



Do Something Different

Executive Presence Programme

Theoretical background to the programme

Executive presence involves a subtle set of attributes that may appear hard to define, yet everyone knows it when they see it. It is less about simply possessing lots of charisma, and more about the individual paying careful attention to how they look, act and speak. When job performance is excellent and the person is highly skilled, the person who also has executive presence will stand out as a potential leader. For those already holding down a leadership position, their effectiveness is enhanced by having executive presence, with the kind of communication skills that can command a room and also carry it off with gravitas. This course helps those who are in high profile roles, or who aspire to leadership positions, to learn the micro behaviours that they can implement to fully look and sound the part. Through small adjustments to behaviour the programme helps them to step up with poise and confidence. It helps them project their passion and energy with deep integrity combined with emotional intelligence. And it will enable them to harness the power that comes from being present, in any situation or with anybody, in order to propel their career in the right direction.

How the Do Something Different Executive Presence programme works

1. The pillars underlying the programme:

- **Gravitas**
- **Communication skills**
- **Body Language**
- **Impact**
- **Image**
- **Creates strong morale**
- **Able to speak up**
- **Courage to do the right thing**
- **Build support network**
- **Meaningful purpose**

2. The diagnostic questions that profile each person according to the pillars above:

How often do you

- come across as forceful and assertive?
- leave a meeting having impressed the group or audience?
- pay attention to your body language, posture and gestures?
- monitor your own behaviour to check that you are fully present when interacting with others?
- turn up for work well dressed and immaculately groomed?
- trust others and back them all the way?
- express yourself in strong clear language?
- feel you have a belief you would sacrifice almost anything for?
- continue to build a diverse group of friends?
- let others know, through your actions, the values that matter to you?

These questions are answered online using a slider that can be moved from Never to A Lot. (see example screenshot below).

The screenshot shows a web application interface for a diagnostic questionnaire. At the top, there is a blue header with the 'NixonMcInnes' logo and the tagline 'Something Different'. To the right of the header, it says 'Welcome Paul Bunkham' and has a 'Log out' button. Below the header, there is a navigation bar with tabs: 'Welcome', 'About You', 'Behaviours', 'Habits' (which is selected), 'Wellbeing', and 'Your Do's'. The main content area is titled 'How often do you...?' and includes instructions: 'Move each slider to indicate how often you do the following things. Please be honest, there are no wrong or right answers - just tell us how it is for you.' Below this, there are eight questions, each with a horizontal slider ranging from 'Never' to 'A lot'. A green line indicates the 'Not sure how to answer?' point. The questions are: 'Challenge the status quo in an attempt to make improvements?', 'Proactively look for ways to improve yourself?', 'Go out of your way to make others feel good?', 'Keep your feelings under control when faced with challenging people or situations?', 'Expect a positive outcome when faced with a new challenge?', 'Make a real effort to tune into how others are feeling?', 'Adjust your behaviour depending on who you are with?', and 'Experience surprise at how you react to certain situations?'. At the bottom of the form, there are 'Back' and 'Next' buttons.

3. The unique programme of behavioural prompts (Do's) based on the person's answers to the diagnostic questions

After completing the diagnostic questions each person's unique programme is created by our system. For each question there are three alternative 'Do's' tailored to the development needs of the individual. These are delivered over the course of a few weeks by email and/or text.

For example:

How often do you:	NEVER	SOMETIMES	A LOT
leave a meeting having impressed the group or audience?	Up Front. Today put yourself in a more visible position. Don't shrink back. Step out from behind the desk or podium. Straighten your back and stand tall.	Weigh in. Choose your power thought for today. Hone the words or visualise it for extra impact. Plan the right moment to present it to others.	Refresh. You know how to impress an audience so today hunt down a compelling new story. Find one that will inspire or even surprise others.

The simple steps to doing something different



Do Something Different was developed by psychologists Professor Ben (C) Fletcher and Professor Karen Pine, whose research shows that most people's everyday behaviours are automatic, driven by habit and context, not by rational decisions. In attempting to understand and resolve the barriers that prevent people changing Do Something Different takes account of the limitations of the human mind revealed by behavioural science. This involves understanding how to influence people's automatic choices and break habits to produce beneficial outcomes, both for the individual and for society generally.

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