



EXECUTIVE PRESENCE TOOLKIT

Command the Room.

Lead with Authority and Clarity.

Executive Presence Is Not a Personality. It Is a Practice.

A lot of leaders think executive presence is something you either have or you do not. It is not. It is a set of skills, habits, and decisions that anyone can develop with the right tools and enough intention.

Executive presence is not about being loud or dominant. It is about being clear. It is about walking into a room and making people feel something, whether that is confidence, trust, calm, or direction. It is about knowing who you are and letting that show without apology.

This toolkit gives you 5 practical tools you can start using today. Not next quarter. Not after more training. Today.

HOW TO USE THIS TOOLKIT

Each tool has three parts: What It Is, How to Use It, and Use It Now. Do not just read. Do the "Use It Now" step for each tool before you move to the next one. That is where the change happens.

What It Is: A 2-3 sentence introduction that tells people who you are, what you do, and why it matters, without rambling, stumbling, or shrinking.

How to Use It: Draft your Power Statement using this structure: "I am [name]. I [what you do] for [who you serve]. My work [the result or impact it creates]." Practice it out loud until it feels natural, not rehearsed.

Use It Now: Write your Power Statement right now. Say it out loud three times. Then say it to a colleague before the end of today.

What It Is: A simple mental checklist you run before entering any high-stakes room, meeting, or presentation so you walk in prepared, not reactive.

How to Use It: Before any important interaction, ask yourself three questions: Who is in this room and what do they care about? What do I want them to feel, think, or do after I leave? What is the one thing I must not leave unsaid? Answer all three before you walk in.

Use It Now: Think of your next important meeting. Run the Room Audit on it right now. Write your three answers and walk in ready.

What It Is: A personal system for staying composed when things go sideways, when you get pushback, when you are caught off guard, or when the pressure climbs.

How to Use It: Build your own protocol with three steps: Pause (take one breath before responding, never react in the first three seconds), Name (identify what you are actually feeling — not what the room is feeling), Redirect (respond to the issue, not the emotion). Practice these steps in low-stakes moments so they are automatic in high-stakes ones.

Use It Now: Recall a moment when pressure got the better of you. Replay it with the Pressure Protocol. What would you have done differently? Write it down.

What It Is: A communication structure that helps you speak with power and precision in any situation, whether you are presenting to a board, leading a meeting, or having a hard conversation.

How to Use It: Use this structure every time you need to communicate something important: Bottom Line First (say the main point in one sentence), Evidence (give 2-3 supporting points), Call to Action (say exactly what you need them to do or decide). Remove filler words. Remove apologies. Remove anything that weakens your point.

Use It Now: Take your next email or presentation and rewrite the opening using Bottom Line First. Notice how much clearer and stronger it sounds.

What It Is: A 10-minute daily habit that builds your executive presence from the inside out, one day at a time.

How to Use It: Each morning, do three things: Spend 3 minutes reviewing your purpose and the impact you want to make that day. Spend 4 minutes preparing for your most important interaction (run the Room Audit). Spend 3 minutes reviewing how you showed up the day before and what you want to do better today.

Use It Now: Set a reminder for tomorrow morning. Block 10 minutes. Do the practice. Track it for 30 days and watch what changes.

Presence Is Built in the Ordinary Moments.

The leaders who command rooms are not the ones who learned how in a single training. They are the ones who practiced the small things until they became automatic.

Your Power Statement. Your Room Audit. Your Pressure Protocol. Your Clarity Framework. Your Daily Practice. These are not complicated. They are consistent. And consistency is what separates the leader people notice from the leader people remember.

TOOL	WHAT IT DOES	WHEN TO USE IT
1. Power Statement	Introduces you with authority and clarity	Networking, meetings, new relationships
2. Room Audit	Prepares you for high-stakes interactions	Before any important meeting or presentation
3. Pressure Protocol	Keeps you composed when things get hard	Conflict, pushback, unexpected challenges
4. Clarity Framework	Makes your communication sharp and clear	Emails, presentations, hard conversations
5. Daily Practice	Builds presence from the inside out, daily	Every morning, 10 minutes

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