




# THE REAL EXECUTIVE PRESENCE

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WHEN YOU HEAR THE PHRASE  
“EXECUTIVE PRESENCE”, WHAT  
COMES TO MIND?



## MEET MAUREEN

**The calm, perfectly poised leader.**

**She is graceful and polished and has the best posture.**

**Her words are articulate and timely.**

**I wanted to be her...**

WHAT I  
THOUGHT  
EXECUTIVE  
PRESENCE  
WAS...



**Polish.**

**Posture**

**Poise.**



WHAT IT ACTUALLY IS...

**How you show up  
when it is hard.**

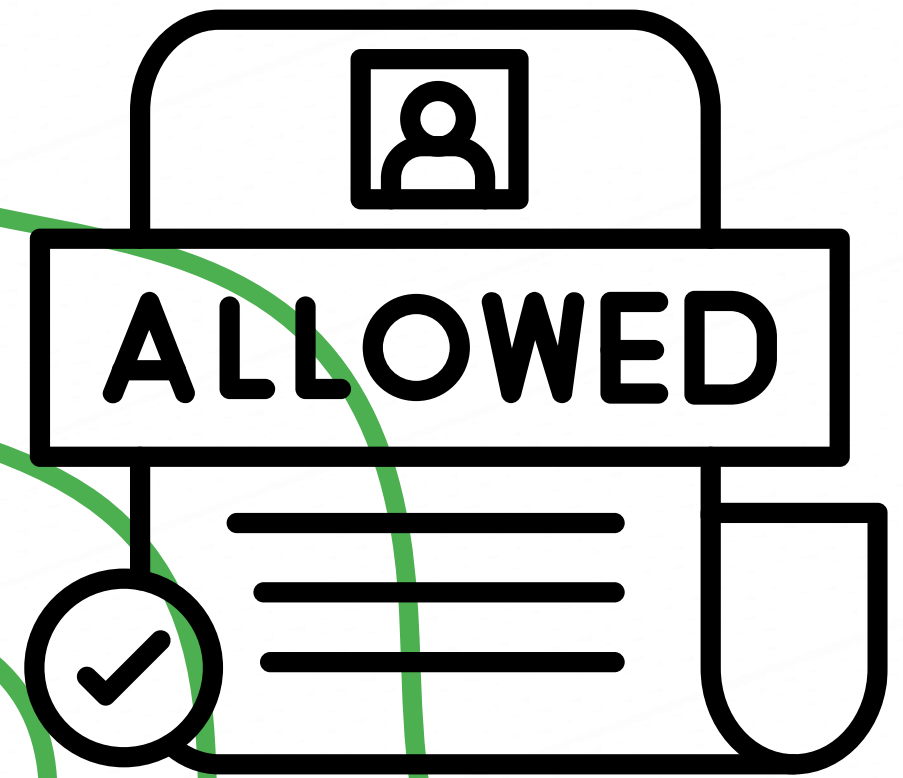


# WE CALL IT...

*Sweet*  
**COVER** + **SAVATY**  
**CORE**

Polish with depth. Poise with Grit.  
Heart that shows up anyway.

*A permission slip to be human. A little polished, a little snarky, and all heart underneath.*





**5 OUTFITS**  
**5 MOMENTS**  
**5 LESSONS**

# THE GREY PEACOAT



## Stability

Leadership isn't about control.

It's about continuing to show up when you have no control.





Have you had a moment where you had to keep showing up, even when you had zero control?

**That's Salty Core  
leadership.**

# THE “JUST DO IT” OUTFIT



Every step tells a story.

## Authenticity

Polish fades. Alignment lasts. Be You!



# THE “MCCALL” JACKET

UPDATE! She has been found!

Please help! My mother **Debra Collins** pictured on the right is missing. She is camping near Payette Lake in McCall Idaho. She got up this morning with the dog and didn't come back. The sheriffs department has been notified and is starting a search. Please call the McCall police dept if you have seen her. 208-634-7144.



## Empathy

It's not built in conference rooms.  
It is built in heartbreak.

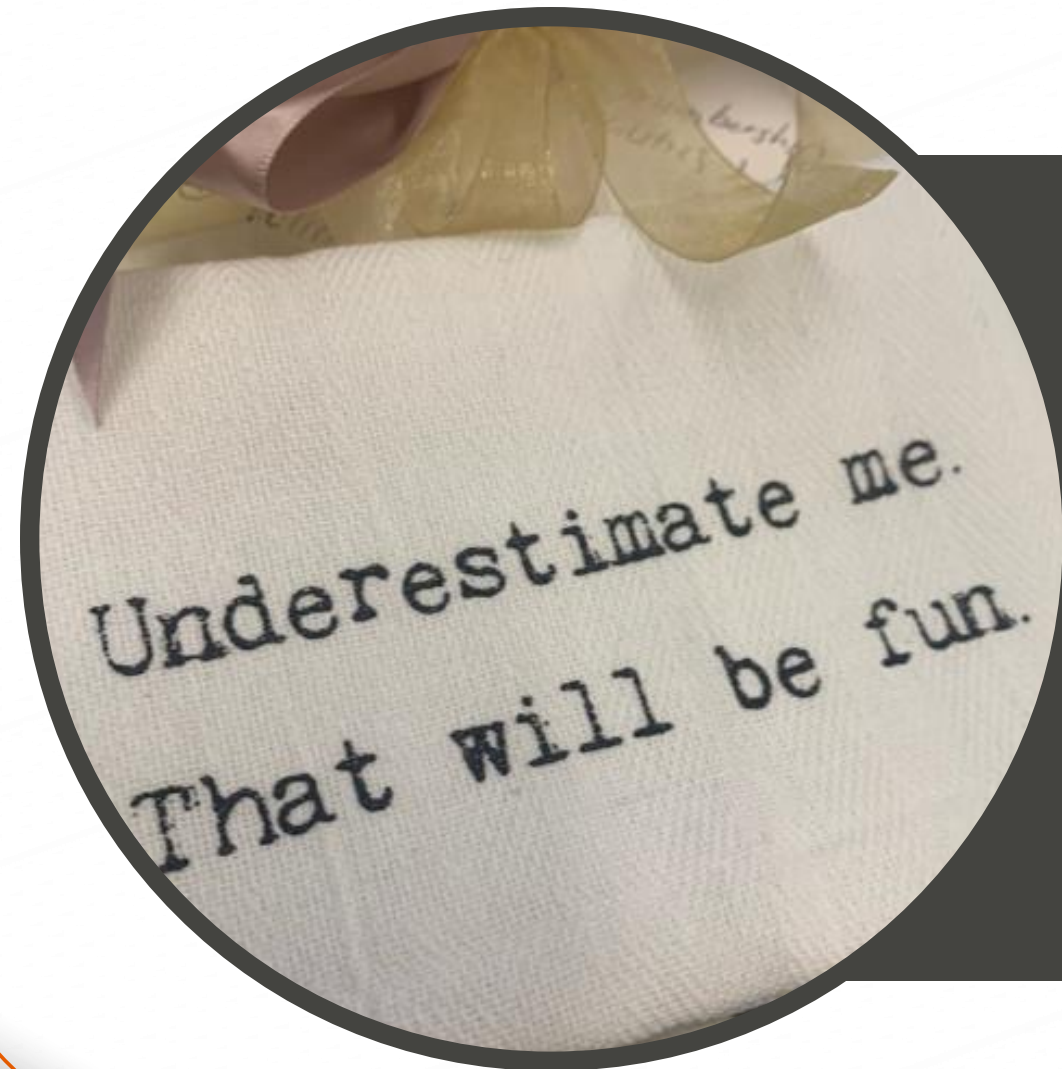
When you have stood in the storm personally, you lead differently.



# THE “FIRED” BLAZER

DAILY NEWS

MAKING  
!!!



## Composure

It is not silence.  
It is controlled clarity.





Have you had to keep composure when every part of you wanted to say what you really thought?

**That's the balance between Sweet Cover and Salty Core.**

# THE “FREEWAY” SET



## Courage

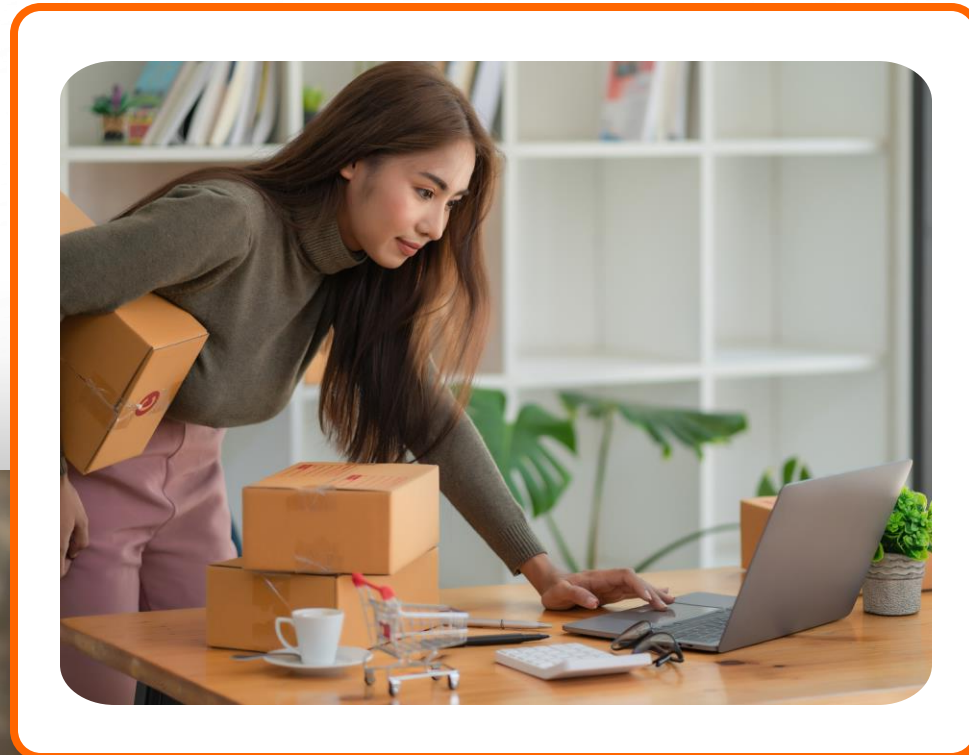
Leadership isn't a title.  
It's how you show up when there's no script.



**THESE MOMENTS REMIND US THAT EXECUTIVE PRESENCE ISN'T  
ABOUT THE OUTFIT ITSELF**

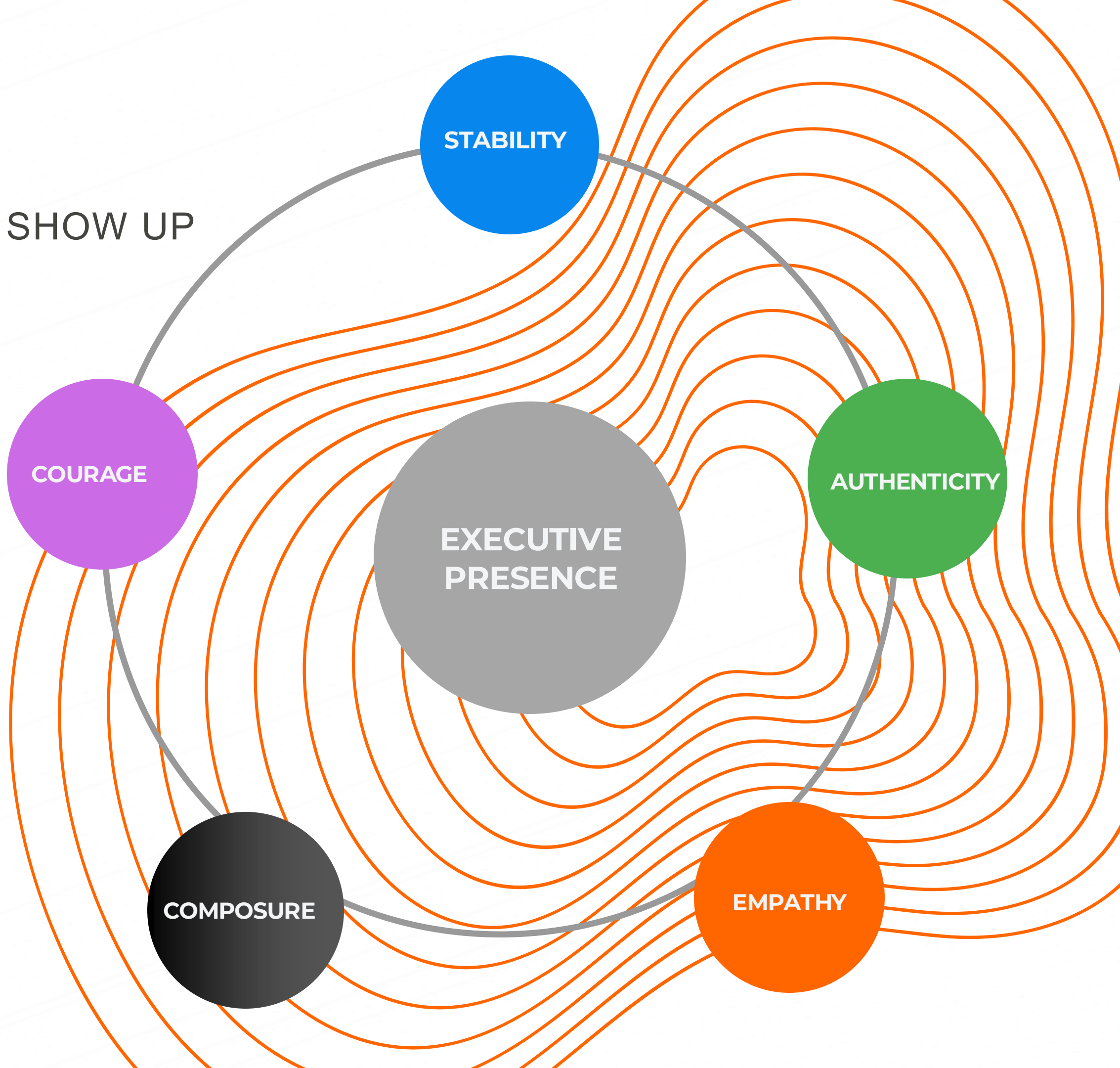
**IT'S ABOUT THE STORY YOU'RE LIVING WHILE WEARING IT**

**ON YOUR BEST DAY AND ON YOUR WORST DAY**



EXECUTIVE PRESENCE IS = HOW YOU SHOW UP

**YOUR SWEET COVER**  
+  
**YOUR SALTY CORE**



# YOUR SALTY CORE MOMENT



Think about your own Salty Core moment. The time you showed up when no one expected you to. Maybe no one saw it. But you did.

Be prepared to share with a partner.

**That's your leadership  
story.**



# THANK YOU

EXECUTIVE PRESENCE ISN'T WHAT YOU WEAR —  
IT'S HOW YOU SHOW UP ON THE **BEST** AND  
**WORST** DAY.