



Get focused. Get inspired. Get going.

APARTMENTALIZE.

NAA
NATIONAL APARTMENT ASSOCIATION
EDUCATION
CONFERENCE & EXPOSITION





NAAEI Presents: Dale Carnegie's "Executive Presence"

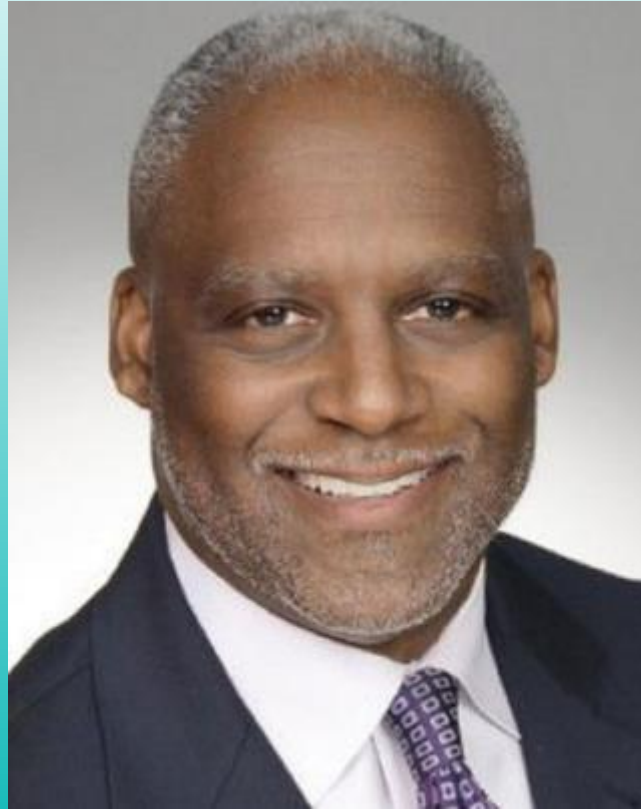
Presenting Your Leadership – Part A

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#NAAEDU17



Meet the Expert



Andre O'Brien

Executive Trainer, Dale Carnegie Training
Co-Founder, SalesUniverse.com

Executive Presence

The “IT” Factor

Do you have “IT”?

What does your presence say about you?



Who is watching you?



Your Vendors



Your Employees



Your Clients



Your Management

What is Executive Presence?

Executive Presence is the ability to win the confidence of those around you. You possess a professional magnetism that influences others; you're admired for exemplary leadership and respected as an authority.

When you have Executive Presence, your colleagues, subordinates and superiors rely on your strength and wisdom.

Executive Presence



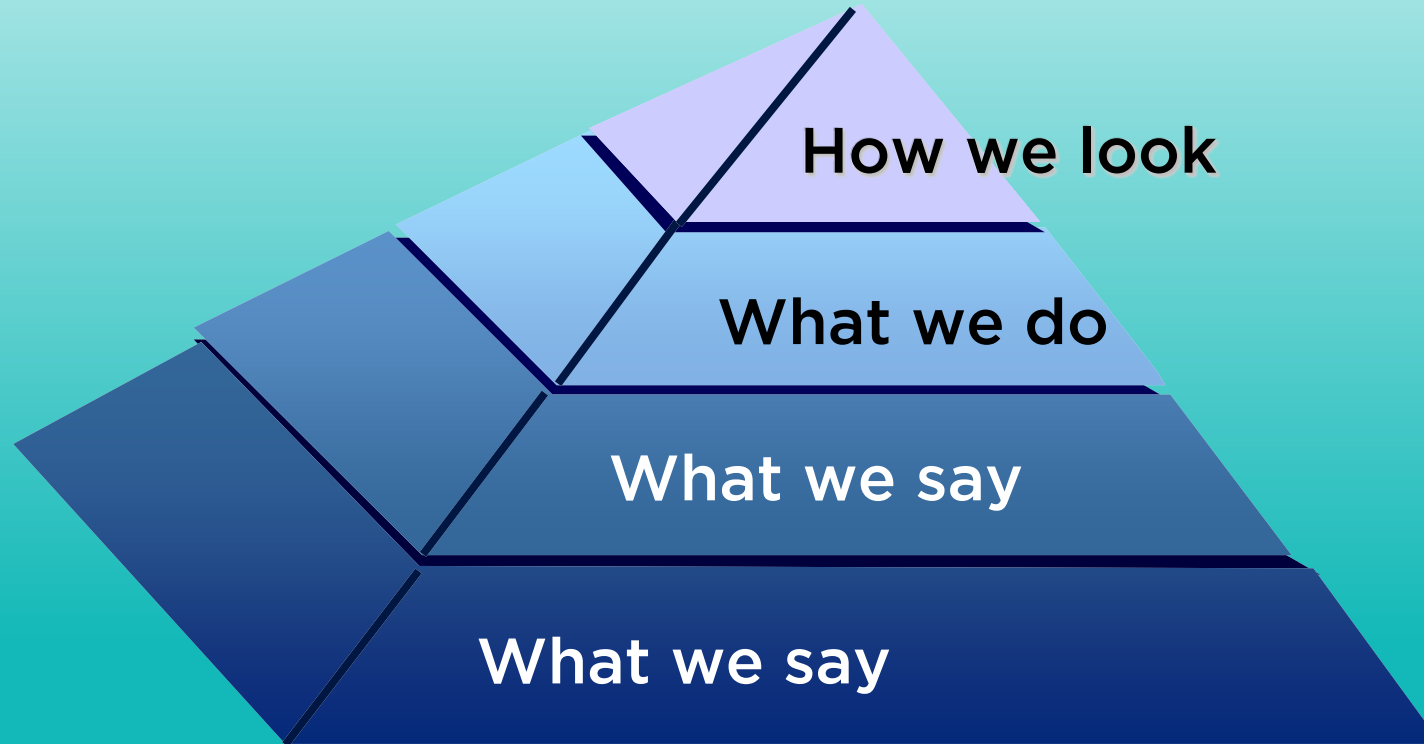
What I believe...

What I say and
do...

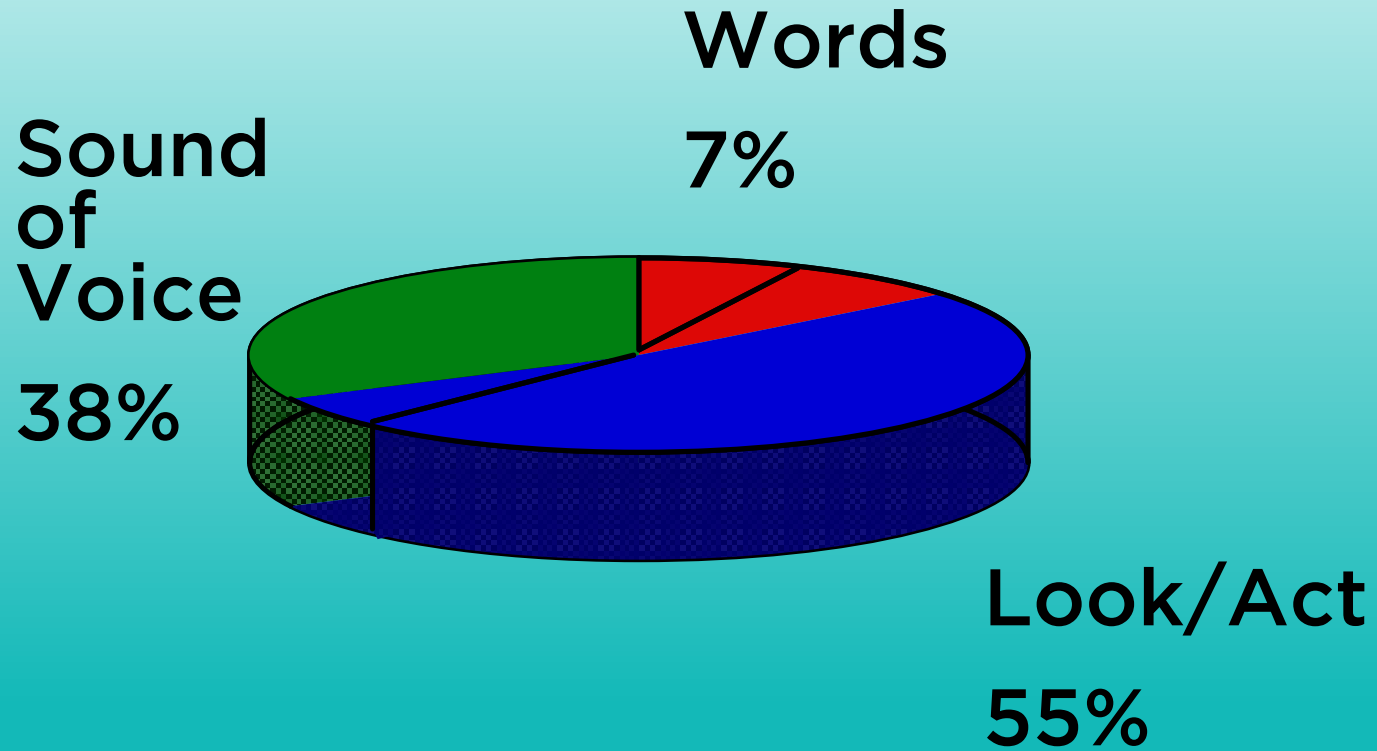
What others
experience...

**Executive
Alignment!**

We are judged by...



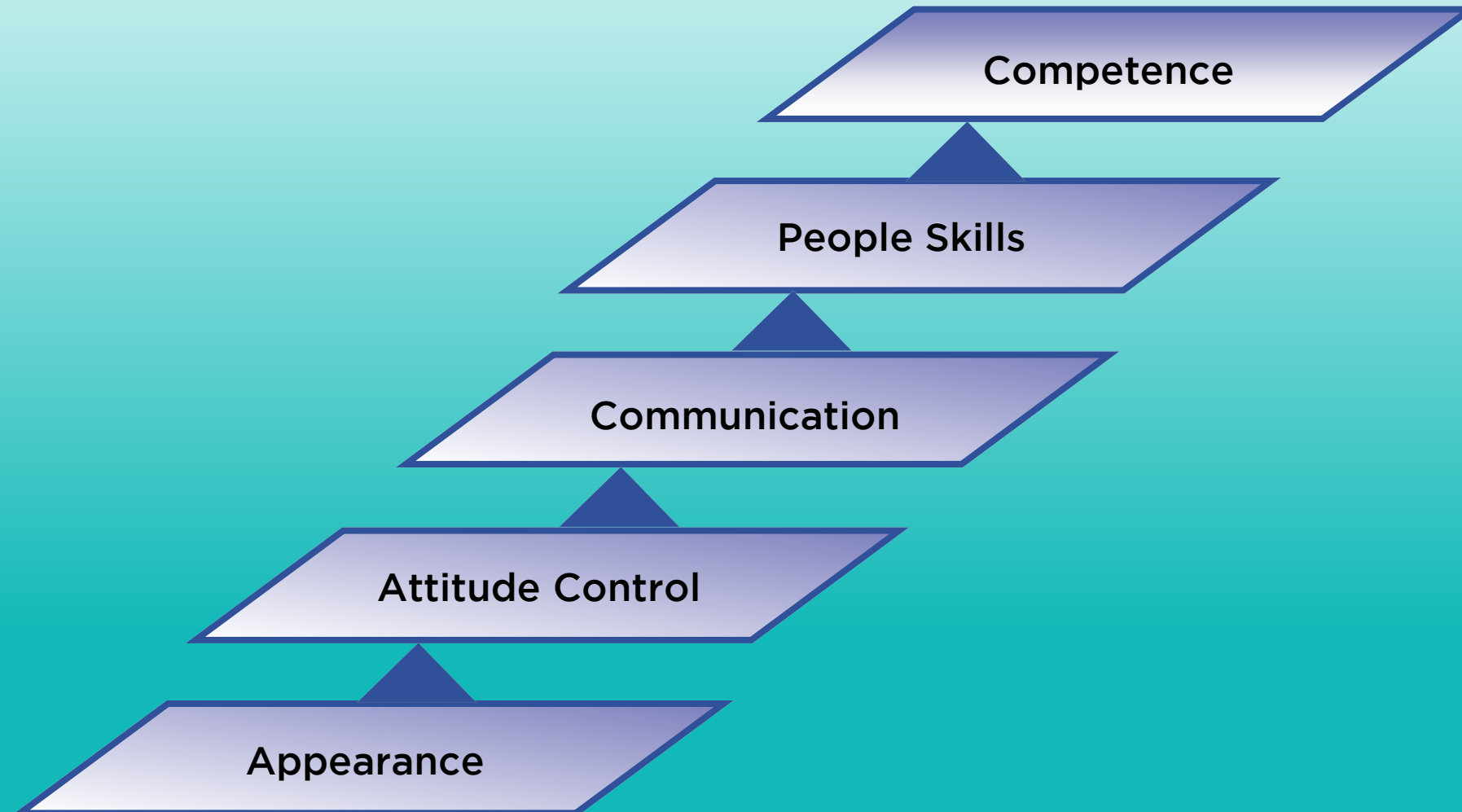
How are we reviewed?



Types of Image

- External Image
- Internal Image
- Interpersonal Image
- Interactive Image

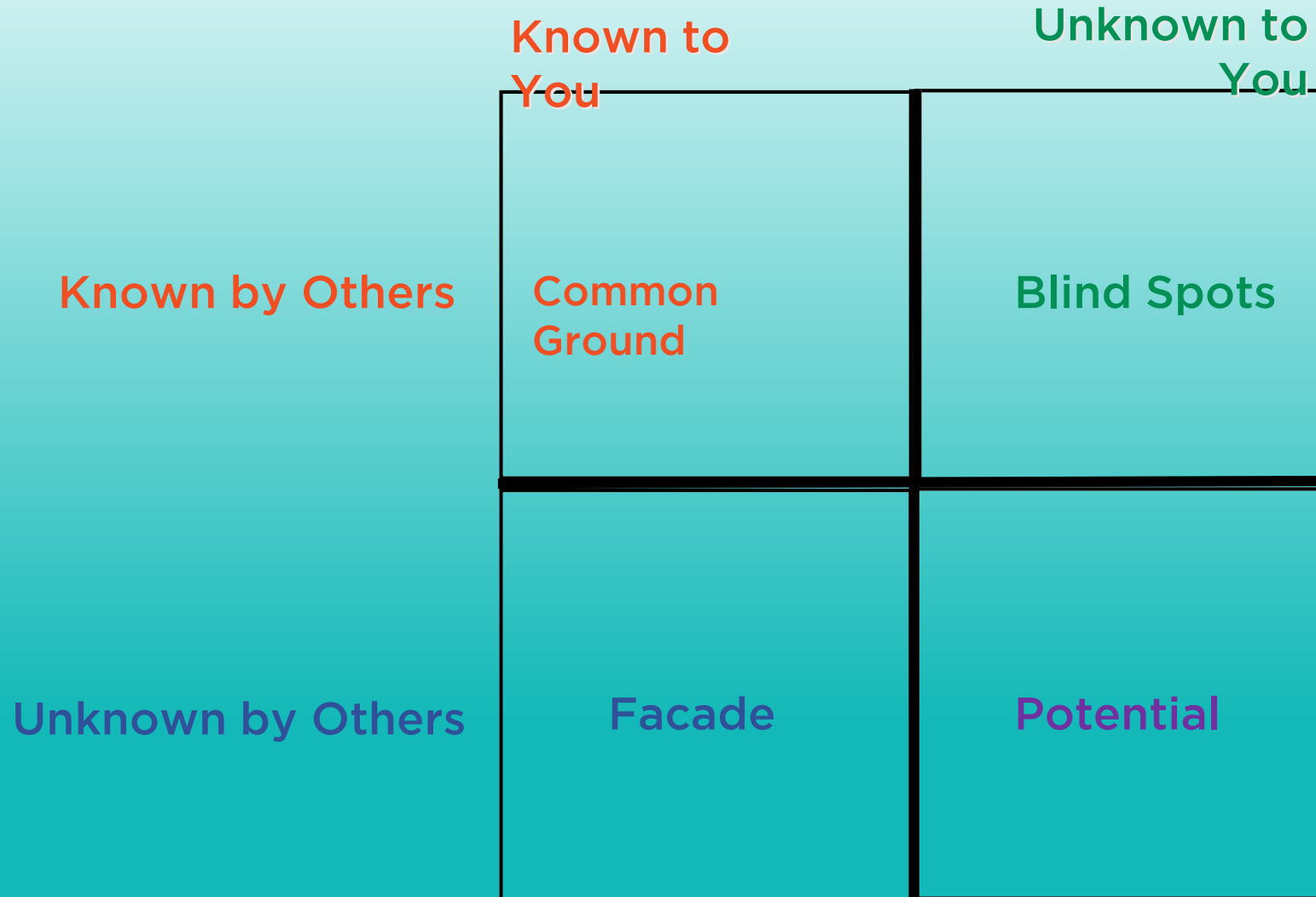
Image Factors



Self-Introduction

- Name
- Organization
- Job Description
- Major Challenge (incident)
- Image Impact

Johari Window



Reshaping the Window

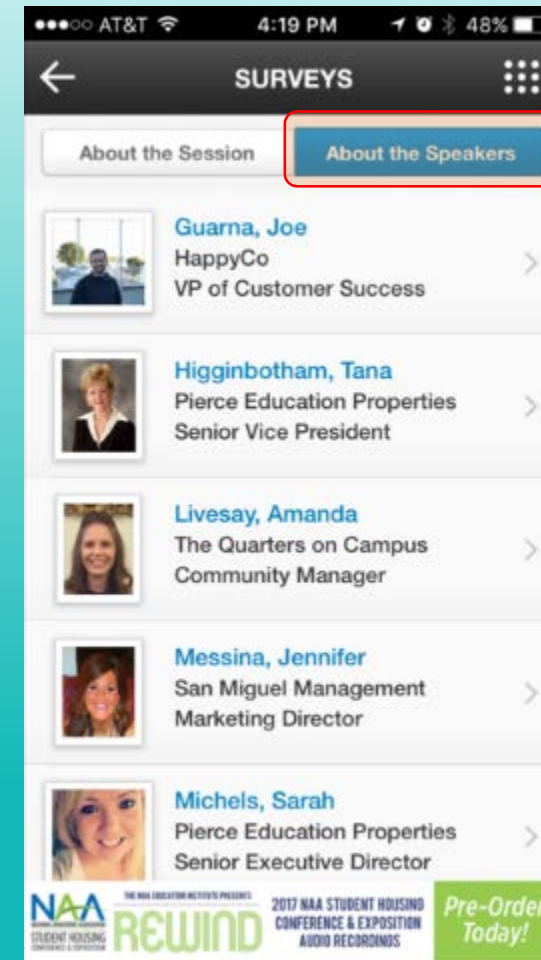
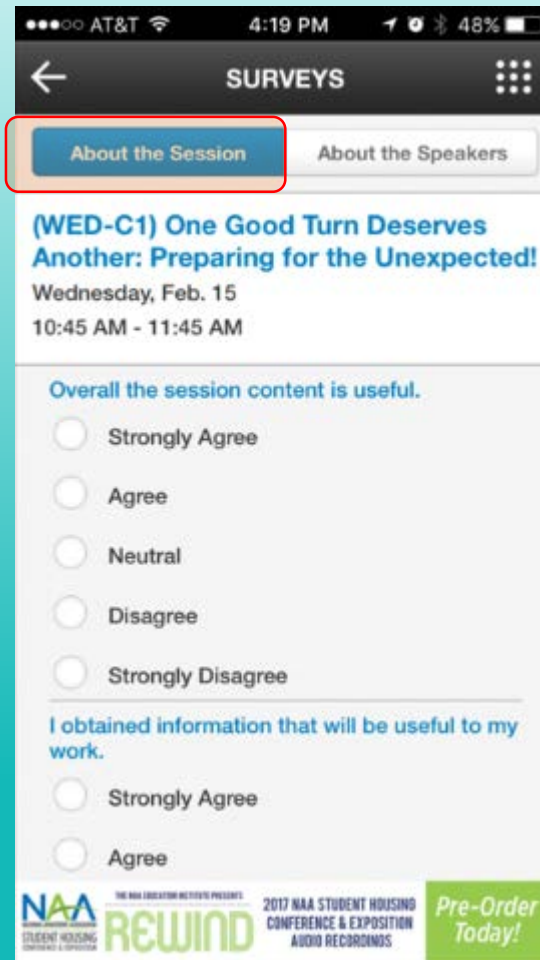
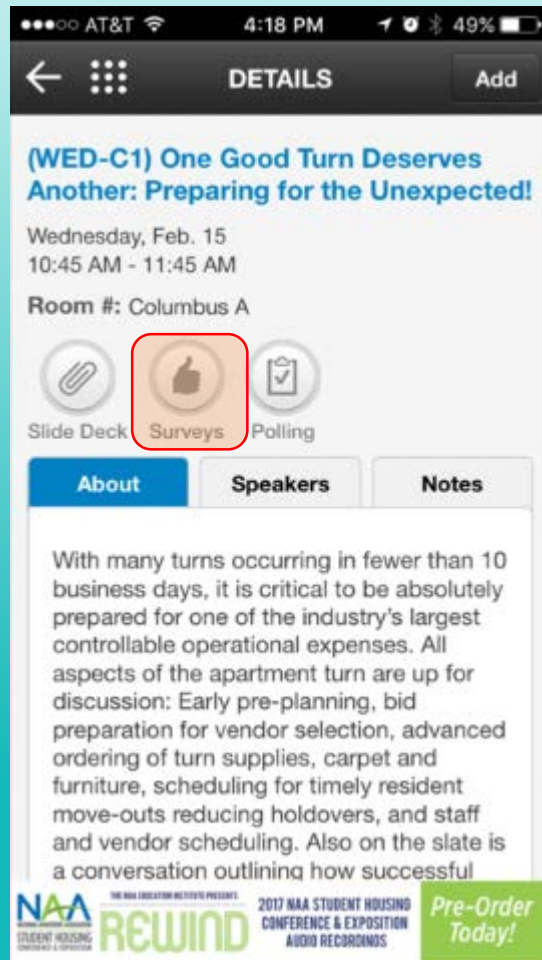
	Known to You	Unknown to You
Known by Others	<ul style="list-style-type: none">—Reveal yourself—Learn about others	<ul style="list-style-type: none">—Solicit feedback—Coach & mentor
Unknown by Others	<ul style="list-style-type: none">—Showcase abilities—Project acceptance	<ul style="list-style-type: none">—Take risks to grow—Help others achieve their potential

Action Plan

- Identify behaviors to change
- Benefits to you
- Benefits to others
- Benefits to organization
- Measure progress

**Executive presence is not
what you bring to an
organization,
but rather it is the legacy you
leave with an organization!**

Session/Speaker Survey



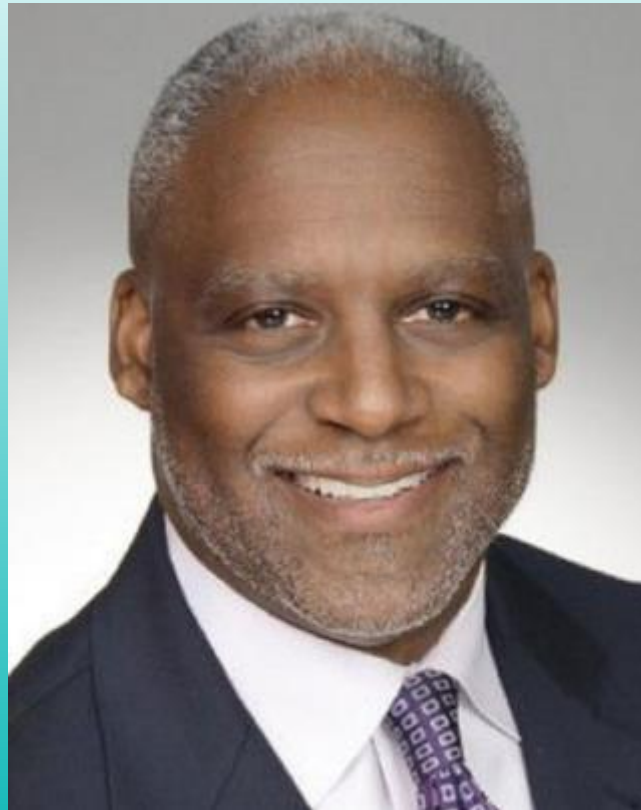
Thank You

- Stick around for Part "B" that will take place in this room in 15 minutes!



Dale Carnegie

Contact Info



Andre O'Brien

Wendy.johnson@dalecarnegie.com