



THE ALUDO GROUP
Think. Be. Do

EXECUTIVE PRESENCE — PROJECTING CREDIBILITY AS A BOARD MEMBER

The Heart of the
Matter

JEFF ALUDO -KEYNOTE SPEAKER

Worked for more than 20 years in Big 4 Consulting and Strategy firms before founding **The Aludo Group**, a growth and innovation consultancy.

He has extensive experience in strategy and innovation in the global space.

Jeff explores the implication of emerging trends and identifies opportunities and risk for your preferred state. He prepares firms for transformational change.

Sample Speaking Topics:

- Innovation and Opportunities for the Future of Insurance - IRA
- Silent risks and opportunities in Future Banking — Africa CEOs
- ‘Innovation, Strategies for Africa’s Future development’ - Africa Rising Conference in London and Liverpool
- Moderated the session “Strengthening the Voice of Africa’s Private Sector”. Speaker at TDS - 10th WTO Conference in Nairobi.
- Provoking Thinking on the Future Role of Business in Sustainable Society - American Chamber of Commerce



■ Strategist ■ Transformation Advisor ■ Futurist

Professionals routinely receive executive appointments and join the elite ranks of Boards of Directors.

These highly qualified professionals, from multiple disciplines carry authority, experience and, often, prestigious reputations.

They appear to have the ideal credentials for senior leadership roles.

Expectations run high— from the people they are going to lead, from their new peers and **perhaps highest of all, from themselves.**

YET often when top ranks, stature AND disruption are thrust upon some seasoned professionals they often fail to realize there are missing pieces:

- The skills to bring people on board
- To share their vision
- To move things forward

In short, they lack executive presence...



**LET'S TRY TO DEMYSTIFY SOME
LEADERSHIP MYTHS !**

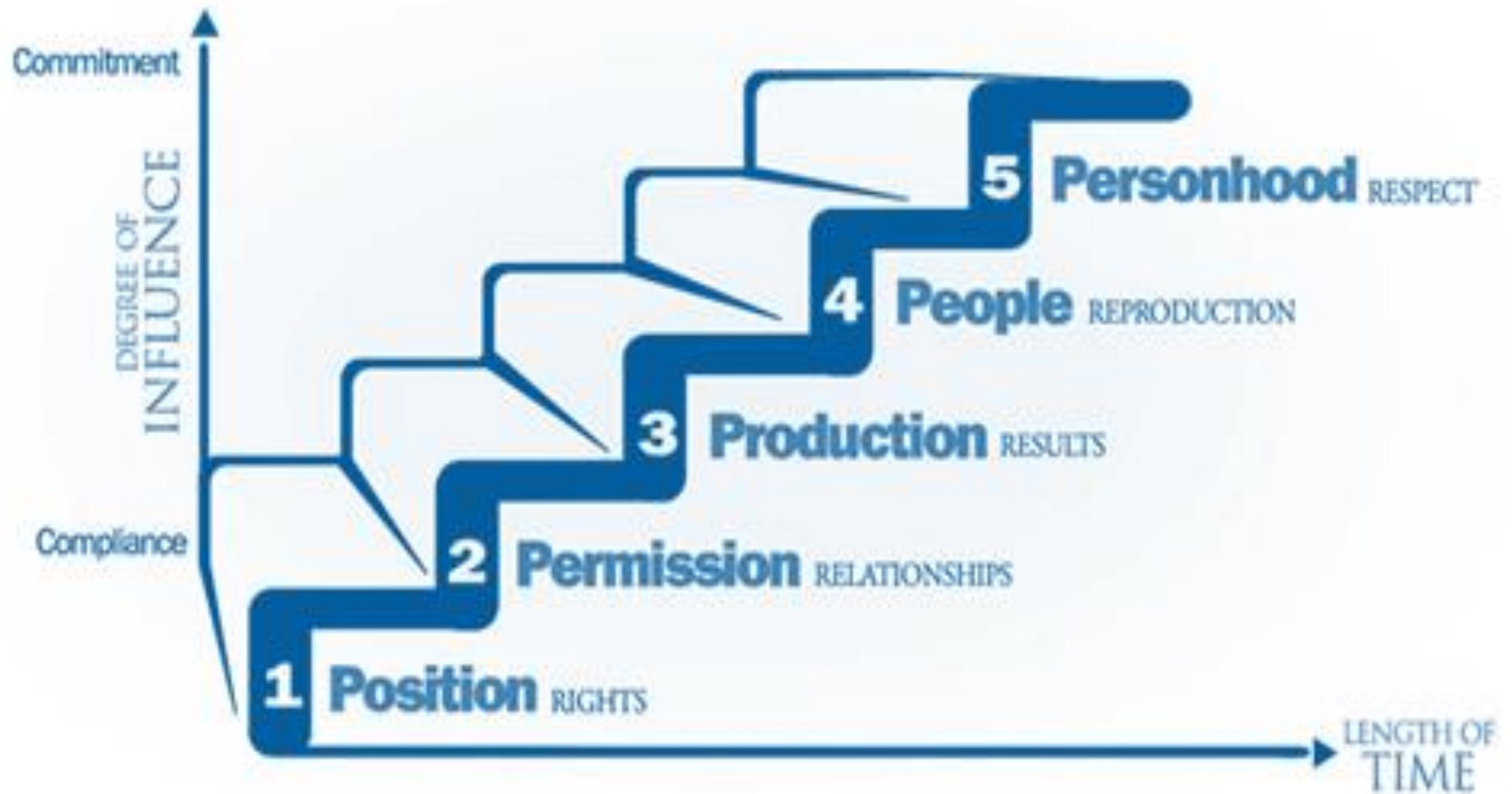
EXERCISE – WHO INSPIRES YOU?

“Exercise 1

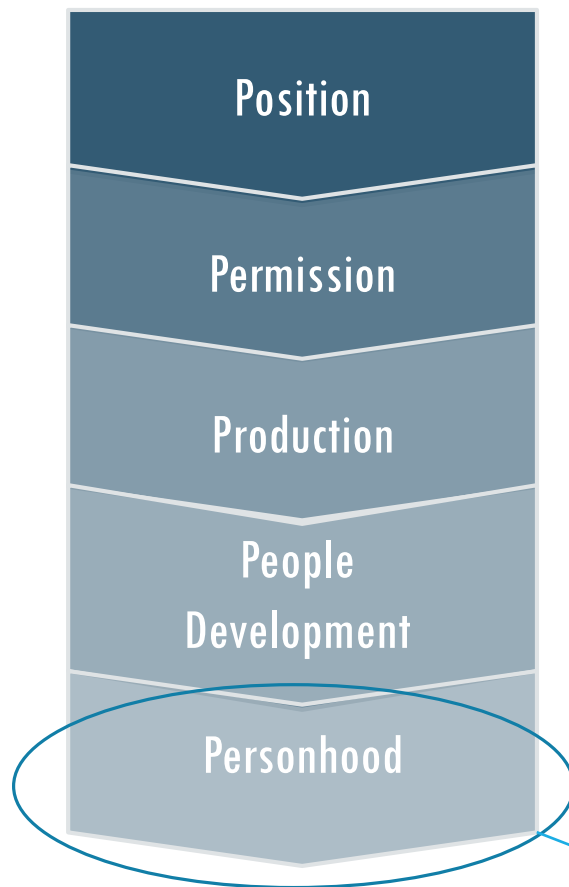
(Content removed / reserved for live sessions)”

The leaders who have
the most influence are the leaders who are
closest to us.

WHY PEOPLE FOLLOW THEIR LEADERS



WHY PEOPLE FOLLOW THEIR LEADERS (CONT'D)



- **Rights** – People follow you because they have to
- **Relationships** – People follow you because they want to
- **Results** – People follow because of what you have done for the organization/team.
- **Reproduction** – People follow because of what you have done for them.
- **Respect** – People follow because of who you are and what you represent.
- **EP** – Resides here

Video Content removed / reserved for live sessions

LEADERSHIP

“When leadership is defined not as a position you hold but as a way of being, you discover that you can lead from wherever you are.”

Everything that you will
ever do as a leader is
based on one major
assumption.

What is that assumption?

Content removed

WHAT IS EXECUTIVE PRESENCE ?

Executive Presence is the byproduct of good leadership.

If you focus on being a leader, executive presence, is that feeling that when people are around you, they trust you, they want to follow you, that is because you're a good leader.

Chasing it is like talking about the shadow when really the man who is casting the shadow, that part, that's being a good leader.

TOTAL SAMPLE

Content reserved for live sessions

TO BE PERCEIVED AS “EXECUTIVE MATERIAL,” RISING LEADERSHIP TALENT NEEDS TO

- ✓ **Act like a leader** (Gravitas)
- ✓ **Sound like a leader** (Communication)
- ✓ **Look like a leader** (Appearance)

THE 3 PILLARS OF EP

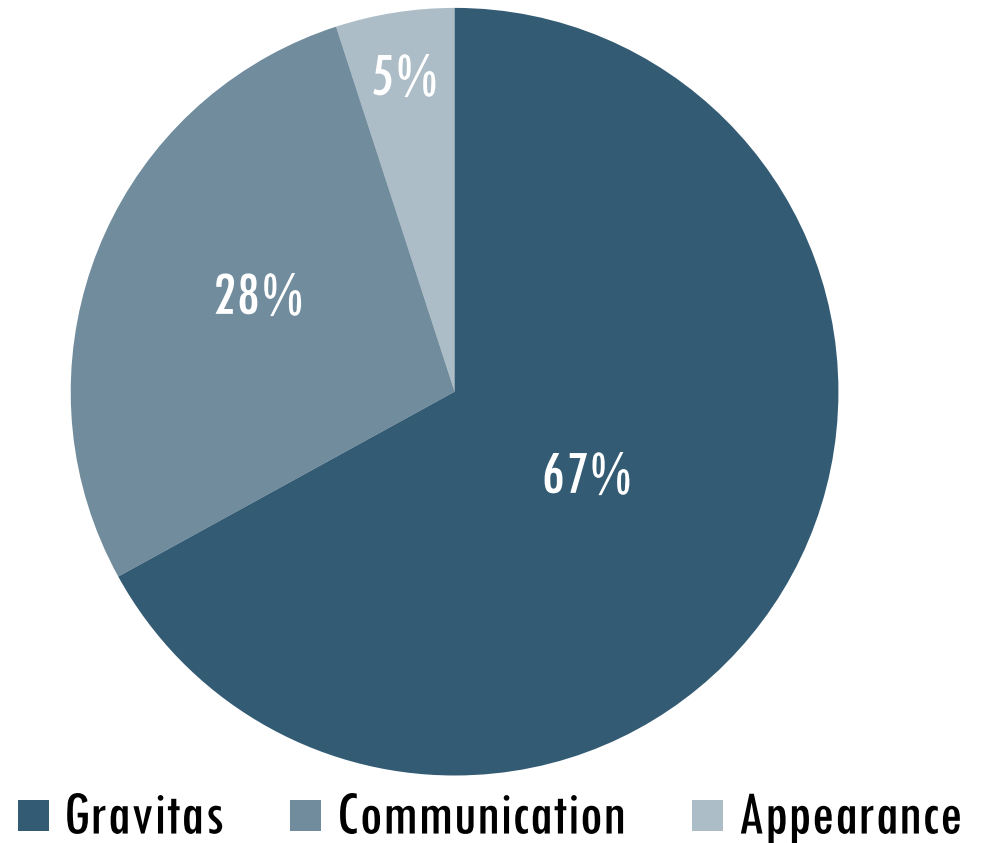
✓ **Gravitas** (A specific set of behaviors)

- ✓ Exuding confidence
- ✓ Acting decisively
- ✓ Showing integrity
- ✓ Demonstrating Emotional Intelligence
- ✓ Burnishing reputation
- ✓ Projecting Vision

✓ **Communication**

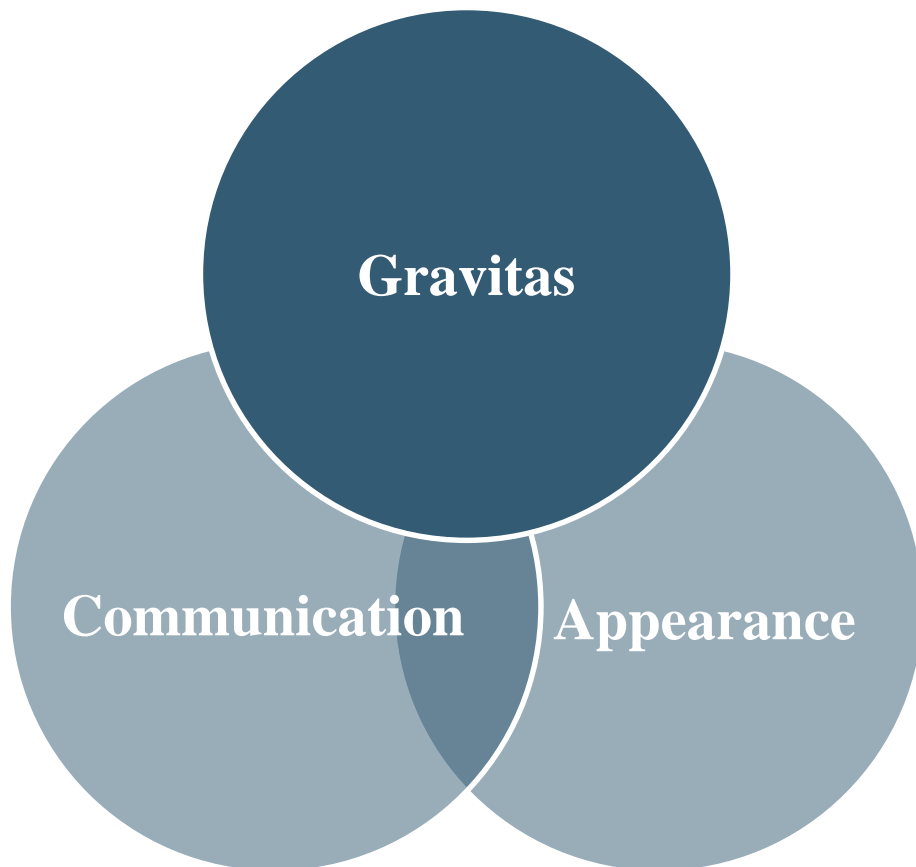
✓ **Appearance**

Which do executives believe contributes the most to Executive Presence?



Source: Centre for Talent Innovation

GRAVITAS IS THE HEART OF THE MATTER



Top gravitas behaviors that confer EP

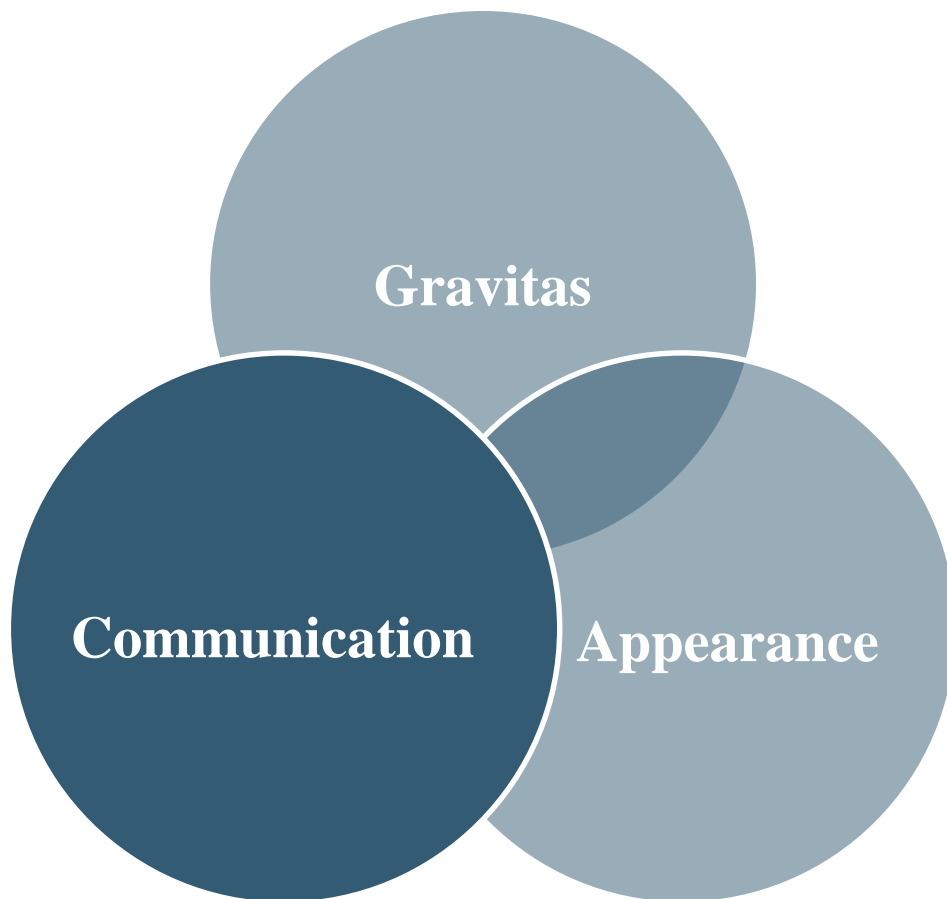
1. **Demonstrating integrity (71%)**
2. **Passion and Inspiring a following (60%)**
3. **Demonstrating an ability to get things done (confidence and competence) (56%)**
4. **Demonstrating EQ (56%)**

Source: Centre for Talent Innovation (Research of 200+ Executives)

Gravitas - Content Details removed / reserved

Communication - Content Details Removed

COMMUNICATION IS KEY



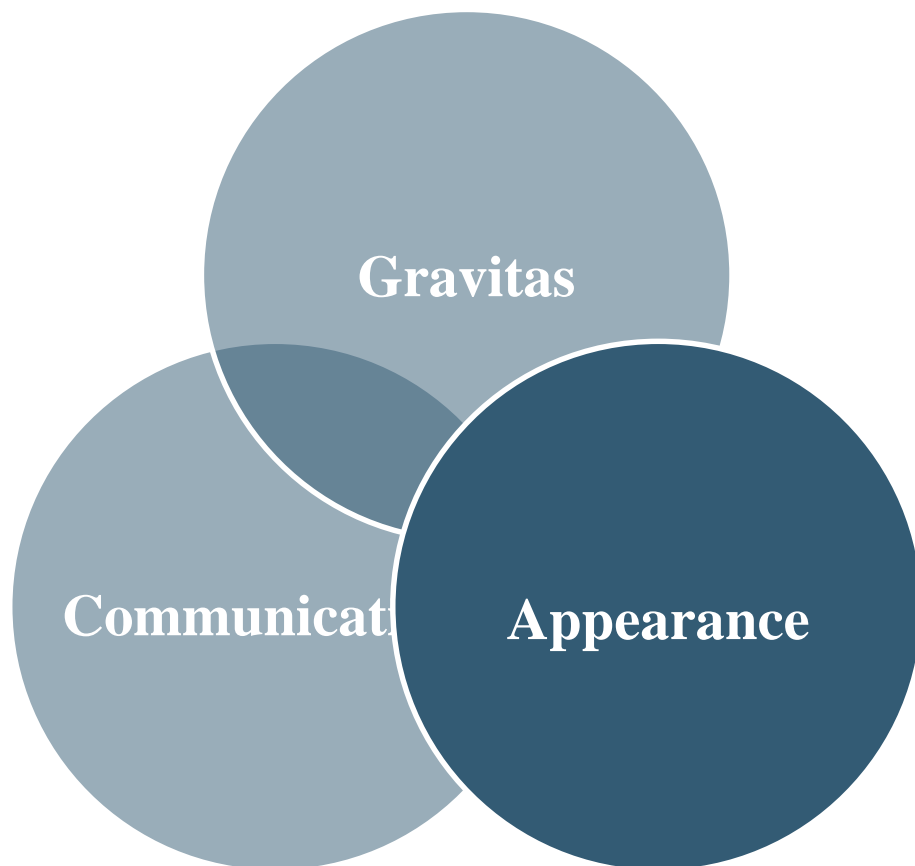
Top communication behaviors that confer EP

1. **Speaking well (65%)**
2. **Delivering a compelling message (58%)**
3. **Commanding a room (55%)**

Source: Centre for Talent Innovation

Nailing your Appearance – Content Reserved

APPEARANCE IS THE FIRST FILTER



Top appearance behaviors that confer EP (All markets)

1. Looking polished no matter the fit (40%)
2. Exhibiting style and flair (37%)

YOUR PERSONAL BRAND

- What people think of when they hear your name
- It exists regardless of your intentions
- Based on your past work, interactions and relationships
- Is the perception others have of you

REMEMBER

**If you don't believe in the messenger,
you won't believe the message.**

TRANSFORMATIVE LEADERSHIP'S GOAL

Transformative leadership's goal is to **“transform”** people and organizations in a literal sense — to change them in mind and heart; enlarge vision, insight, and understanding; clarify purposes; make behavior congruent with beliefs, principles, or values; and bring about changes that are permanent, self-perpetuating, and momentum building.”

Steven Covey, Author of 7 Habits of Highly Successful People

INSPIRE A SHARED VISION

Focusing on the future sets leaders apart.



“Vision is the **lifeblood** of any organization. It is what keeps it moving forward.

It **provides meaning** to the day-to-day challenges and setbacks that make up the rumble and tumble of **real life.**”

Michael Hyatt, CEO, Thomas Nelson

FINAL EXERCISE

Content reserved for live sessions

You have to say **YES** to making a **difference**...to **integrity**...to your **beliefs**...to big **dreams**...to **collaboration**...to **trust**...to difficult **challenges**...to setting the **example**...to **learning**...and to your **heart**.

CONTACT US



Jeff Aludo

The Aludo Group

0722606966 / 0714606776

jaludo@aludogroup.com