



The Hidden Factor: Executive Presence

Sally Williamson

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Within the qualities of effective leadership, lies the more elusive concept of executive presence. Some define it as an aura; others say it is swagger and the ability to command a room. Still others say it is authenticity and personal confidence. Most often, it is the deciding factor in top level promotions. The Hidden Factor defines what executive presence really is, how you get it and how it can be leveraged to define a leader better than any other quality being measured. Executive presence has always existed, but in recent years, it has resurfaced as a hot topic among C-Suite executives, succession planners and development officers. It is one of the top qualities evaluated in potential leaders and is often the missing component that limits promotion. Through surveys and in-depth interviews with over 400 executives, we validated a range of presence attributes and the impact of those attributes in corporate settings. The interviews offered access to top executives stories and their thoughts on presence across their careers. Their insights combined with our coaching expertise offer an in-depth look at the concept of presence and one's ability to use this Hidden Factor to get ahead in any organization.

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