



## COMMAND THE ROOM: ELEVATE YOUR EXECUTIVE PRESENCE AND IMPACT

with May Busch

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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Having executive presence and impact is essential for leadership and career success in today's competitive landscape. This program provides comprehensive insights and clarity on the actionable strategies that participants can implement immediately to inspire confidence, command attention, and earn the respect of senior decision-makers from the moment they enter the room—whether in a physical setting or a virtual one like Zoom—through to the conclusion of the meeting.

An important aspect of cultivating executive presence is mastering the art of communication; this includes not only how to sound like an executive but also how to engage effectively with a variety of stakeholders. This program will teach you that critical skill, covering everything from making impactful "small talk" to addressing significant topics with poise and authority. Participants will learn how to articulate their thoughts clearly, read the room, and adjust their communication style to resonate with their audience, ensuring they leave a lasting impression in any professional setting.

## MAY BUSCH

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May Busch is an international executive and career coach, speaker, facilitator, and the author of *Accelerate: 9 Capabilities to Achieve Success at Any Career Stage*. She is passionate about helping people thrive at work and reach their full potential. She is Senior Advisor and Executive in Residence in the Office of the President, and Professor of Practice at W.P. Carey School of Business, at ASU.

Previously, May enjoyed a 24-year career in investment banking, most recently as COO for Morgan Stanley Europe. She chaired the firm's European Diversity Council and was a member of its European Management Committee. A graduate of Harvard Business School, May is dedicated to promoting greater thought leadership, diversity, and entrepreneurial spirit in the workplace.

# TOPICS COVERED

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## KEY ELEMENTS OF EXECUTIVE PRESENCE

BREAKING DOWN THE ESSENTIAL COMPONENTS: CONFIDENCE, COMMUNICATION, GRAVITAS, AND APPEARANCE

UNDERSTANDING HOW EXECUTIVE PRESENCE SHAPES PERCEPTION AND INFLUENCE

ASSESSING YOUR CURRENT PRESENCE AND IDENTIFYING AREAS FOR GROWTH

## SPEAKING UP WITH CONFIDENCE IN ANY SETTING

STRATEGIES TO CONTRIBUTE EFFECTIVELY IN MEETINGS, EVEN AS AN INTROVERT

OVERCOMING SELF-DOUBT AND IMPOSTER SYNDROME WHEN ENGAGING WITH SENIOR LEADERS

FINDING THE RIGHT MOMENTS TO SPEAK UP AND MAKE A MEANINGFUL IMPACT

## MASTERING HIGH-IMPACT SITUATIONS

THREE ACTIONABLE STEPS TO BOOST CONFIDENCE IN HIGH-STAKES INTERACTIONS

COMMANDING ATTENTION AND RESPECT WHEN PRESENTING IDEAS OR LEADING DISCUSSIONS

MANAGING NERVES AND PROJECTING AUTHORITY UNDER PRESSURE

## COMMUNICATING WITH EXECUTIVE PRESENCE

DEVELOPING A STRONG, CLEAR, AND COMPELLING COMMUNICATION STYLE

THE ART OF MAKING SMALL TALK THAT BUILDS RELATIONSHIPS AND CREDIBILITY

ADJUSTING TONE, BODY LANGUAGE, AND MESSAGING TO CONNECT WITH DIVERSE STAKEHOLDERS

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