



## LEADERSHIP PRESENCE: SENDING ALL THE RIGHT SIGNALS

with Dr. Carol Kinsey Goman  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## LEADERSHIP PRESENCE: SENDING ALL THE RIGHT SIGNALS

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Leadership presence is that elusive quality that sets you up for the next promotion and gives your career an extra boost. It's a blending of personal and interpersonal communication skills that when combined, send all the right signals. It's the impact you make when you show up and contribute in meetings. It's knowing how to project confidence and keep your poise under pressure. It's the ability to present your ideas decisively, assertively, and succinctly. It's the way you influence and engage others by being authentic, empathetic, and motivational. It's relaxing into your unique brand of charisma. It's using body language signals to help others see you as the talented leader you truly are.

Developing a strong leadership presence hinges on effective impression management. As one accomplished leader once shared, "You must show up each day in the way you wish to be perceived." While this may seem straightforward, it can be challenging to achieve without thorough self-reflection and understanding.

Supported by neuroscience and informed by research from prestigious institutions like Harvard, Stanford, UCLA, MIT Media Lab, and Columbia Business School, this distinguished and engaging program equips you with actionable tips, tools, and strategies. You'll learn to align others' perceptions of you with your most authentic self, allowing you to make a lasting impact.

# DR. CAROL KINSEY GOMAN

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As an international keynote speaker, author, and leadership presence coach, Carol Kinsey Goman, Ph.D helps executives, entrepreneurs, team leaders, and salespeople build their impact and influence skills for greater career success. Carol's clients include over 400 organizations in 32 countries. Her programs have been presented for thousands of leaders at a variety of conferences and events including those for Amazon, Google, 3M, Los Alamos Nation Laboratory, Veterans Administration, Retail Executive Summit, The Panama Canal Commission, Kuwait Oil, Stanford University, and The Conference Board

Carol is a leadership contributor for Forbes, the creator of LinkedIn Learning's best-selling video course with over 2 million views, "Body Language for Leaders," and the author of thirteen business books, including the award-winning, "STAND OUT: How to Build Your Leadership Presence." She has been cited as an authority in media such as Industry Week, Investors Business Daily, CNN's Business Unusual, PBS Marketplace, the Washington Post's On Leadership column, MarketWatch radio, and the NBC Nightly News. Carol has served as adjunct faculty at John F. Kennedy University in the International MBA program, at the University of California in the Executive Education Department, and for the Chamber of Commerce of the United States at their Institutes for Organization Management. To download her brochure, go to <https://CarolKinseyGoman.com>

# TOPICS COVERED

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## THE SIGNALS OF LEADERSHIP PRESENCE

THE FIVE KEY SIGNALS: CREDIBILITY, CONFIDENCE, COMPOSURE, CONNECTION, AND CHARISMA.  
THE FOUNDATION OF LEADERSHIP PRESENCE: CHARACTER, VALUES, AND AUTHENTICITY.  
ALIGNING IMPRESSION MANAGEMENT WITH YOUR MOST AUTHENTIC SELF.

## CREDIBILITY: ESTABLISHING TRUST AND AUTHORITY

CRAFTING CLEAR, CONCISE, AND COMPELLING MESSAGES THAT RESONATE.  
ENHANCING TRUST THROUGH ALIGNED BODY LANGUAGE AND VERBAL COMMUNICATION.  
USING LANGUAGE TO FOSTER COLLABORATION AND WIN SUPPORT.

## CONFIDENCE: PROJECTING LEADERSHIP AND STRENGTH

USING POSTURE, PRESENCE, AND SPACE TO COMMAND ATTENTION.  
ALIGNING GESTURES AND MOVEMENT TO REINFORCE AUTHORITY AND INFLUENCE.  
STRENGTHENING SELF-ASSURANCE BY LEVERAGING PAST SUCCESSES.

## CHARISMA: CAPTIVATING AND INSPIRING OTHERS

BALANCING CONFIDENCE AND WARMTH TO COMMAND ATTENTION.  
STRENGTHENING AUTHENTICITY BY ALIGNING VALUES WITH OUTWARD BEHAVIOR.  
DELIVERING MEMORABLE MESSAGES THROUGH IMPACTFUL OPENINGS AND CLOSINGS.

## INCREASING VISIBILITY: ELEVATING YOUR PRESENCE AND IMPACT

MAKING A STRONG FIRST IMPRESSION WITH CONFIDENT BODY LANGUAGE.  
ENSURING RECOGNITION FOR CONTRIBUTIONS BY OWNING SUCCESSES.  
OPTIMIZING VIRTUAL PRESENCE WITH STRATEGIC GESTURES AND THOUGHTFUL COMMUNICATION.

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