



Guide to Executive Presence

What is Executive Presence?

Executive presence is the ability to influence stakeholders through effective communication.

What does Gartner look for in strong Executive Presence?

In Gartner Sales, we're looking for individuals who can project confidence, energy and charisma while being relaxed and comfortable in a room of C-suite executives. Specifically:

- Confident communication and clear articulation
- Concisely articulating a point of view with enthusiasm
- Persuading effectively, making compelling points using logic and rationale to influence others; ensuring a given position addresses the other person's concerns
- Ability to identify body language and adapt/adjust accordingly
- Ability to build trust-based, value-added relationships

Why does Executive Presence matter?

- Many times, your executive presence will be your first impression in working with others
- Your ability to influence others can have a direct impact on your ability to build trust and perform your job effectively
- Your ability to concisely summarize a client's needs and align them with your product offering is critical to driving your desired sales outcomes

What can you do to enhance your Executive Presence?

- Practice placing yourself in professional situations (i.e., internships, sales competitions, and student organization leadership positions) that stretch/challenge your executive presence skill set
- Solicit and embrace opportunities to receive feedback
- Actively listen to others, weaving elements of what you have heard into a conversation in real-time to demonstrate true understanding
- Watch a Gartner Sales On-Demand professional development webinar - register [here](#)

About Gartner

Gartner delivers actionable, objective insight to executives and their teams. Our expert's guidance and tools enable faster, smarter decisions and strong performance on an organization's most critical priorities.

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