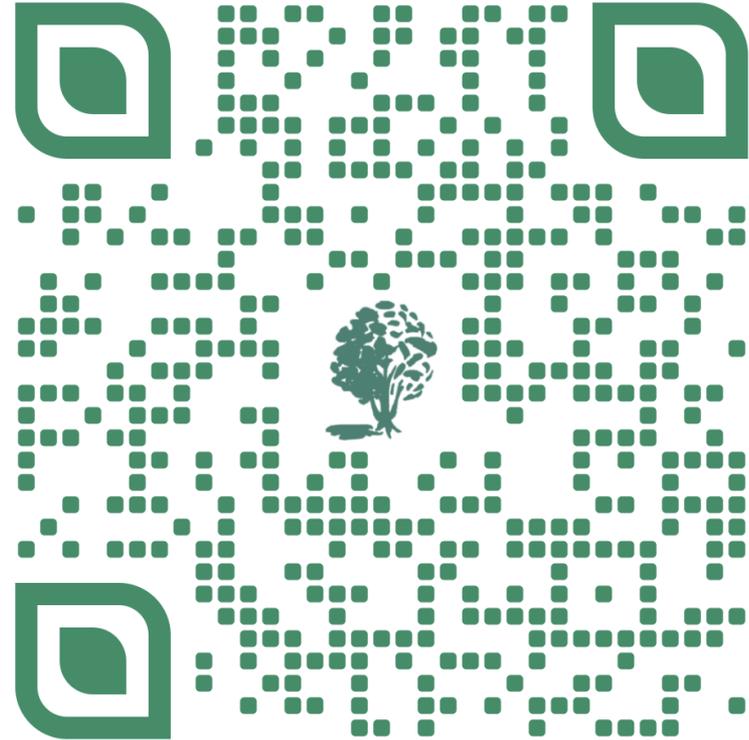


Nonprofit Insights Conference 2026

Building Executive Presence Through Behavioral Insight

Agenda & Presentation Links



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Building Executive Presence Through Behavioral Insight

March 12, 2026

Corporate Headquarters

178 East Washington Street, Chagrin Falls, Ohio 44022
www.pradco.com | (440) 337-4700

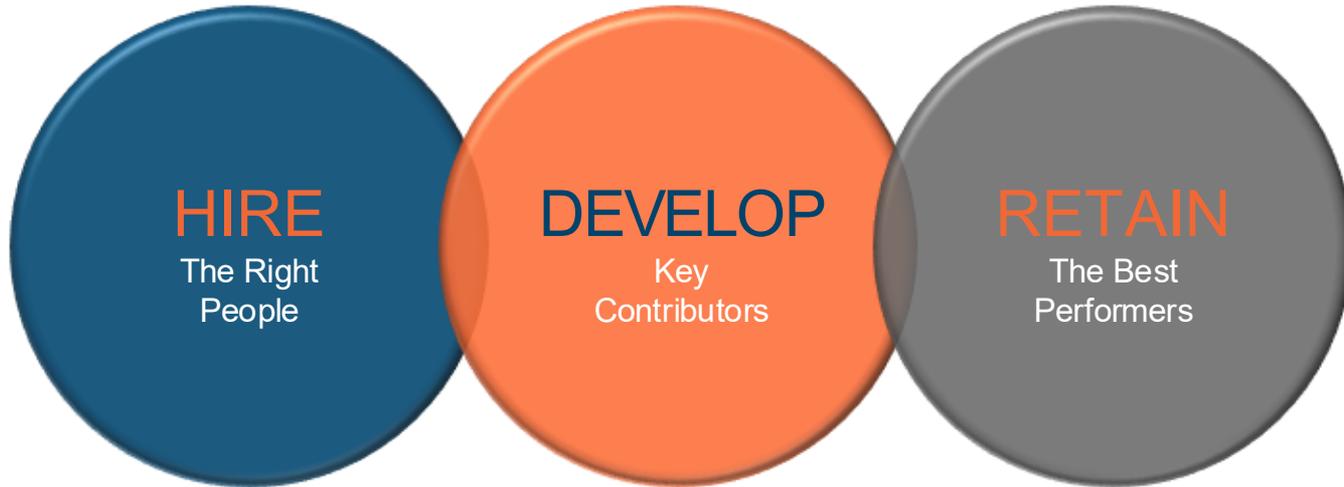
PRADCO
DEVELOPING STRONGER ORGANIZATIONS



Paris M. Lampkins
Senior Management Consultant

YOUR PARTNER IN BUILDING A STRONGER ORGANIZATION

High-performing organizations win with talent development strategies tailored to their workforces. We help both HR professionals and leadership teams:



EXECUTIVE PRESENCE

Objectives

- Understand how Executive Presence shows up in nonprofit leadership.
- Identify the behaviors that build trust and influence across boards and stakeholders.
- Walk away with practical strategies to communicate with clarity and confidence with boards, donors, staff, and community partners.

EXECUTIVE PRESENCE

Discussion

- How do you define “Executive Presence?”
- How do you know Executive Presence when you see it? What are the qualities?
- What gets in the way of showing up with Executive Presence in nonprofit work?

EXECUTIVE PRESENCE

Defined:

The ability to inspire trust and followership, resulting in meaningful accomplishments.



EXECUTIVE PRESENCE

People with Executive Presence...

- Project grounded confidence
- Earn trust through their words and actions
- Provide steadiness in difficult or unpredictable situations
- Address difficult decisions and issues in a timely way
- Maintain composure in stressful circumstances
- Communicate clearly and directly



PRADCO ANALYSIS OF PRESENCE (5000+ Leaders)

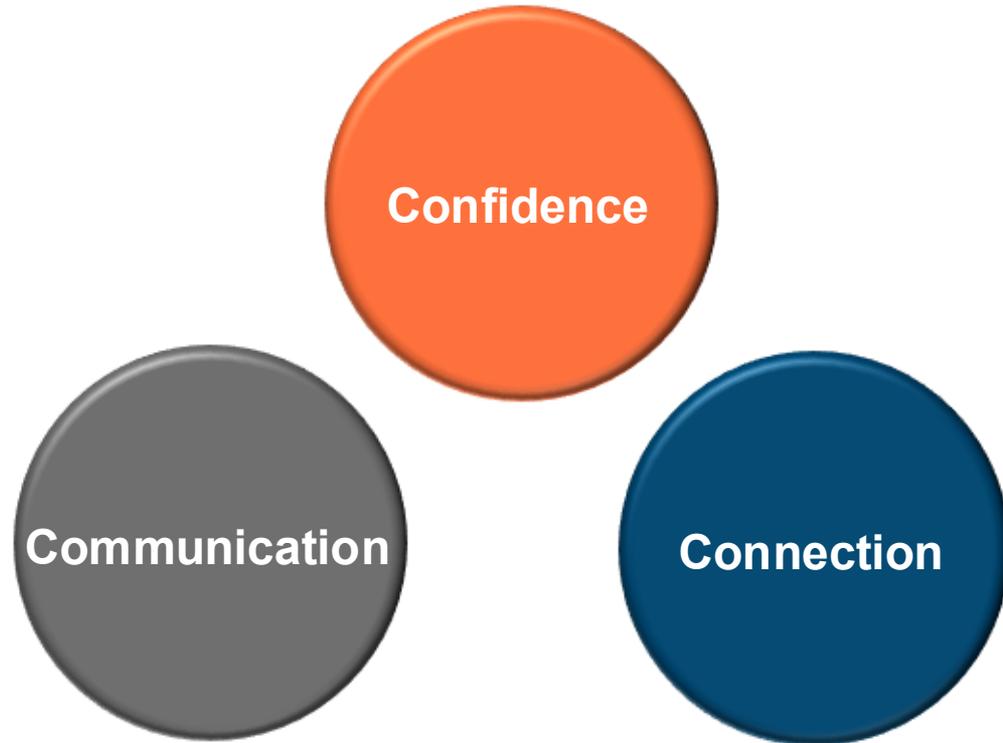
Significant, Positive Correlations with Presence

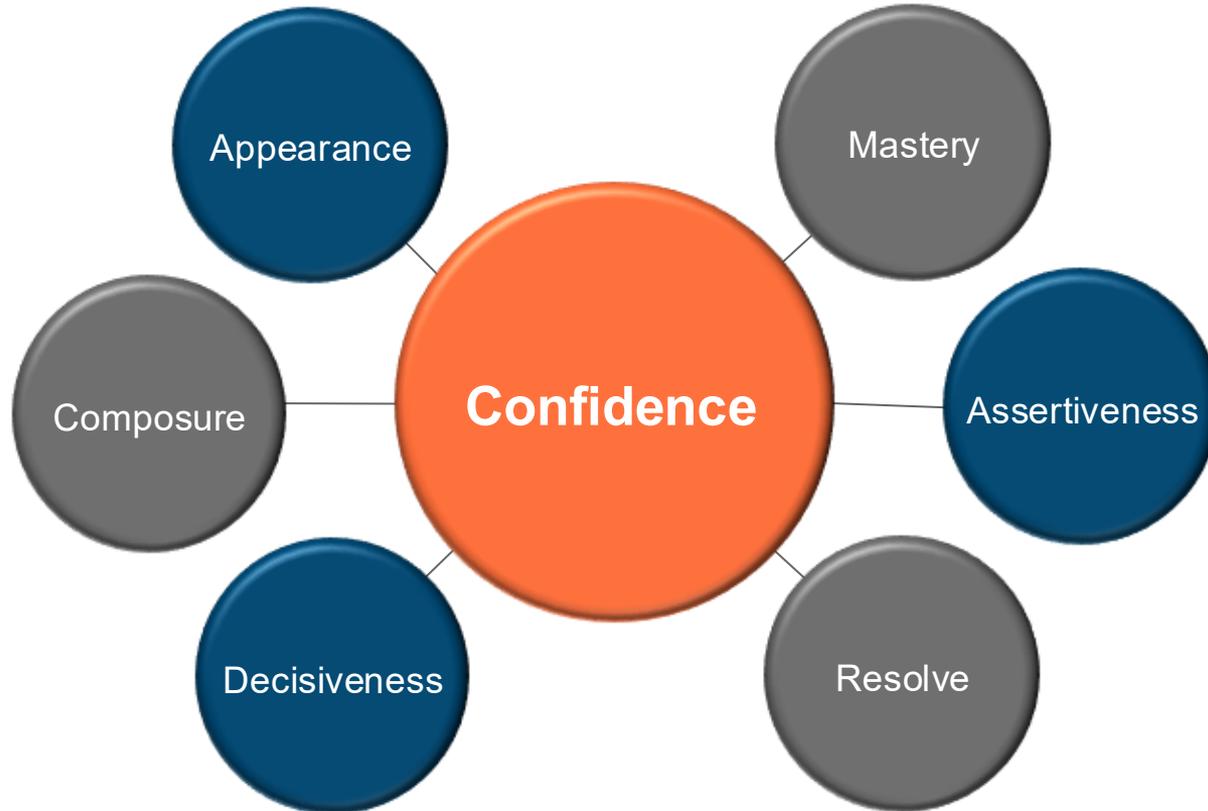


Other Positive Correlations with Presence



KEY COMPONENTS OF EXECUTIVE PRESENCE





Mastery

Leading Effective Meetings:

- Type
- Purpose
- Frequency
- Personnel
- Goals and Agenda
- Roles and Ground Rules
- Follow Up



EXECUTIVE PRESENCE: CONFIDENCE

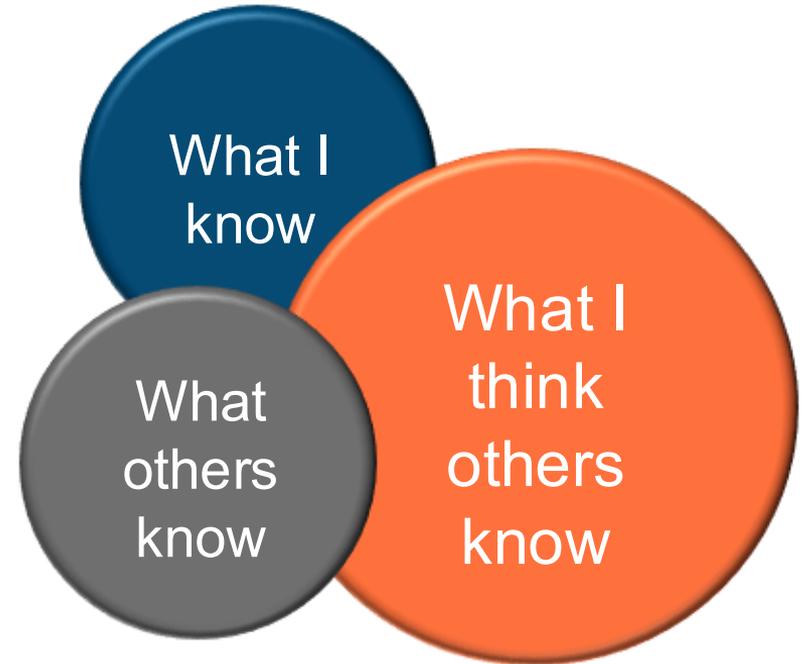
The Challenge of Imposter Phenomenon



The Challenge of Imposter Phenomenon

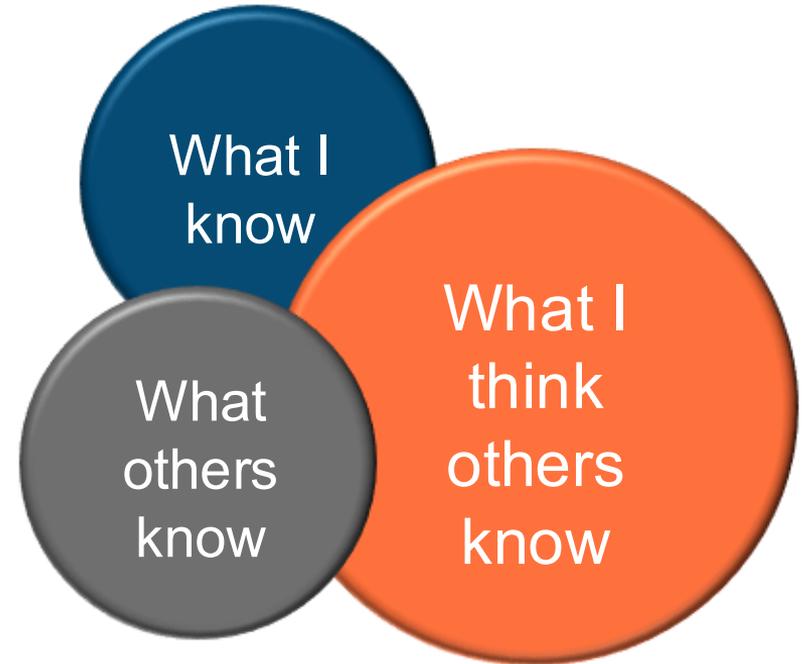
“Having executive presence is about making people feel you can handle things... and for the things you don’t know, you can figure it out or seek help figuring it out.”

-Allison Kluger



The Challenge of Imposter Phenomenon

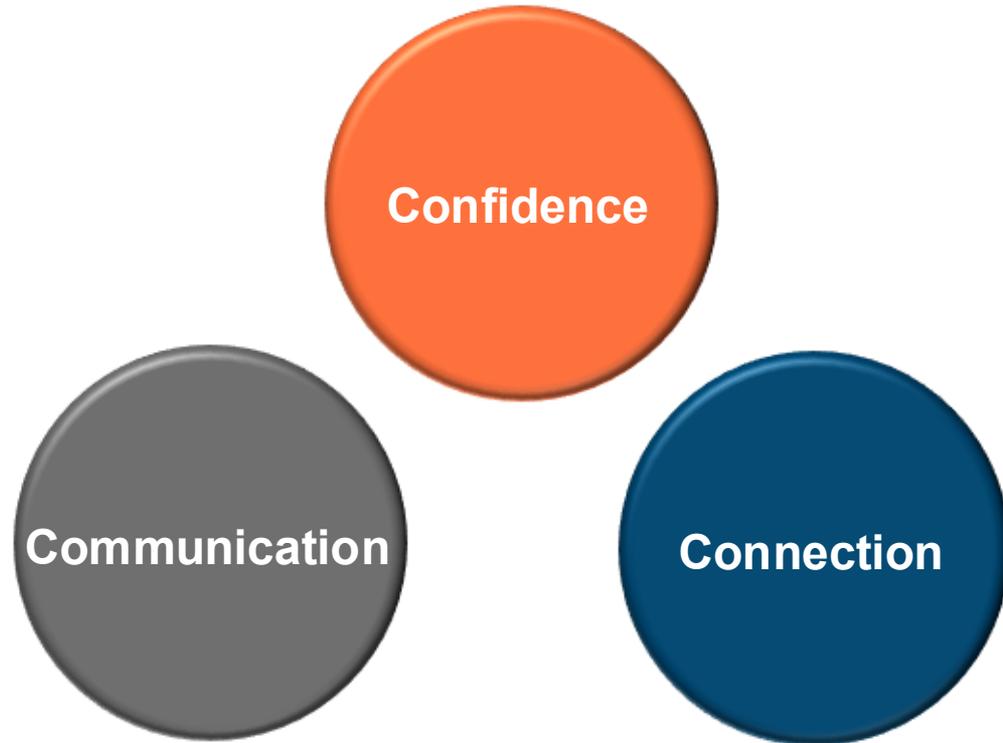
- Have you experienced it?
- When does it happen?
- How does it affect you?
- How do you manage it?



Persist Past Imposter Phenomenon

- Acknowledge your strengths and unique value
- Identify circumstances when you feel confident and those when you feel self-doubt
- Solicit positive and validating feedback from people you trust
- Have open discussions about concerns and problem-solve
- Monitor your self-talk and focus on the positive
- Recognize accomplishments and give yourself credit for what has gone well

KEY COMPONENTS OF EXECUTIVE PRESENCE





EXECUTIVE PRESENCE: COMMUNICATION

What challenges do you experience most when communicating?



Communication Elements of Impact

- Verbal – content of message, words you use
- Vocal – how your voice sounds
- Visual – how you appear physically



FOUNDATIONS OF EFFECTIVE COMMUNICATION

22

Listening

- 100% attention and eye contact
- Ask open-ended and clarifying questions
- Notice nonverbal cues
- Be open and mindful of biases
- Create space - do not interrupt or direct the conversation
- Confirm what you've heard and next steps



Enter every conversation assuming you have something to learn.

– Celeste Headlee

Demonstrating or Exhibiting Presence

How you communicate is critical and can be one of the key factors to improving your executive presence.

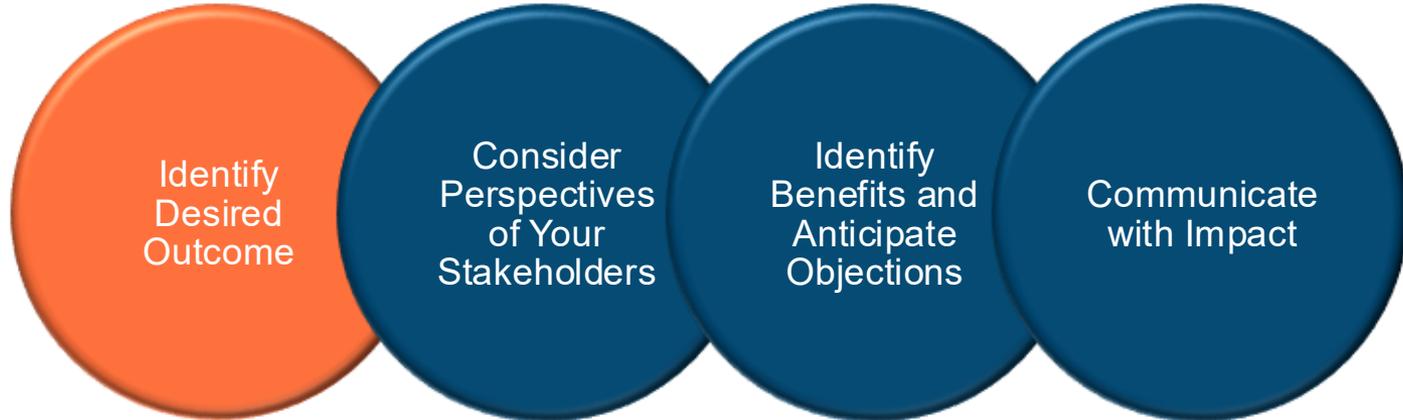
- Speak with conviction
- Be succinct
- Demonstrate enthusiasm, but avoid hyperbole
- Speak naturally and conversationally
- Demonstrate active listening



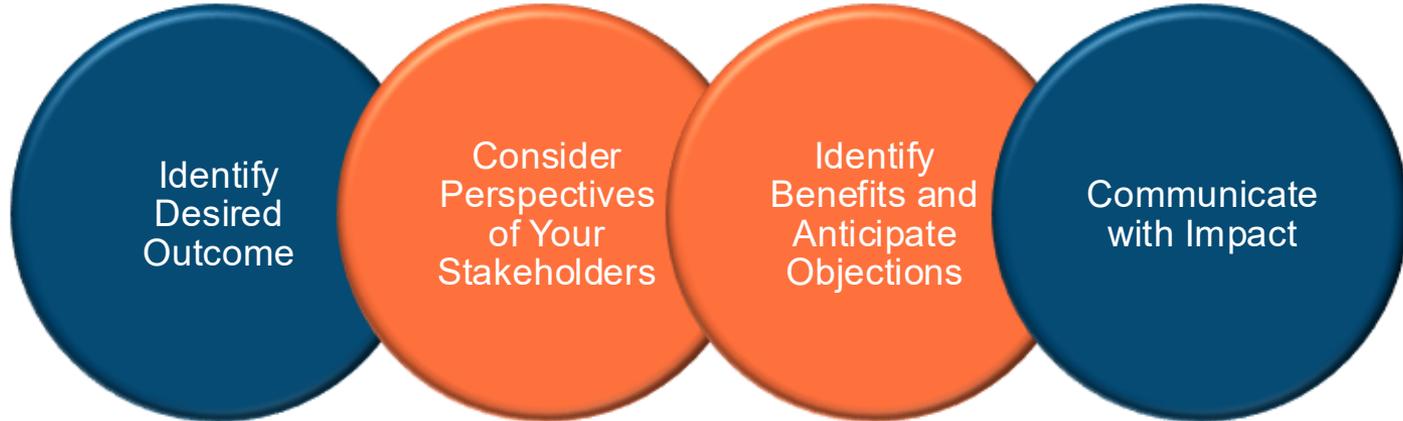
EFFECTIVE COMMUNICATION: INFLUENCING OTHERS



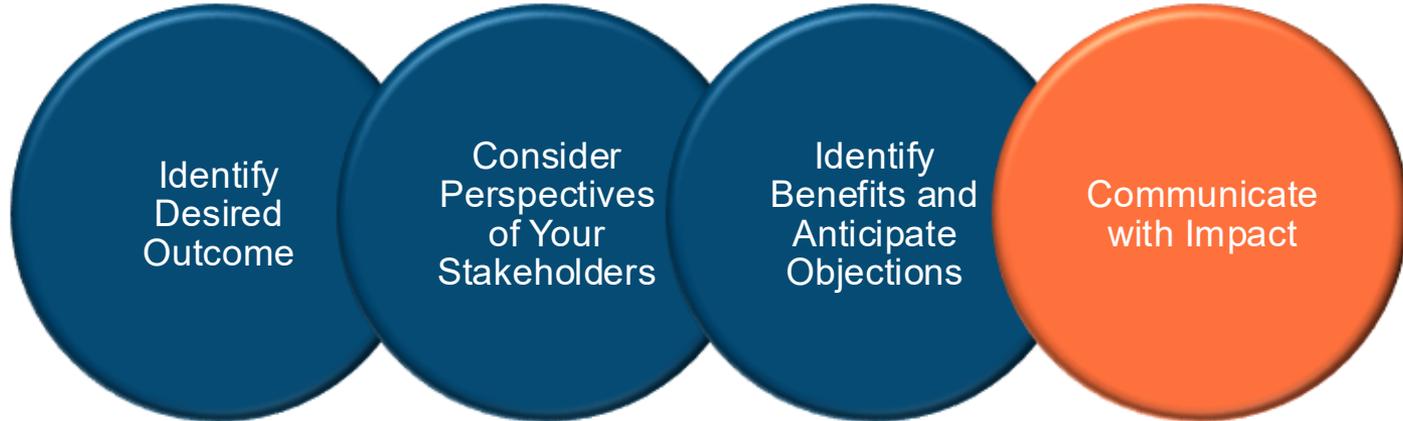
EFFECTIVE COMMUNICATION: INFLUENCING OTHERS



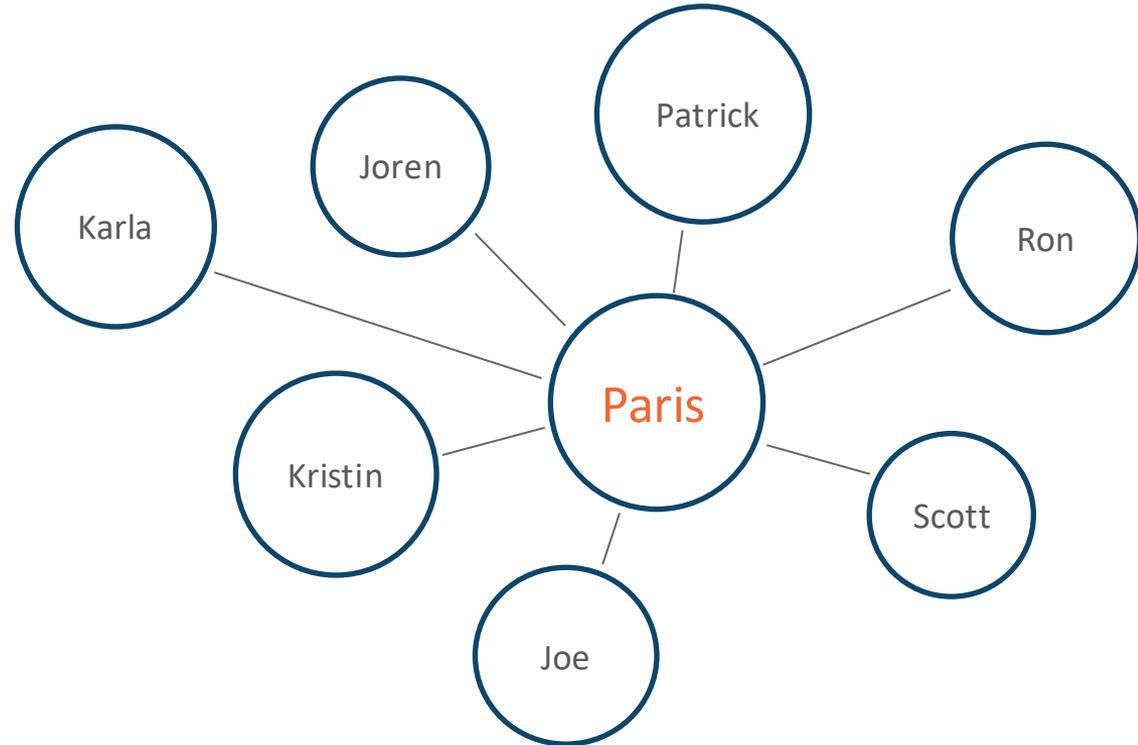
EFFECTIVE COMMUNICATION: INFLUENCING OTHERS



EFFECTIVE COMMUNICATION: INFLUENCING OTHERS



Key Stakeholders



Best Practices

Be Intentional

- ✓ Plan and prepare for your communications to improve effectiveness
- ✓ Utilize the best mode of communication based on your objective and desired outcomes

Be Emotionally Intelligent

- ✓ Know your own tendencies and manage unproductive behaviors

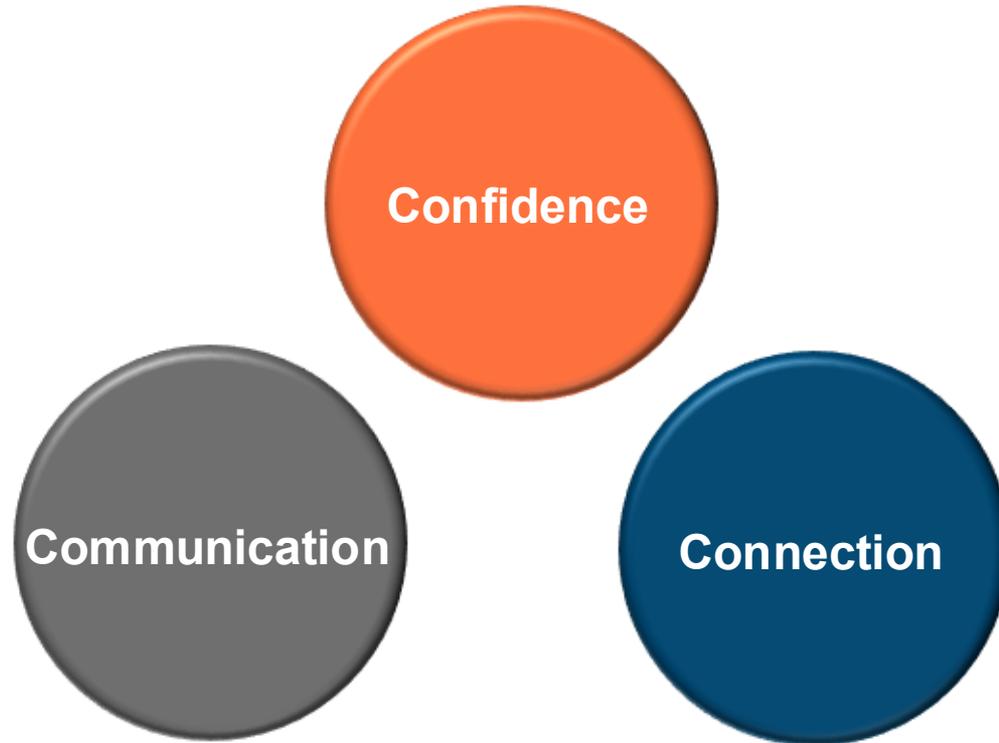
Be Versatile

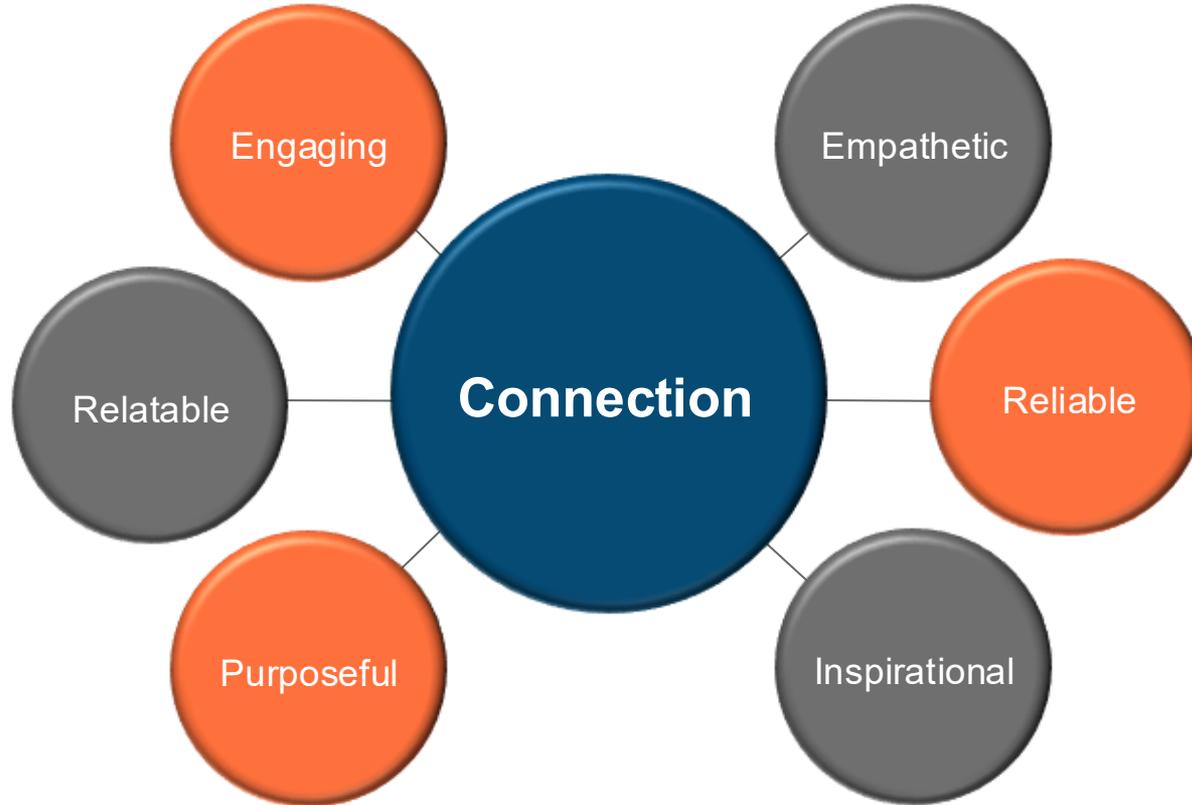
- ✓ Know your audience and adapt to their needs and motivations

Be Direct

- ✓ Assert your ideas clearly, respectfully, and in a timely manner

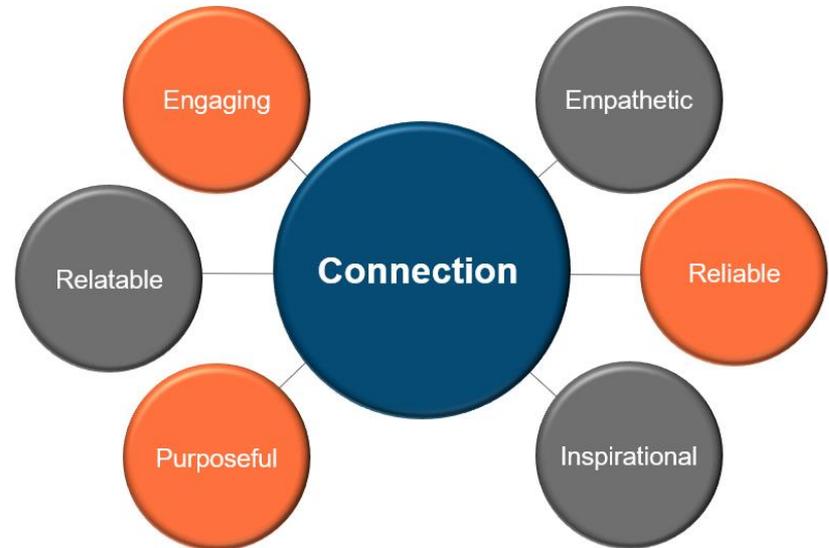
KEY COMPONENTS OF EXECUTIVE PRESENCE



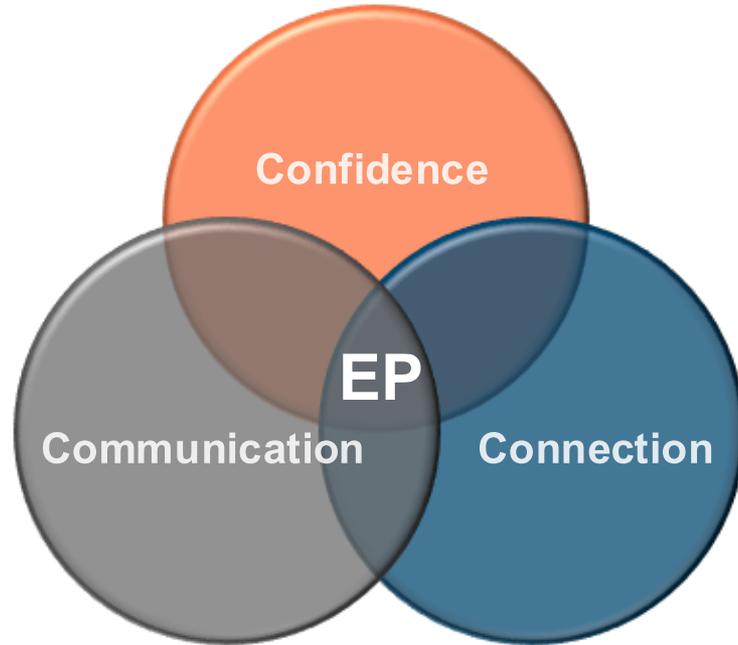


Discussion

- Where is connection both hardest and most important in nonprofit leadership?



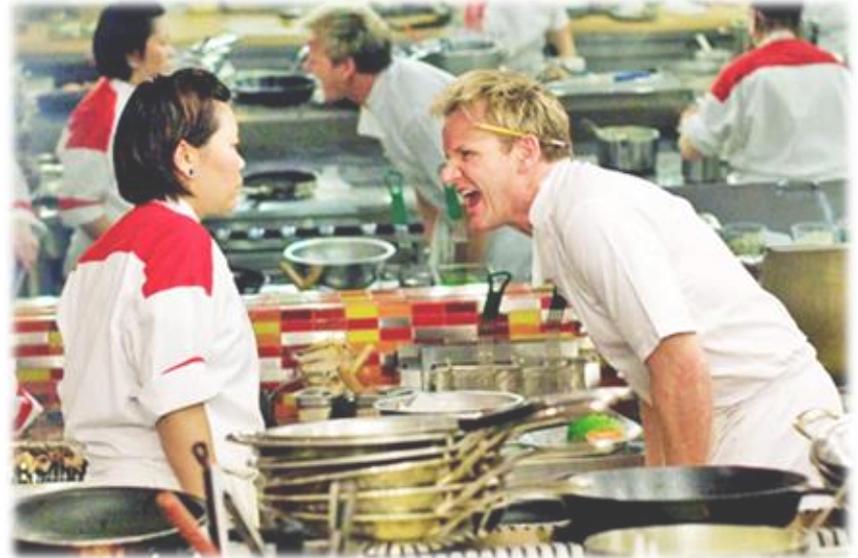
KEY COMPONENTS OF EXECUTIVE PRESENCE



EXECUTIVE PRESENCE: WHAT IT IS NOT

What it is not...

- Always extroverted
- Overly dynamic
- Aggressive
- Demeaning, bullying
- Perfect



Challenges

- “Imposter Phenomenon”
- Changing Workplace Dynamics
 - Virtual Environment
 - Social Media
- Bias
- Politics



Emphasis on Leadership Behaviors

Women

1. Responsiveness
2. Flexibility
3. Empathy
4. Time Management
5. Compassion
6. Dominant
7. Interpersonal Awareness

Men

1. Ownership
2. Leading Change
3. Judgment
4. Dominant
5. Driving Results
6. Improvement
7. Communicative

EXECUTIVE PRESENCE MUST BE AUTHENTIC/GENUINE

- Know and leverage your strengths
- Align with your values
- Lead with your personal style



Opportunities for Personal Development

- Action Planning for Executive Presence

PARTICIPANT ACTION PLAN

Participant: _____ Date: _____

Coach: _____ Sponsor: _____

What will be different if I achieve the goals in this plan? _____

Things to Think About:

- What do you need to learn?
- What are you doing to accomplish your goals?
- What is interfering with your progress?
- How can you be more intentional to change your behavior?

DEVELOPMENT GOAL #1:		
Behaviors to Focus on:		
Actions I will take	I will know I'm successful when...	Start/end dates
•	•	•

DEVELOPMENT GOAL #2:		
Behaviors to Focus on:		
Actions I will take	I will know I'm successful when...	Start/end dates
•	•	•

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PERSONAL RESILIENCE AND DEVELOPMENT COACHING

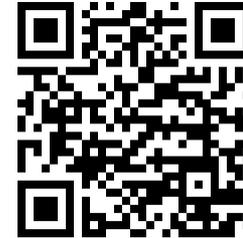
OUR MISSION

PRADCO partners with leaders to select, develop, and retain people who fit their cultures and contribute to their organizational goals.

We focus on client needs to become an extension of their team, providing insight, objectivity, and accountability.



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