

# CONNECTION COUNSELOR



## UNLOCK YOUR EXECUTIVE PRESENCE DIVERSITY EDITION

JOEKWONJOE COACHING

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# FROM THE CONNECTION COUNSELOR

Unfortunately, most of us will not fulfill our full potential. This is not due to a lack of skill, will, or character. After years of seeing who moves up the ladder and who gets stuck, you intuitively understand that there are larger forces at play.

The real obstacle, and what truly sets your career ceiling, is your ability to connect. However, when it comes to career training, most people regularly ignore, downplay, or belittle skills of connection in favor of technical ones.

The goal of JoeKwonJoe Coaching is to teach you how to better connect with yourself and others to leverage the powers you already have. Our focus is not on hacks or complicated methodologies, but on the universal principles that move people.

With the right key, any door will open.

Let's get cracking!



**JOE KWON**  
THE CONNECTION COUNSELOR





# WHO NEEDS EXECUTIVE PRESENCE?

BY JOE KWON

Anyone who needs to communicate, collaborate, or lead others will benefit from Executive Presence. Notice that two out of the three aforementioned abilities are relevant even if you have no official, or even unofficial leadership role.

When you exude Executive Presence, others have confidence in your ability to get things done. As a result, your work gets easier and you become more productive.

*"Have you ever wondered what really determines how high most people soar?"*

Only someone whose entire career is spent in total isolation can afford to ignore Executive Presence. Consider whether you can think of any roles that involve no human contact of any kind, at any point.

This ability comes with a powerful, added bonus. Executive Presence makes it more likely that people will offer you additional opportunities — the kind that will help you grow and fulfill your potential.



## THE CODE OF EXECUTIVE PRESENCE

The only thing harder than defining Executive Presence is learning how to get more of it. Try asking someone you trust or scour the Internet for articles, videos, or training. Chances are, you will be sorely disappointed when you go to implement this advice.

This is because most leadership advice does not address the underlying mechanism that generates Executive Presence. Instead, it teaches you to mimic the behaviors of those who have it. Unfortunately, mimicry does not equal mastery.

*"If you can't explain the mechanism behind how something works, you can't get more of it."*

You may also hear inspiring stories of leaders who used Executive Presence to great effect. Again, this doesn't reveal the underlying mechanism.

It's as if those who have "it" either don't want to share the secret or more likely, don't know how to explain it — this is the Code of Executive Presence.

Once you crack the code, once you understand how Executive Presence is actually generated, only then can you confidently take the first steps toward mastery.

*"But doesn't Executive Presence work differently for diverse professionals?"*

## TO BE, OR NOT TO BE (FULLY AUTHENTIC)

Yes, but perhaps not how you think. The challenge for diverse professionals is hidden in plain sight – they stand out as an executive because they are underrepresented.

While standing out has its pros, it also has cons. Readily apparent differences in appearance, culture, and speech create an additional barrier.

Given these realities, how can diverse professionals most effectively develop Executive Presence?

Once you acknowledge the context of diverse professionals, the path forward becomes clear.

While the principles of Executive Presence are universal, context matters. When most executives appear different from you, this creates a disconnect.

Which leads us to the crucial question. How do you resolve the dilemma between fully embracing your unique, most powerful self and becoming more like others to bridge the gap?



# HOW DO DIVERSE PROFESSIONALS GET EXECUTIVE PRESENCE?

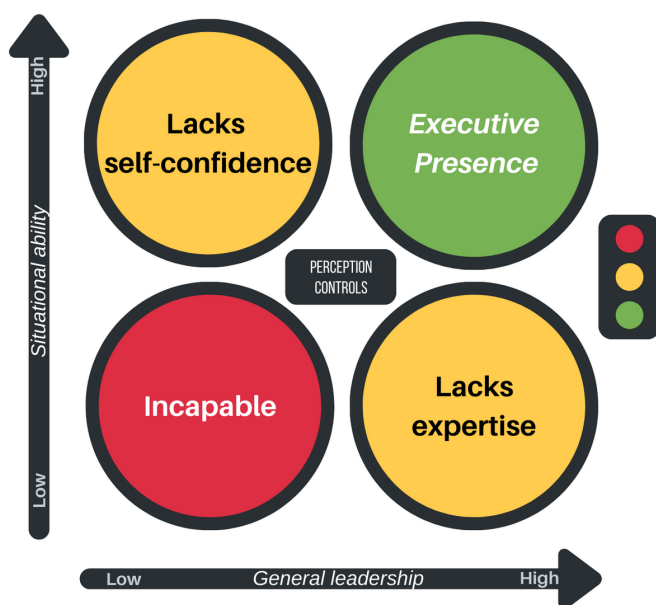
The "Unlock Your Executive Presence" program teaches you how to generate Executive Presence in 3 stages.

1. Breaks the "Code of Executive Presence" by revealing the underlying mechanism
2. Teaches the "Six Degrees of Executive Presence" that generate it
3. Provides strategies to generate maximum Executive Presence without compromising your identity

A key insight of the program is how to handle the double-edged sword of authenticity. This is especially relevant for underrepresented professionals.

*"Authenticity can be an asset or a liability. Your level of connection is what determines your results."*

## THE CAREER OPPORTUNITY STOPLIGHT



## THE EXECUTIVE PRESENCE ADVANTAGE

Executive Presence requires more than just the ability to inspire confidence or lead well in a given situation. To unlock your Executive Presence, you need both. Most importantly, both must be felt and perceived by others.

The result is when you come to an intersection with competing traffic, the people in control of the "Career Opportunity Stoplight" will give you the green light. This is the Executive Presence Advantage.

# EXECUTIVE EDUCATION

For your Organization

## KEYNOTES

A trained JoeKwonJoe Coaching speaker introduces universal principles, shares stories, and provides next steps to help you Unlock Your Executive Presence.

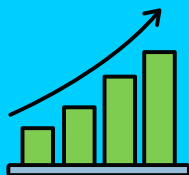
## WORKSHOPS

Workshops build on the Keynote, providing an opportunity for you to dive deeper and practice the principles that actually generate Executive Presence.

## BESPOKE COACHING

Graduates of the "Unlock Your Executive Presence" program are eligible to receive individualized training and feedback to accelerate their progress.





Diversity matters. Companies that are gender diverse were 15% more likely to reap financial rewards, and ethnically diverse organizations were 35% more likely to enjoy financial returns above the national average.

(Source: McKinsey & Company)

**837%**

Companies with good leaders are 837% more likely to engage their workforce.

(Source: O.C. Tanner)

**85%**

85% of the global workforce doesn't feel actively engaged. Of that number, 18% are actively disengaged, while 67% feel indifferent toward the company.

(Source: Gallup)

**38%**

The percent of new leaders that fail within the first 18 months.

(Source: Leaders Beacon)

# 86%

percent of respondents cited reinventing the way people learn as important or very important, making it the #1 trend for HR.

(Source: Deloitte: 2019 Global Human Capital Trends)

# 5X

is how much more, happy employees are likely to stay with their current company.

(Source: Qualtrics)

# ABOUT THE CONNECTION COUNSELOR

*"Remember, you have the power to change your life, one connection at a time."*

As the Connection Counselor, Joe helps busy professionals elevate their careers by teaching them how to connect to anyone, anytime, anywhere. His emphasis is on practical learning, delivered in an entertaining, heartfelt, and inclusive manner.

Joe's ground-breaking book, "Unlock Your Executive Presence: Feel Like a Boss," wrestles this elusive ability to the ground and teaches you how to generate it. A favorite of his guests, Joe is the host of "The Big Lie" and "Why It Works" podcasts.

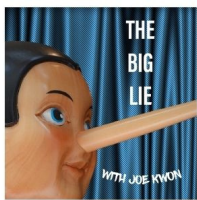
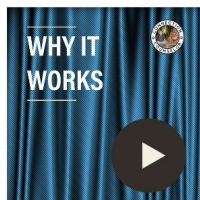
An acclaimed coach and keynote speaker with over 20 years of experience in Corporate America, his goal is to help you unlock the best version of yourself.

Joe holds a bachelor's degree in psychology from the University of Virginia (Go Hoos!), a law degree from Georgetown University, and lives in New Jersey with his wife and son.



audible

available at  
amazon



## Let's stay connected!



learn more: [www.connectioncounselor.com](http://www.connectioncounselor.com)



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Visit [connectioncounselor.com](https://connectioncounselor.com) to learn more.

JoeKwonJoe Coaching partners with clients to help them unlock the full potential of their people. We do this by teaching the universal principles that allow passionate professionals to connect more powerfully to themselves and others.

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