

# PRESENCE

As a Communications Coach, I spend a lot of time working with executives on the rise. Communications skills play a central role in advancement, no matter what field you are in and so does presence. Presence is not just one thing, it is the sum-total of many attributes.

**There are 6 characteristics to Leadership Presence which is what I call STAR POWER!**

## **#1: Competence**

Let's all agree that you can't "fake it 'til you make it". You are where you are in your career because you know what you're doing. You get the job done. You are competent.

## **#2: Trustworthiness**

A leader is someone whose word is as good as gold. You say what you mean and you mean what you say. You tell the truth, even when it hurts.

## **#3: Authenticity**

You reveal yourself to others so that there is no mystery about who you are, what your values are, and what makes you tick. You are authentic and you encourage others to be authentic, too.

## **#4: Inspirational**

A leader is a role model and a mentor whose actions and ideas inspire others to follow their lead.

## **#5: Passion**

You are driven to achieve. You bring passion to everything you do. You have energy and it is contagious.

## **#6: Vision**

You can envision the goal, the finish line, with a clear understanding of what it will take to get there.

**Remember: No matter how you sound, I can make you sound better.**