The Ten Critical Components Of Executive Presence

Paul Glover Forbes Councils Member
Forbes Coaches Council COUNCIL POST | Membership (Fee-Based)

Jul 11, 2023, 08:45am EDT

Even though executive presence is not the only factor that determines a successful leader, it is a crucial component of effective leadership in the controlled chaos of the post-pandemic work environment.

Why? Because an effective leader who displays executive presence—the ability to command attention, convey confidence, intelligence and charisma—is more likely to motivate, engage and inspire their team and gain the respect and trust of their co-workers and other key stakeholders.

Comprised of the tangible (the physical) and intangible (emotional and intellectual) aspects of leadership, executive presence is the art of creating and projecting a persona that is the basis for a leader's ability to effectively create and lead a high-performing work team.

Understanding executive presence, why it's required for most leaders to be effective and how to develop this critical component of leadership, is an essential element of my post-pandemic leadership coaching program. Based on my 30 years as an executive coach, assisting over 500 successful executives in developing their executive presence, these are the 10 components I believe are required for an effective executive presence, for any leader, in the post-pandemic work environment:

1. Ethical behavior: Consisting of making value-driven decisions, displaying integrity, respect, trustworthiness (doing what you are supposed to do and doing what you say you are going to do), authenticity, fairness, transparency and honesty in every interaction.

2. Competency: Having the necessary leadership skill sets to know how to do what they are supposed to do so they can trust their instincts and develop the ability to make the right decision even in difficult situations.

3. Communication skills: Having the verbal and nonverbal skills necessary for communicating ideas, visions and strategies clearly and persuasively.

4. Confidence: Being self-assured and comfortable with who they are, their abilities and their leadership style.

5. Vision: Having a clear, realistic vision of the future and the ability to develop the strategies necessary to achieve that vision.

6. Emotional intelligence: Having the ability to understand and manage emotions in themself and others in a positive and productive manner.

7. Resilience: Being able to face adversity with a positive attitude and rebound from a mistake or failure, using the experience as a learning opportunity.

8. Adaptability: Having the ability to adapt to changing circumstances, respond quickly to new challenges and take calculated risks.

9. Poise: Having the demeanor necessary to be taken seriously, command respect and not be easily shaken by an unexpected crisis.

10. Appearance: Dressing in a professional manner, appropriate for the occasion, and taking care of their physical appearance.

The post-pandemic chaotic work environment—and its demanding workforce—require leaders to have a strong executive presence. Those leaders who concentrate on developing these ten components of executive presence can create a positive work environment that encourages engagement and retention.

These leaders can also become an example for their team, inspiring team members to commit to their team and the organization. Those committed team members can then set high standards for themselves and their work that will create high-performance work teams, enabling their organization to exceed its goals.