

Mastering Executive Presence: A 30-Day Journey to Influence

Introduction:

Welcome to *Mastering Executive Presence: A 30-Day Journey to Influence*. This is a step-by-step program designed to help women grow their leadership presence in a way that feels real, confident, and powerful. Executive presence isn't just about dressing the part or having the right title—it's about how you carry yourself, how you connect with others, and how people feel when they're around you.

This 30-day journey is broken down into different sections to help you grow personally and professionally. You'll learn about the core ideas behind executive presence, practice building confidence, reflect through writing, and use visualization to imagine yourself as a strong leader. The program ends with a four-week challenge that helps you apply everything in your everyday life.

Whether you're about to lead a team, trying to move up in your job, or just want to improve how you show up at work, this program gives you the tools and mindset to grow into the leader you're meant to be.

What Executive Presence Means

Executive presence is what makes someone stand out as a leader. It's the way people notice and respect you, even before you speak. It's made up of three significant parts:

- **Appearance** – This includes how you dress, how you stand or walk, your posture, and how you express confidence with your body.
- **Communication** – This is about how you speak, how well you listen, and how confidently you get your message across.
- **Gravitas** – This is your inner strength. It shows up when you stay calm under pressure, make thoughtful decisions, and act with quiet confidence.

A lot of traditional ideas about executive presence come from male-dominated workplaces, where being “in charge” often meant being loud, controlling, or tough. But that isn't the only way to lead. In this program, we introduce a more modern and inclusive view of leadership—one that values honesty, self-awareness, kindness, and emotional intelligence.

We bring in voices like:

- **Deepa Panicker**, who says leadership isn't about pretending to be powerful—it's about being true to yourself.
- **Laura Sicola** explains that how you *say* something is just as important as what you say.

- **Adrian Gostick**, who offers eight leadership values like empathy, trust, and clear thinking that build absolute respect.

You'll also learn about your personality and how it shapes your leadership style using a tool called the **DISC model**. It divides people into four main types:

- **The Trailblazer** – a confident, bold leader who brings big ideas
- **The Connector** – someone who builds strong relationships and brings energy to a team
- **The Anchor** – a calming, steady presence whom people trust
- **The Strategist** – a planner who focuses on details and long-term goals

You might be a mix of these types—and that's the point. Your executive presence should feel like *you*, not someone else. This section helps you figure out what makes your presence special and how to grow it in a way that feels natural.

Building Confidence, Week by Week

This part helps you strengthen your confidence from the inside out. Each week focuses on a different area of growth.

Week 1: Get to Know Yourself

Start by taking the DISC quiz to find out what your leadership style is. It'll help you understand how you usually behave and interact with others. Then each morning, try saying positive affirmations like:

- "I am enough."
- "I have what it takes to lead."
- "My presence matters."

You'll also try looking in the mirror and practicing standing tall, keeping good posture, and making eye contact with yourself. It might feel weird at first, but over time, it helps you feel more sure of yourself.

Week 2: Show Up with Presence

Now that you've worked on your inner confidence, it's time to focus on how others see and experience you.

Start your mornings with a **power pose**—stand up straight, feet apart, hands on hips or raised high. This simple act sends your brain a signal that you're strong and confident.

Record yourself saying your name and a short intro, then listen to how you sound. Does your voice sound clear and confident? Try again until you feel good about it.

Also, ask two or three people you trust how they would describe your presence. Their feedback will help you learn what's working and what you could improve.

Week 3: Speak Like a Leader

This week is all about communication. The way you speak can make a huge difference in how people see you. Practice changing your tone to sound more engaging—try slowing down, pausing for effect, and emphasizing important words.

Also, try **active listening**: when someone talks to you, repeat what they said in your own words before you reply. It shows you care and builds trust.

You'll also write out a script for a tough conversation—something you've been avoiding. Practice it with a friend or mentor. This helps you feel prepared and in control when real challenges come up.

Week 4: Make Yourself Visible

With your confidence and communication skills growing, now it's time to be seen. This week, aim to speak up at least once in every meeting or group setting—ask a question, share an idea, or offer support.

Then, write a one-sentence **leadership brand statement**—something like:

“I lead by listening, encouraging others, and staying calm in tough moments.”

Finally, reach out to two professional connections—maybe someone you admire or want to learn from. Ask them for advice or to grab coffee. These small steps help you build your network and stay top-of-mind in your industry.

Weekly Journaling Prompts

Journaling helps you check in with yourself and keep track of how you're growing.

- **Week 1 Prompts:**

What does “executive presence” mean to you personally?

When do you feel most like a leader?

What moments make you feel unsure or insecure?

- **Week 2 Prompts:**

What leadership strengths come naturally to you?

How do others see you, based on feedback you've received?

Do you agree with that feedback?

- **Week 3 Prompts:**

What situations make you nervous or cause you to hold back?

Have you ever spoken up when it was hard to do so?

How did it feel, and what did you learn?

- **Week 4 Prompts:**

What kind of leader do you want to be remembered as?

What actions did you take this month that reflect that vision?

What's one thing you still want to work on?

Visualization – Seeing Yourself Succeed

Visualization is a tool that helps your brain feel more prepared for success. Each morning, or before a big moment, close your eyes and imagine:

- Walking into a room feeling calm and confident
- Making eye contact and holding a strong posture
- Speaking with a steady voice and leaving people impressed

When you feel nervous or insecure, picture yourself being cheered on by people who believe in you. Think back to moments when you succeeded or felt proud, and let those memories boost your confidence.

Visualization isn't just imagining—it's mental training. It helps your brain feel like you've already done something, making the real moment easier and less scary.

The 4-Week Challenge

This final part helps you turn everything you've learned into real habits. Each week builds on the last:

- **Week 1: Discover Yourself**

- Take the DISC quiz
- Start your daily affirmations and mirror exercises.
- Reflect on what kind of leader you want to be

- **Week 2: Practice in Real Life**

- Use power poses before meetings or presentations.
- Practice your introduction
- Ask for honest feedback from someone you trust

- **Week 3: Step Into Leadership**

- Speak up in meetings.
- Practice a difficult conversation.
- Reach out to mentors or peers and start building relationships.
- **Week 4: Reflect and Plan Ahead**
 - Write a personal mission statement for your leadership.
 - Look back at your journal and notice what changed.
 - Write a one-page action plan on how you'll keep growing your presence.

Conclusion

Executive presence isn't something you either have or don't have—it's something you can build with practice. These past 30 days gave you the tools to understand yourself better, speak with confidence, and show up in a way that makes people listen.

Keep practicing these habits even after the program ends. Keep learning, asking questions, getting feedback, and showing up as the best version of yourself. Your leadership style is unique to you, and this is just the beginning.