tv

Thank you!

@SharonDelaneyMcCloud
