

## Executive Presence Mastery Program

Executive presence has long been acknowledged as an important, yet mysterious “X Factor” in leadership. Why do so many people talk about presence, and how do you define it? If you have received feedback on your presence, how can you develop it? This course will answer those questions. For every leader who wants to be ready for the top job or has moved into a senior role and wants to make a bigger impact, we address the fuzzy definitions and diverse perspectives by introducing a science-based model of presence, which is now used in top companies and in more than 40 countries.

This highly practical course will open your eyes and help you see how easy it is to develop your own authentic and powerful brand of presence. You’ll discover how others view your presence and what that means to your ability to influence and make an impact. The course is built around a science-based assessment based on empirical studies in leadership, communication, psychology, social action theory, and philosophy and ethics. Highly practical, informative and business-friendly, the course opens the aperture on your own strengths and gaps and gives you tools to develop the kind of presence that opens the doors to the C-Suite.

### **What Will You Learn in *Executive Presence Mastery Program*?**

The ***Executive Presence Mastery*** program provides you with a clear path to understanding your executive presence and how it comes across to others. It is a holistic approach to leadership that looks at your brand of presence in three dimensions—Character, Substance, and Style. The Bates ExPI™ Assessment and a pre-program insights conversation facilitated by a Bates coach will enable you to discover your strengths and gaps within 15 areas of leadership.

Through the program, you will discover:

- What qualities matter most in developing strong executive presence
- How your executive presence is tied to delivering business results
- A clear-eyed view of how others see your strengths and ways to leverage them
- Keys to addressing your gaps to be a more effective leader
- How executive presence enables you to engage, align, inspire, and move people to act
- Qualities of presence you can enhance to earn others’ trust and loyalty
- Aspects of presence that will help you earn credibility to get your ideas heard
- Facets of presence that help you drive execution by getting others to get things done
- What to do when your team, your boss, or peers don’t see you the way others do
- How to follow up with your raters to express gratitude for their feedback and use constructive ways to clarify your understanding and take action

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 confidential feedback and interpretation session with a Bates coach, who will provide guidance in interpreting your Bates ExPI™ Leader Report. Along with the coach, you'll identify specific, concrete steps to apply what you've learned to two important, business-relevant themes that are drivers in your current role.

## **Business Needs Met by This Program**

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

- Needing to win-buy in, influence actions, build support for initiatives
- Being on point to lead change, drive innovation, or execute major initiatives
- Getting feedback from key stakeholders suggesting you should enhance executive presence
- Building a leadership brand/visibility with internal and external audiences
- Stepping into a new role where you need to stand on a bigger stage
- Anticipating opportunity for promotion and need to demonstrate capability at higher levels
- Leading a team that must execute a strategy and deliver results
- Wanting to accelerate effectiveness and deliver on business outcomes

## **Is Executive Presence Mastery for You?**

The course is designed for 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. This program is appropriate for:

- Senior executives, presidents, VPs, and high-potential leaders, entrepreneurs, business owners
- 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?**

The **Executive Presence Mastery** 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
- Confidential feedback and interpretation with a Bates coach
- Highly interactive, engaging virtual 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
- A clear action plan on how to discuss your assessment results with your ExPI™ raters.

## **Why Us?**

Bates, a BTS company, 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.

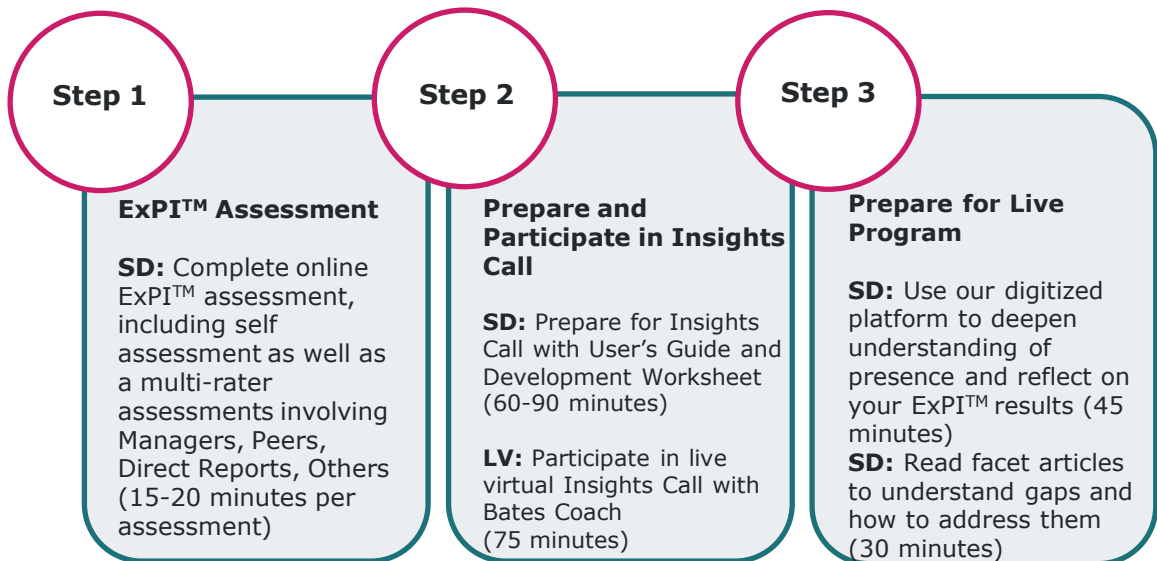
## **2023 Program Dates and Pricing**

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

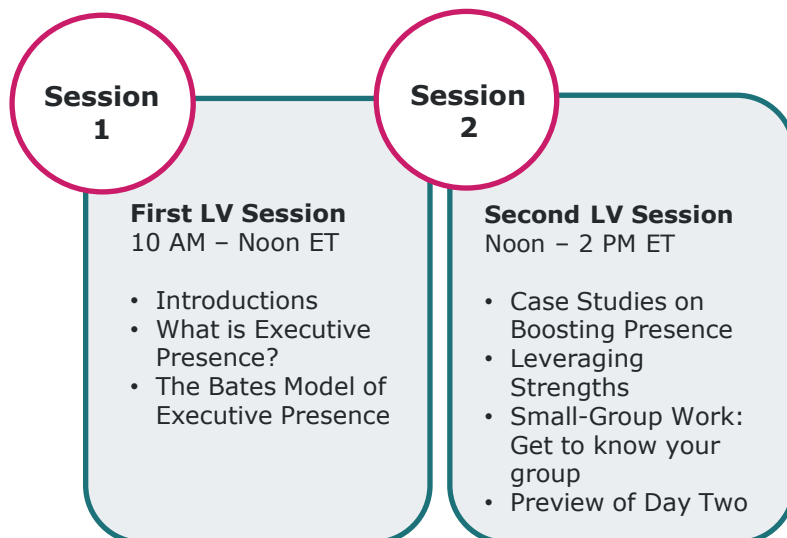
## Virtual Session Program Overview

Program includes a mix of self-directed work (SD) and interactive live virtual (LV) sessions with our coaches and your peers

### Program Prework



### Program Day One



## Virtual Session Program Overview (continued)

*Program includes a mix of self-directed work (SD) and interactive live virtual (LV) sessions with our coaches and your peers*

### □ Program Day Two

#### Session 3

##### **Third LV Session** 10 AM – Noon ET

- Looking Back, Looking Ahead
- Tackling Development  
Themes: Wisdom Sharing Groups (Round 1)

#### Session 4

##### **Fourth LV Session** Noon – 2 PM ET

- Tackling Development  
Themes: Wisdom Sharing Groups (Round 2)
- Following Up with Raters
- Final Takeaways

## Program Elements

### **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, social action theory, and philosophy and ethics. 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.

### **Case Studies: How Can Strengths Help Boost Development Themes**

In this section, we discuss two short case studies of actual leaders. We analyze their “constellation” of highest-rated facets and lowest-rated facets, looking to understand connections between the highs and lows. We then have the group determine which gaps are most crucial to address and how each leader could leverage a strength to make it easier to boost an area of developmental opportunity. This helps the group appreciate how the facets are connected while also getting them more ready to think about how they can leverage their own strengths to address their areas of opportunity.

### **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 a partner, they learn how to leverage these strengths to situation-specific leadership challenges. They also discuss “happy blind spots,” meaning strengths that may not be apparent to the leader that were uncovered in the assessment process.

### **Wisdom Sharing: Addressing Development Themes**

In this module, participants discuss facets where they have discovered opportunities to grow and develop. The Wisdom Sharing process enables participants to tap into the wisdom of the group. Each individual shares a brief story that highlights a development need.. Other participants ask clarifying questions and offer their personal experience and advice, based on their shared wisdom as leaders. The group interaction in this module allows for leaders to learn from one another’s goals, challenges, and leadership lessons.

### **Following Up with Raters**

Research shows that following up with insights 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, the group weighs the risks and benefits of following up with raters before we collectively share questions and ideas for encouraging ongoing development discussions with important stakeholders.

## 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!"

### **Global HR Executive and Independent Coach/Consultant**

"The Bates coaches and producers did a fantastic job and make a wonderful team! It was a truly amazing experience as my maiden voyage into virtual learning. I was so grateful for investing the time and energy into my development. I felt nourished by the end of it!"

### **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."