

Executive presence

**No shoulder pads
required.**



10 modern rules
for being taken
seriously



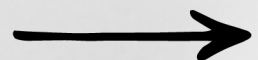
**Lead like you,
not like “them”**

Don't

Mimic the loudest guy in the room.

Do

Model your own version of strength.





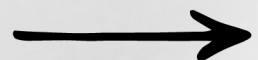
Set the tempo

Don't

Match a room that's chaotic or unclear.

Do

Slow the pace and clarify next steps.





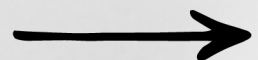
Use emotion strategically

Don't

Flatten yourself into “neutral.”

Do

Let passion, curiosity, or conviction show.





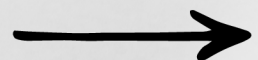
Project calm, not detachment

Don't

Confuse “unbothered”
with “unavailable.”

Do

Stay steady and engaged,
even in conflict.





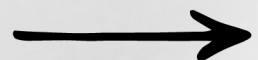
Focus on followership

Don't

Aim to impress.

Do

Aim to be the leader people
want to follow.





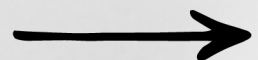
Make the room smarter

Don't

Hoard your best thinking for later.

Do

Connect the dots and name what's missing.





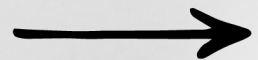
Get visible, but not performative

Don't

Manufacture “a brand.”

Do

Share what matters and why it matters to you. Often.





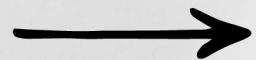
Own your space

Don't

Shrink to fit the tone of the room.

Do

Speak up early and often,
even if your knees are shaking.





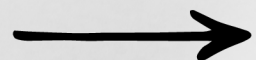
Be clear, not cryptic

Don't

Bury your point in 17 disclaimers

Do

Say: "Here's what I'm seeing. Here's what I recommend."





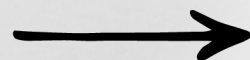
Signal confidence with structure

Don't

Overtalk to compensate for nerves.

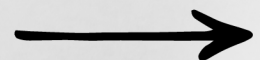
Do

Organize your thoughts like a
headline and 3 bullets.



**Executive presence
isn't about being
charismatic or
intimidating.**

**It's about being
someone others
trust to lead.**



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Stephanie Eidelman

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