



How to Get 'It': The Power of Executive Presence for Women

Coni Masciave

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You know you've got what it takes to lead. But are you going to get a shot at the job you deserve? When it comes to women getting to the top, experience and qualifications simply aren't enough. Without 'executive presence' – a perception that demonstrates you're in charge or deserve to be – your career path will eventually be blocked. So if you're aiming for the head of the table, not just any seat, managing your executive presence is the 'It' factor that puts you in the running. Being perceived as a leader makes the difference between successfully advancing through the ranks vs. just plateauing. This factor holds true far more for women. In this engaging and insightful "bible" for women on the rise, executive coach and corporate communications expert Coni Masciave draws on the latest research and over 20 years working with some of the world's biggest companies. Filled with eye-opening insights, analysis and practical advice, Coni will help you be seen as having what it takes to be a true leader. The most comprehensive Executive Presence resource targeted at helping women, you'll learn Coni's breakthrough 'Five Facets' model and how to:

- Take command while being likeable and authentic
- Build effective relationships that lead to being promoted
- Look like a leader and avoid common image mistakes many women make
- Project competence and inspire confidence through body language and personal energy
- Tackle difficult conversations with your boss and subordinates
- Manage corporate social protocols with ease
- Navigate potential leadership obstacles that only women face: including motherhood, mean girl syndrome, and relationships

A recognized leader in the emerging field of executive presence for women, Coni Masciave, M.S.S., is the founder of Eden Communication Strategies and Eden Image Consulting. For more than 20 years, she's worked with companies, entrepreneurs and business leaders globally on change and transformation. Find Coni at www.linkedin.com/in/conimasciave and download bonus materials at www.edenimage.co.uk.

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