

The Style CodeSM

Unlocking the Secrets of Executive Presence

Stop just reacting to critiques of your style that aren't actionable. Learn how you can adapt your executive presence intentionally to boost results and strengthen relationships.

Style critiques are one of the most popular pieces of feedback to give, one of the most perplexing to receive, and one of the most challenging to change. No matter the level of executive, many organizations falter at providing practical tools and advice to help leaders evolve their style as they grow. And many individual leaders are left saying, "I am who I am" and lack the resources to understand that it's not a personality issue, but a set of social markers they can control in a genuine way. With an understanding of the hidden code of style. Instead, they need to understand the hidden code of style, a set of social markers that they can control in a genuine way. They can learn why they show up the way they do and how to alter their own style code to create effective executive presence, increase results, and strengthen relationships.

Through primary and secondary research, and over 35 years of experience with more than 12,000 leaders, we have cracked the hidden code of leadership style in a practical way to make leaders better. While we customize all sessions in partnership with our clients, we offer four main ways to share this hidden code of style and help leaders develop a more effective executive presence:

PROGRAMS FOR INDIVIDUALS

Executive Presence Coaching

One-on-one Executive Presence Coaching provides individuals who want to work on building a more credible leadership style a private forum in which to work with a Leadership Coach to get honest feedback about their style and ongoing support to make targeted changes. For a group of leaders who want lighter coaching, we offer scalable Coaching Office Hours, one-time coaching sessions for individuals who participate in Hidden Code of Executive Style Presentations, Dialogues, or Programs.

PROGRAMS FOR TEAMS/GROUPS

The Hidden Code of Executive Style Presentation / Dialogue

In this 60-90 minute experience, we will discuss the value of a more strategic communication style and how to more effectively flex style to engage and influence people in everyday conversations, meetings, and presentations. We'll unlock the hidden code and explore how a variety of markers, non-verbal and verbal behaviors can make you more credible with your team, clients, colleagues, friends and family. This session can be straight content delivery or add extra time for a team that knows each other to create dialogue and exchange feedback about each other's style.

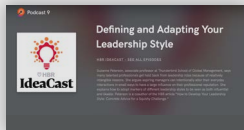
LEARN MORE:



HBR article:

CRA | Admired Leadership® featured in HBR.

How to Develop Your Leadership Style, by Suzanne J. Peterson, Ph.D



HBR Webinar:

Defining and Adapting Your Leadership Style.

Dr. Suzanne Peterson explains how to adopt markers of different leadership styles to be seen as both influential and likable.

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PROGRAMS FOR TEAMS/GROUPS (continued)**Executive Conversations Program**

This offering is intended for a group of leaders to engage in a one or two-day program to focus on building executive presence and advocacy in all types of leadership conversations. Both workshop-like experiences include evaluation and observations in real leadership scenarios. The second day is geared toward leaders who have a large influence or sales component to their role and emphasizes advocacy skills.

DAY 1: EXECUTIVE PRESENCE**De-Mystifying the Code that Drives Your Style**

- Markers that convey your natural style

Assessing Your Current Style**Preparing for Conversations**

- Practicing common scenarios
i.e., presentations, meetings, evaluations,
mentoring sessions, sales meetings, etc.

Flexing Your Style

- Reading the room and commanding it

DAY 2: ADVOCACY**The Role of Style in Advocacy**

- Projecting credibility while inviting candor
and resolving conflict

**Advocating for Positions, Perspectives,
and Ideas**

- Using framing, stories, and data
to make it compelling

**Advocacy Scenario -
Preparation and Coaching**

- Practice for an upcoming scenario

Senior Audience Input (when possible)

- Observation, feedback, and evaluation

Fee: \$2,500 per participant per day (typical size 6-10 people)

INSIGHTS & AWARENESS**Leadership Style Inventory**

The Leadership Style Inventory is a diagnostic to help a leader understand how he/she is perceived in relationship to our unique Style Code framework. Using either confidential surveys of seniors, directs, and peers, or a self-assessment, leaders use the inventory to gather perceptions and suggestions about their style. CRA | Admired Leadership® generates a customized report that summarizes the feedback and provides tailored coaching points for what to adjust and how.

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