

Executive Presence for Women Leaders Program

As you move forward in your career, you may find that conversations about your next role can include discussion of “executive presence.” It is especially important for women to understand what that means, and to know what to do about it. More important, as a woman leader you want to give yourself every opportunity to stand out and be seen as a highly effective senior leader.

While executive presence has always been a mysterious “X Factor” in leadership, we solve the mystery in this course. While terms like gravitas and executive image are often considered synonyms of executive presence, we know from research that these are just one part of the “executive presence puzzle.” What you’ll learn in this course is that there are 15 qualities that enable you to not only stand out, but influence others and sustain goal-directed action in an organization. This course is not a one-size fits-all solution for women leaders – you discover your own brand of executive presence and how to enhance the qualities that you need to engage, align, inspire and move people to act.

What Will You Learn in *Executive Presence for Women Leaders Program*?

The *Executive Presence Mastery for Women Leaders* program provides you with a clear path to understanding your executive presence and how it is felt by others. Based on the Bates ExPI™ Assessment, you discover your strengths and gaps within 15 areas of leadership proven to be critical to influencing others and driving results. Through the program, you learn to amplify your strengths in three dimensions: Character, Substance, and Style. You walk away from the program with practical skills and tools for leading with influence, winning buy-in, mobilizing above-and-beyond effort, sustaining purposeful action, and driving business results.

Prior to the program, you’ll have the opportunity to complete the Bates ExPI™, a multi-rater 360 assessment that gives you valuable feedback on 15 facets of your presence and influence. You’ll have a personal orientation and confidential insights and interpretation session with a Bates coach, who provides guidance in interpreting your Bates ExPI Insights Report. Along with the coach, you’ll identify concrete steps to apply what you’ve learned to two important, business relevant themes that are drivers in your current role.



Through the program, you will discover:

- An appreciation of how people view your strengths
- Insights as to how to leverage those to enhance your career and leadership effectiveness
- Clarity about how to close gaps so you have an even more powerful impact
- Readiness to go out and apply what you've learned to build your leadership brand
- A plan to build a team around you to help you enhance your executive presence
- Ways to apply what you've learned to influence, engage, and inspire others
- How to use executive presence to get things done and execute on business initiatives
- What to do if you are taking a new assignment or anticipating a new role

Business Needs Met by This Program

This program targets the business needs of women leaders with these types of challenges and responsibilities in their organizations:

- Critical need to cascade messages, win-buy in, influence actions, get results
- On point to lead change, drive innovation, or execute major initiatives
- Received feedback that you need to develop greater executive presence
- Important to understand how to influence C-Suite, peers, senior leaders
- Leading a team that needs to be engaged, motivated and inspired to go above and beyond
- Building a leadership brand/visibility to influence and inspire key colleagues and stakeholders
- Expand enterprise influence and impact across the organization or externally
- Need to accelerate effectiveness and deliver on business imperatives for your team

Is Executive Presence Mastery for Women Leaders for You?

The course is designed for women leaders with responsibility for teams, projects, businesses and enterprises. The Bates ExPI Assessment measures qualities and facets of leadership that are developed as leaders gain maturity and experience. New managers typically do not have the leadership experience or scope of responsibilities that are measured in the assessment.

- Senior women executives, presidents, VPs and high potential leaders, entrepreneurs, business owners
- Women leaders who need to:
 - Make difficult goals seem exciting and attainable to inspire above and beyond performance
 - Elevate their impact and influence on enterprise results
 - Communicate less technically with a big picture and enterprise focus
 - Fast-track their transition into new roles, new responsibilities
 - Develop higher EQ, listening skills and ability to read the room



- Be authentic, share their stories, connect and win hearts and minds
- Raise their personal visibility, profile and brand

Why Choose *Executive Presence Mastery for Women Leaders*?

The *Executive Presence Mastery for Women Leaders* program offers a unique, high impact experience that gives you a tangible, powerful set of tools to go back to the office and succeed, including these key elements:

- Unique data set of your strengths and development areas, based on the ExPI assessment
- Personal orientation and confidential insights and interpretation with a Bates coach
- Highly interactive, engaging learning environment with peers from a variety of industries
- Expert guidance from seasoned executive coaches working successfully with global teams
- Wisdom sharing with peers around your business challenges
- Tools and techniques to manage your time and maintain your energy at the highest levels
- Post-session follow-up coaching session with a Bates coach

Why Bates?

Bates has developed the first-and-only research-based, scientifically validated 360 tool to measure a leader's executive presence and influence. Our seasoned business experts have used the Bates ExPI™ to help senior leaders at the world's leading companies in over 40 countries accelerate their strategic agendas, deliver bottom line results more effectively, and enable innovation and new business model creation. Our deep expertise in communicative leadership sets us apart and allows us to help individuals, teams and organizations move where they need to go.

Programs are led by seasoned executive coaches and facilitators who are certified in the Bates ExPI Assessment and Model, and are experienced facilitating our unique modules such as Leadership Pathways. Our coaches have a track record of coaching senior and high potential leaders in large and mid-size companies, as well as their own extensive experience in business and leadership.

2018 Program Dates and Pricing

[Click here for information on available dates and pricing](#)



Program Elements

Why Executive Presence Matters

We kick off the 2.5-day program with an evening briefing on the topic of executive presence – discussing what it is and why it matters to leaders. The dinner reception offers participants a chance to network and get to know one another.

Gender Differences on the ExPI

Unique to the Executive Presence for Women in Leadership Program, this module provides insights on nuances of EP specific to women in leadership roles. We share data on comparisons of male and female leaders drawn from hundreds of ExPI assessments. We use the data to engage participants in a frank discussion about perceptions of women in leadership, and we reveal some of the surprising - and not so surprising - differences within each facet.

The Bates Executive Presence Model – Dimensions and Facets

From Authenticity, Restraint, Composure, and Inclusiveness, to Confidence, Interactivity, Vision, Practical Wisdom, and more, we clarify the meaning of the 15 distinct facets within our Executive Presence Model. This session sets the stage for a fuller appreciation for the phenomenon that is presence. The Bates EP Model was developed through extensive research into communication, management, psychology and social action theory. The objective is to provide leaders with an in-depth look at each unique facet, appreciating the nuances of each and understanding how they relate to leadership.

Leveraging Strengths in Executive Presence

In this module, leaders focus on learning how to leverage their EP strengths in the context of real business imperatives. Through a facilitated process, they are guided to explore important lessons and themes based on their rater feedback. Through interactions with peers and coaches, they learn how to leverage these strengths to situation-specific leadership challenges. They also discuss blind spots, or strengths that may not be apparent to the leader that were uncovered in the assessment process.

Leadership Pathways: Addressing Development Themes

In this module, participants discuss facets where they have discovered opportunities to grow and develop. We guide leaders to choose challenging areas that are difficult to address yet critical to their success. Each leader delves into specific “items” of the facet (single questions from the assessment) where there is dissonance between rater groups. Through a process of inquiry, they recall situations where this quality or behavior was evident in others, guiding them to appreciate the impact. The group interaction in this module allows for leaders to learn from one another’s goals, challenges, and leadership lessons.



Wisdom Sharing Sessions

The Wisdom Sharing Process enables participants to tap into the wisdom of the group. Each individual shares a story that highlights a development need, reflects on what they learned, and discusses the relevance to a business challenge. Other participants ask clarifying questions and offer observations and advice, based on their shared wisdom as experienced leaders.

Following Up with Feedback Providers

Research shows that following up with feedback providers, in a constructive way, allows one to be more effective in developing as a leader. It also encourages strong, trusted relationships with peers, supervisors and direct reports. In this session, we discuss strategies for following up with raters, offer advice on how to share concerns and challenges, and collectively share ideas for encouraging ongoing development discussions with important stakeholders.

Time and Energy Management

This session cuts to the heart of one of the most persistent challenges all busy executives face: the management of time and energy. We discuss strategies for moving out from under the crushing demands of a busy life and career, putting first-things-first, and aligning activities with our priorities. The objective of this session is to provide leaders with insight and practical strategies for carving out the time to create the mental, physical and emotional essential to the demands of leadership.

Executive Image and Style

Though every leader feels a relatively high level of confidence when it comes to knowing how to dress for success, most find it challenging to keep up an executive wardrobe, and frankly, to fully take advantage of image as a tool of communication in business. In this session, our guest executive image expert guides leaders to “up their game” with a consistent approach to dressing for their position and their day. The outcome is to help leaders spend less time in the closet each morning, avoid costly “mistake” purchases, be on “trend” without becoming a victim of fashion, express an authentic leadership style, and still stand out by fitting in perfectly.





Helping leaders shape the world

Client Testimonials

VP of Regional Sales, Manufacturing Company

“The Mastery Program is different than other programs because of the amount of personal attention the instructors in the class and the small class size. It allowed for a lot of valuable interaction and provided key takeaways and learning. The program created more self-awareness for me and identified some blind spots that I have been working on.”

President of a Mid-Sized Company

“The ExPI process allowed me to look at executive presence in a more scientific and objective way. It helped to clarify that EP isn’t just about your image and your brand. It’s about how you become more authentic, and how you interact with people in a more genuine kind of way. The ExPI provides leaders the chance to look at themselves through a different lens. I think it is a great learning opportunity, and more importantly if you are open to it and you’re accepting the feedback and the guidance and the insight, it helps you chart different paths to where you want to go.”

VP of HR, Aerospace Industry

“I appreciate the candor and helpful course corrections you gave me through the ExPI process. I believe it will be a turning point in my journey and one I wish I had come several years ago!”

Senior Global Talent Leader, Global Business Services Outsourcer

“The EP Mastery Program is very informative, engaging, and inspiring. It is so compelling, how Bates takes away the ambiguity of Executive Presence, demonstrating what it means in terms of what makes great leaders and what great leaders look like in action and behavior. I gained critical, relevant insight into my leadership strengths and tangible development areas to deepen my impact as a leader that I am already leveraging in my role. The program leaders are of the highest caliber and genuinely care about the participants’ development, in the room and back in their organizations. As a talent leader, I see a range of programs and tools, and the Bates’ offering is uniquely valuable and impactful. I highly recommend this for leaders looking to build and enhance their leadership brand and effectiveness.”

