

Coaching for Leadership Presence

Leadership presence is a powerful attribute of leadership. You can define it as the presence of authority imbued with a reason to believe. What matters to us most is authenticity. That cannot be faked, but it can be amplified. While leaders project it, followers authorize it with their approval.

Leadership presence is a form of communications and as such can be taught and put into practice through focused coaching.

John Baldoni, noted leadership and communications author/coach specializes in helping his clients discover and achieve **leadership presence**, which he defines as “earned authority.” Those with leadership presence demonstrate a strong capacity to project confidence, communicate with conviction, instill trust, and most importantly, lead by example.

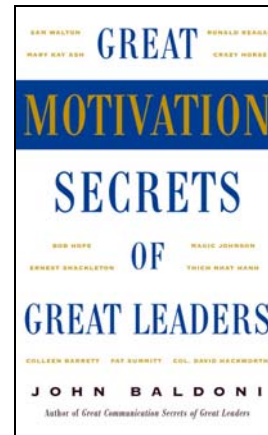
John bases his coaching practice on three key principles:

- *Assessment* – where you are now and where you want to go
- *Action planning* –how you get there
- *Frequent feedback* – how you’re doing along the way

Using that methodology, John coaches leaders to:

- Demonstrate leadership presence i.e., leading with authority, conviction, and humility
- Communicate for leadership, e.g. vision, alignment, delegation, discipline, and recognition
- Persuade and influence up, down, and across the organization
- Become a more compelling speaker and more focused listener

Coaching helps leaders achieve intended results by understanding themselves more fully so they can meet the needs of their organization more capably.



Many of the lessons John teaches are drawn from his 5th book, *Great Motivation Secrets of Great Leaders* (McGraw-Hill 2005), which explores how leaders create opportunities for people to succeed for themselves and their organizations.



About John Baldoni

As a leadership and communications consultant, author, and speaker who works with Fortune 100 companies as well as non-profits, John has been helping managers use their communications to achieve leadership goals. His many articles have appeared in publications such as *Harvard Management Update*, *Leader to Leader*, *Presentations*, *Wharton Leadership Digest*, and *T&D*. John speaks frequently on leadership to audiences in the corporate, non-profit, and university communities.