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Executive Presence: The Art of Commanding Respect Like a CEO (Business Books)

Harrison Monarth

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EXECUTIVE PRESENCE

THE ART OF
COMMANDING RESPECT
LIKE A CEO

HARRISON MONARTH

New York Times bestselling coauthor of *The Confident Speaker*

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Get the Key to the Boardroom with Powerful Executive Presence! "This book can be a key aid in helping you make it to the next level! Great coaching for anyone who is even thinking of becoming an executive!" Marshall Goldsmith, New York Times bestselling author of What Got You Here Won't Get You There "On the corporate battlefield a true leader's success is based upon his or her ability to communicate effectively, persuade others to follow a goal, and execute it. This leads to success for all. When the stakes are high, you're well advised to read this book first." Scott A. Gaines, vice president, Hertz Corporation "If you are seriously looking to be perceived in the light you choose, Executive Presence is the book that not only answers the question, but shows you how to apply the answers." Kevin Hogan, author of The Psychology of Persuasion "Harrison Monarth is a first-rate thinker who writes as clearly as he thinks. No matter where you are on the career ladder, Executive Presence will put you a step ahead of your competition." T. Scott Gross, author of Positively Outrageous Service "Most people know that to move up in your career, you need to have self-awareness and the ability to manage the perceptions of those whose opinions count. . . . Executive Presence is your comprehensive guide to help you become more proficient at self-marketing and the art of ethical persuasion to achieve your personal and professional goals." Larina Kase, PsyD, MBA, author of The Confident Leader and coauthor of the New York Times bestseller The Confident Speaker About the Book An expert in coaching high-level players in the art of perception management, Harrison Monarth reveals the critical difference between CEOs and those of us who wish to be CEOs. It's not a matter of intelligence, connections, or luck. It can be summed up in two words: executive presence. While most of us toil in obscurity and expect great things to follow, those on the path to corporate leadership spend their time perfecting the types of leadership communication skills that generate respect and get others to share their vision. They use these skills to establish how they are perceived by others and to manage their reputation throughout the organization. In other words, these soon-to-be top players have developed the presence of an executive through careful image management—and they make sure they have the goods to back it up. In Executive Presence, Monarth shows how you can seize control of your own career using the same skills. Inside, he explains how to: Accurately read people and predict their behavior Influence the perceptions of others Persuade those of opposing views to your side Create and maintain a personal brand Manage and control your online reputation Perform damage control when things go wrong Monarth's conclusions aren't based solely on his keen insight and extensive experience; they're the result of the latest scientific research in interpersonal communication and human behavior. Talent and skills are important, but they alone won't take you to the top of your organization. People reach highly influential positions because they deeply understand the power of perception and know how to leverage it in their favor. The good news is, anyone with the will to succeed can do it. Executive Presence provides all the techniques you need to take your career to the highest level of any organization.

About the Author Harrison Monarth is the founder and president of GuruMaker, a global communications consulting firm that helps Fortune 500 executives, international politicians, and other high-level professionals shape events using the skills of persuasion, image management, and media leveraging. He is the coauthor of the New York Times bestseller The Confident Speaker.