



Executive Presence & Communication Skills

Presented by:

Melissa Glenn

Associate Professor of Practice / Deputy Chair

Department of Marketing

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Women's Leadership Series



Center for
Executive Education

Objective & Goal

- Discuss how your leadership and communication style works in practice
- Increase your network
- Exchange strategies for being heard
- Reflect and document



Agenda



Re-defining Executive Presence: What's Your Leadership Origin Story?

Elements of Executive Presence

Women in the Workplace

Story & Strategy Sharing

What's In Your Power to Change

Resource Wrap up

Closing



*'Behaved
Women
rarely
make
history.'*



WOMEN'S

THE WINS!



What's Your Leadership Origin Story?

*"Becoming a leader involves much more than being put in a leadership role, acquiring new skills, and adapting one's style to the requirements of that role. It involves a fundamental identity shift."
(HBR, 2013)*



The Power of Reflection

‘An overarching theme emerged from the data - narrative sharing was a challenging, yet beneficial process... First, the process of reflection helped women identify times when their actions and decisions were purposeful, even though they may not have recognized it at the time. Second, reflection on purpose led participants to a clearer identification and articulation of leadership philosophy. Third, ... sharing their narratives helped them identify times of leadership authenticity,...’

Advancing Women in Leadership Journal 2019

Leadership, *these days*

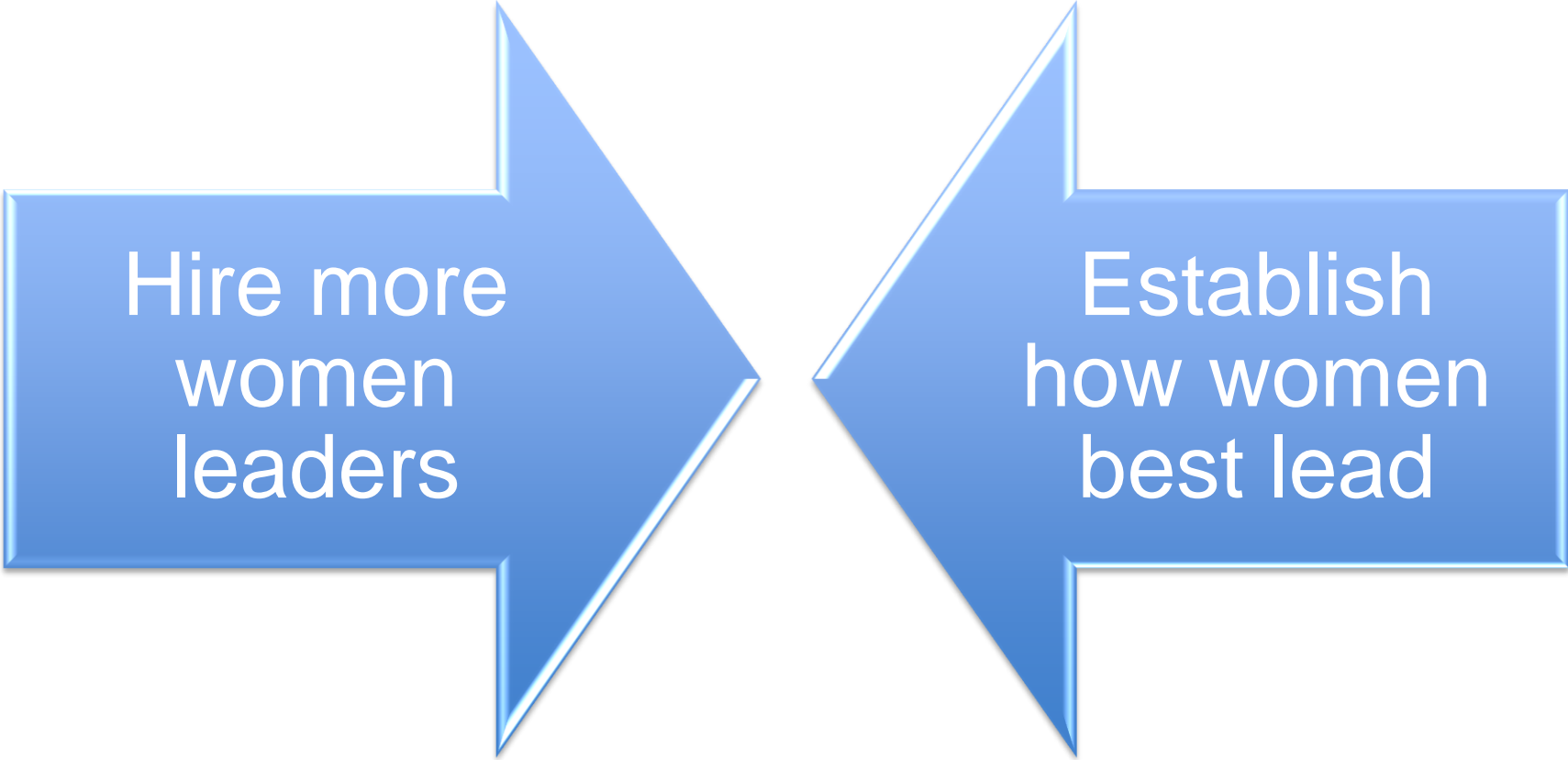
Salary – Relationships – Growth – Purpose

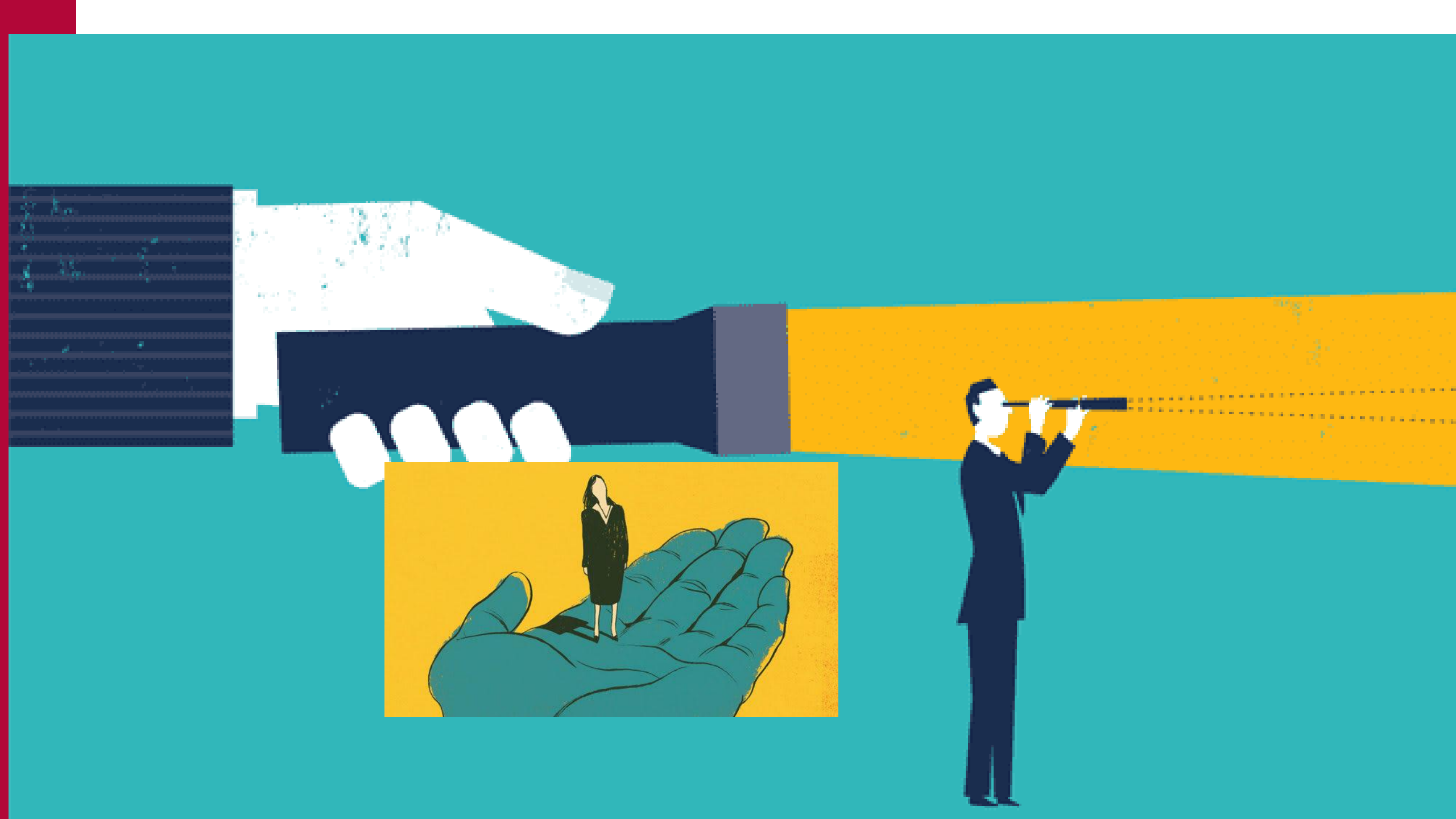


“40% of Black owned businesses disappeared during the pandemic.”

Women in the Workplace: The Unfinished Fight for Equality

CBS News





Redefining Leadership takeaway

1. *take the time to lead well in ways that women typically do – reflect*

Handout 1/3 - Group



Elements of Executive Presence



- **Speak**
verbal and non-verbal
- **Act**
professionally and socially
- **Appear**
clothes and confidence

SPEAK

“45% of women leaders feel it is difficult to speak up in a virtual meeting.” CNBC 2020

- **Communicate before you communicate**
- **Communicate succinctly**
- **Commit to what you communicate**
- **Use non-verbal voice as well**



**“Play to your strengths
and follow your gut.”**

Laina Bosley
Senior Brand
Director, North
America Family Care



Perception:

Too Bossy – Angry – Lacks Assertion/Confidence

Intended:

Trustworthy – Respectful – Listener – Confident

Needed:

Assessment of Time, Task, Audiences



Handout 2/3 - Group

ACT

Mimics the practice of white males

- **Speech paced**
- **Body language intentional**
- **Confident**
- **Knowledgeable**



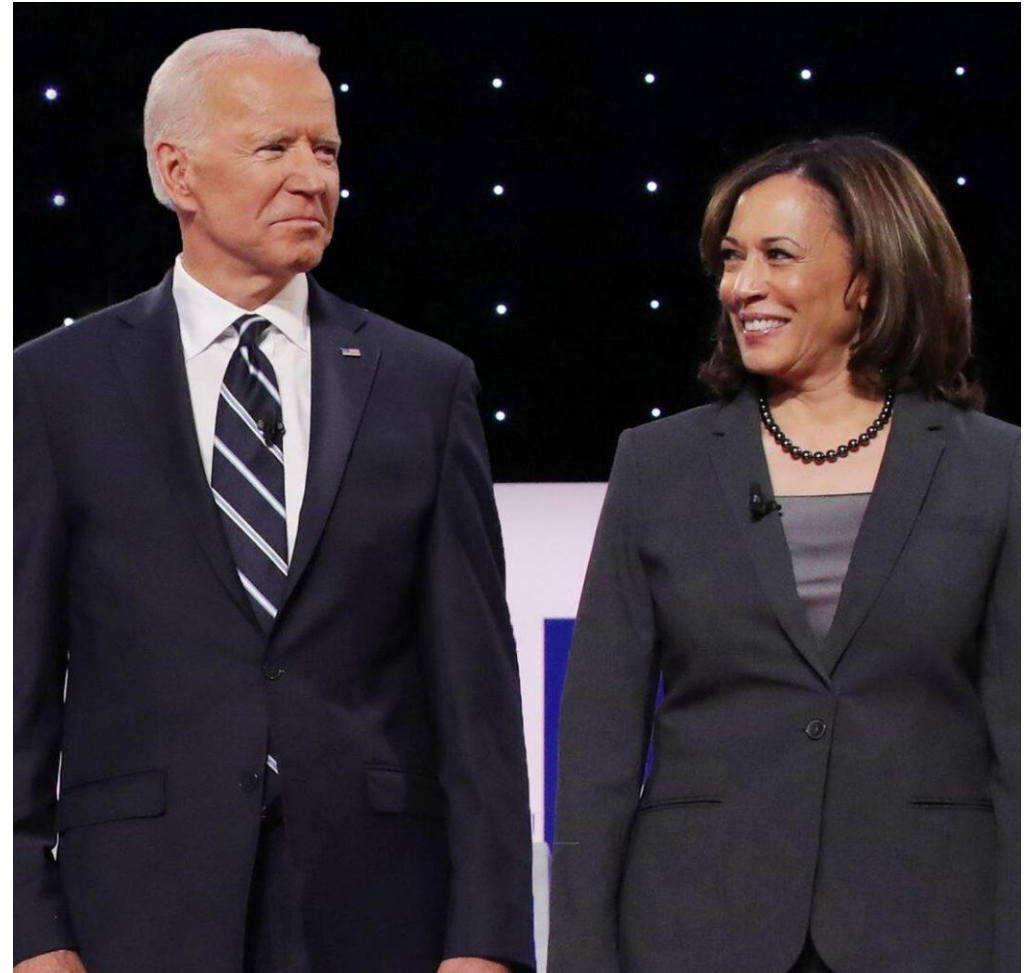


APPEAR

“The stereotype is that women aren’t agentic, and their voices aren’t as loud and they’re kind of small.” – Alice Eagly - BBC, 2021

Expected:

- **Attire**
- **Gestures**
- **Body Language**



Executive Presence takeaway

1. *Balance and practice given the environment*
2. *Model learning and seek leadership models*

SMILES MEAN BUSINESS



<https://auraglow.com/blog/smiling-at-work/> 2021



Women in the Workplace: The Unfinished Fight for Equality

CBS News

Women @ Work 2022: A Global Outlook

Important takeaways

- 5,000 women working across 10 countries.
 - more burnout than ever
- 53% say their stress levels are higher than a year ago.
- 57% rated motivation at work very poor.
- 56% say job satisfaction is very poor.
- 58% feel excluded from key meetings
- 54% say they plan to leave employer in the next 5 years.

Communicating Executive Presence: Goals & Challenges



Building confidence in presentations



How to know if we under-communicate



How to support team through communication and leadership



Balancing communication that could be too friendly (transformational v. transactional)



Communicating clearly & concisely focused communication



Avoiding shutting down / Knowing how often and how much to communicate



Communicating effectively as an introvert

Communicating Executive Presence: Goals & Challenges



Building confidence in presentations – *Individual specific*



How to know if we under-communicate – *What gets lost? What are the questions?*



How to support team through communication and leadership – *Reflect on What's In Your Power*



Balancing communication that could be too friendly (transformational v. transactional) – *Assess case by case*



Communicating clearly & concisely focused communication – *Time, practice, being okay with mistakes*



Avoiding shutting down / Knowing how often and how much to communicate – *Pause. Reflect on the shut down*



Communicating effectively as an introvert – *Introverts communicate effectively. Tell me more*

Handout 3/3 - Group



Takeaways

- Recognize & celebrate the wins
- Effective communication is cyclical
- Networking can be natural
- Take time to reflect



Fox School
of Business

Center for
Executive Education

Melissa Glenn
Associate Professor of Practice, Business Communications
Deputy Chair, Department of Marketing
Melissa.glenn@temple.edu
[linkedin.com/in/melissa-glenn-912145101](https://www.linkedin.com/in/melissa-glenn-912145101)

Thank you!

Resources

- <https://www.cbsnews.com/video/cbsn-originals-women-in-the-workplace-the-unfinished-fight-for-equality/#x>
- <https://www.youtube.com/watch?v=mdsDGGaFRus&t=606s>
- <https://www.forbes.com/sites/forbescoachescouncil/2020/01/13/how-to-crack-the-code-of-executive-presence/#4850dd8c3a7d>
- <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace>
- <https://www.mckinsey.com/featured-insights/mckinsey-on-books/author-talks-ella-bell-smith-on-why-race-and-class-are-wedges-between-women>
- <https://hbr.org/2020/08/whats-your-leadership-origin-story>
- <https://awl-ojs-tamu.tdl.org/awl>
- <https://www.cnbc.com/2020/09/03/45percent-of-women-business-leaders-say-its-difficult-for-women-to-speak-up-in-virtual-meetings.html>
- <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/women-at-work-global-outlook.html>
- <https://www.guidantfinancial.com/small-business-trends/women-in-business/>
- <https://sganda.wordpress.com/2014/04/16/women-in-leadership-too-nice-too-bossy/>