

measure and discuss what Executive Presence is. This book has been extremely valuable in this regard. The way the Executive Presence Index is organized, around character, substance and style is easy to understand and then the subdivisions of the fifteen facets that describe these categories has helped pinpoint exactly where executives can focus their improvement work. I highly recommend this book for Executive Coaches. John Fletcher, Fletcher Executive Coaching
1 of 1 people found the following review helpful. Not so much on the how-to
By Emme
This book was really hard to digest. I appreciate the examples on each of the factors of executive presence but it were all just facts and not on how to get to that factor. Perhaps it would be more suitable for employers or HR departments.
0 of 0 people found the following review helpful. There are some good insights and examples that I could relate to as ...
By P Choi
This is a must read for anyone who wants to get and occupy that top position even if you have all the qualities and competencies you think you have to do the job. There are some good insights and examples that I could relate to as described.

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 bestselling 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 ExPI™; 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 a real and lasting impact on your company, your career, and your life

Bates's 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 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.

From the Back Cover
"Through a scientifically-grounded approach, they've identified the core elements of 'executive presence,' and through a clarifying set of illustrations, they've made it attainable."
-- Robert B. Cialdini, author of Influence
"All the Leader You Can Be is a clear, candid, and research-based look at what it takes to become a great leader. Bates has written a heretofore unseen definitive resource on what executive presence is and how to achieve it."
-- Marshall Goldsmith is the #1 New York Times bestselling author of Triggers, MOJO and What Got You Here Won't Get You There
"Bates has codified executive presence. Her 3 domains and 15 dimensions of leadership behavior will help leaders recognize, assess, and improve their ability to lead."
-- Dave Ulrich, Rensis Likert Professor, School of Business, University of Michigan Partner, RBL Group
"All the Leader You Can Be deftly translates the aspects of leadership and executive presence into specific behaviors and attributes that can be identified and measured - the pathway to change. The book demystifies a 'black box' area of leadership development by defining tools for success that are accessible to all."
-- Lisa G. Bisaccia, EVP Chief Human Resources Officer, CVS Health
"Too many workers are thrown into leadership roles with absolutely no idea of what it takes to be even a mediocre leader, let alone a great one. The Bates Model of Executive Presence will help readers learn, evaluate and constantly improve their leadership skills."
-- Bill Capodagli and Lynn Jackson, authors of The Disney Way
"In this book, Suzanne Bates clearly defines in tangible and easy to understand concepts the elements of leadership presence and how to apply it. The Bates model brings clarity to the focus of executive presence and offers a definition and application grounded in research. If you read one book on leadership and leadership presence - this is THE one."
-- R. Matt Davis, Corporate Vice President, Global Public Affairs Government Affairs, The Dow Chemical Company
"If you aspire to become an outstanding leader, this book is a must read. All the Leader You Can Be is a blueprint for building specific qualities all leaders need to establish an executive presence that will drive successful business results for their organization."
-- Tom Massey, author of The ABC's of Effective Leadership
About the Author
Suzanne Bates is a CEO coach, author, Certified Speaking Professional (CSP), former award-winning television news anchor, and CEO of Bates Communications, Inc. Her books include the bestselling Speak Like a CEO, Motivate Like a CEO, and Discover Your CEO Brand.