

# All the Leader You Can Be: The Science of Achieving Extraordinary Executive Presence



The book that cracks the code on executive presence: what it is, why it matters, and how you can achieve it. You know it when you see it. That rare combination of qualities that makes a truly great leader. Until now, executive presence has been hard to define and even harder to develop. But after years of extensive research, executive coach and best-selling author Suzanne Bates and her team have identified the 15 traits you need to be all the leader you can be. Using the research-based, scientifically grounded Bates Executive Presence Index - Bates ExPITM - you can assess your ability to influence results and maximize your impact scientifically and systematically. With this proven approach, you can: Develop your presence in and out of the boardroom Engage, inspire, align, and move others to act and succeed Strengthen teams, drive change, and lead with incredible confidence Make real and lasting impacts on your company, your career, and your life Bates groundbreaking approach to enhancing executive presence is not a one-size-fits-all plan. Since every leader is different, the book shows you how to measure your individual qualities using a three-dimensional model of your character, substance, and style. You'll discover how perceptions of 15 distinct facets of your leadership style, such as authenticity, integrity, composure, vision, and intentionality, are proven to help you drive results. You'll learn how to leverage your strengths, improve your weaknesses, and develop an executive presence that is uniquely your own. Whether you're taking on a new executive position, facing new and exciting challenges, trying to build a better and stronger team, or developing new emerging leaders within your organization, All the Leader You Can Be has all the guidance you need to achieve extraordinary executive presence.

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