



Marcou Coaching

Lead with Quiet ConfidenceSM Program
Module 5 – Influencing Others Worksheet

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Executive Presence

3 C's of Executive Presence

- **Confidence**
 - Build inner confidence/gravitas that shines through including your appearance.
 - Connect with your Inner Mentor
- **Communication**
 - Communicate clearly your ideas, vision
 - Use your voice
- **Competence**
 - Know your area of expertise
 - Don't be afraid to contribute to other areas by asking questions

1. What is Executive Presence in your mind?



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2. Think of a leader who is more on the quiet side whom you think has executive presence. What is it that that person does, says or is that makes you feel they have executive presence?

3. What impact do you want to have on others?

4. Why is it important to you to have executive presence?



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5. What do you want to work on for your executive presence?

6. What actions can you take to show up more with that executive presence?



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Visibility

7. Why do you want to be more visible?

8. What do you want to be seen for? How do you want to be seen? What do you want people to notice about you?

9. To whom do you want to be more visible?



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10. What fears do you have about visibility?

11. What could you do to be more visible?

To whom

On what

For what purpose

12. What does being visible look like in a hybrid work environment?



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Networking

13. What are your challenges to networking?

14. What are you doing today to network?



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15. Ideas would you like to think about, explore, or experiment with in networking –
“building relationships with others to exchange information, resources, and support”.



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Influencing Others

ABCDE's of Communication

- **A=Audience** - define it in as much detail as you can, how do they like to consume information, what are their priorities, what is your relationship with this person/these people. Define multiple people if there are several people.
- **B= Behavior Objective** - what outcome you want out of it - both the business objective as well as the personal leadership objective (eg be seen as strategic leader or build trust).
- **C=Content** - what content do you need to support the desired outcome and what the audience needs/wants to make a decision/provide input.
- **D=Design** (eg deck, email, conversation, lots of data, stories, etc) - based on the preferences of the audience and the topic. What is the story and how to tell the story.
- **E=Evaluation** - did you achieve your behavior objective, what went well and what could have been better, did you achieve your personal leadership objective. What is your discernment of your success or is there someone you can ask for feedback.



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16. Pick a presentation or person you want to influence with an idea and work through each of the ABCDE's.

What is situation?

Who is the Audience? - define it in as much detail as you can, how do they like to consume information, what are their priorities, what is your relationship with this person/these people. Define multiple people if there are several people.

What is the Behavior Objective? - what outcome you want out of it - both the business objective as well as the personal leadership objective (eg be seen as strategic leader or build trust).

Business Outcome

Personal Leadership Outcome



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What is the Content? - what content do you need to support the desired outcome and what the audience needs/wants to make a decision/provide input.

What is the best Design? (eg deck, email, conversation, lots of data, stories, etc) - based on the preferences of the audience and the topic. What is the story and how to tell the story.

After the event, what is your Evaluation? - did you achieve your behavior objective, what went well and what could have been better, did you achieve your personal leadership objective. What is your discernment of your success or is there someone you can ask for feedback.



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Reflections

1. Key Takeaways from today's session:

2. Things I want to remember:

3. Experiments I want to try:
What? How? When?

What do I want to learn from this experiment?