

Emily Wood

Executive Presence Influence (EPI[®]) Results

Insights for building an authentic leadership
brand and growing your influence.

August 27, 2025

What You'll Discover

About

Engaging with this report

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Your Leadership Brand

Understanding your current
leadership impact

3

Your Leadership Style

Focus, Warmth, Power breakdown

5

Your Development Plan

Your three priority development
areas

8

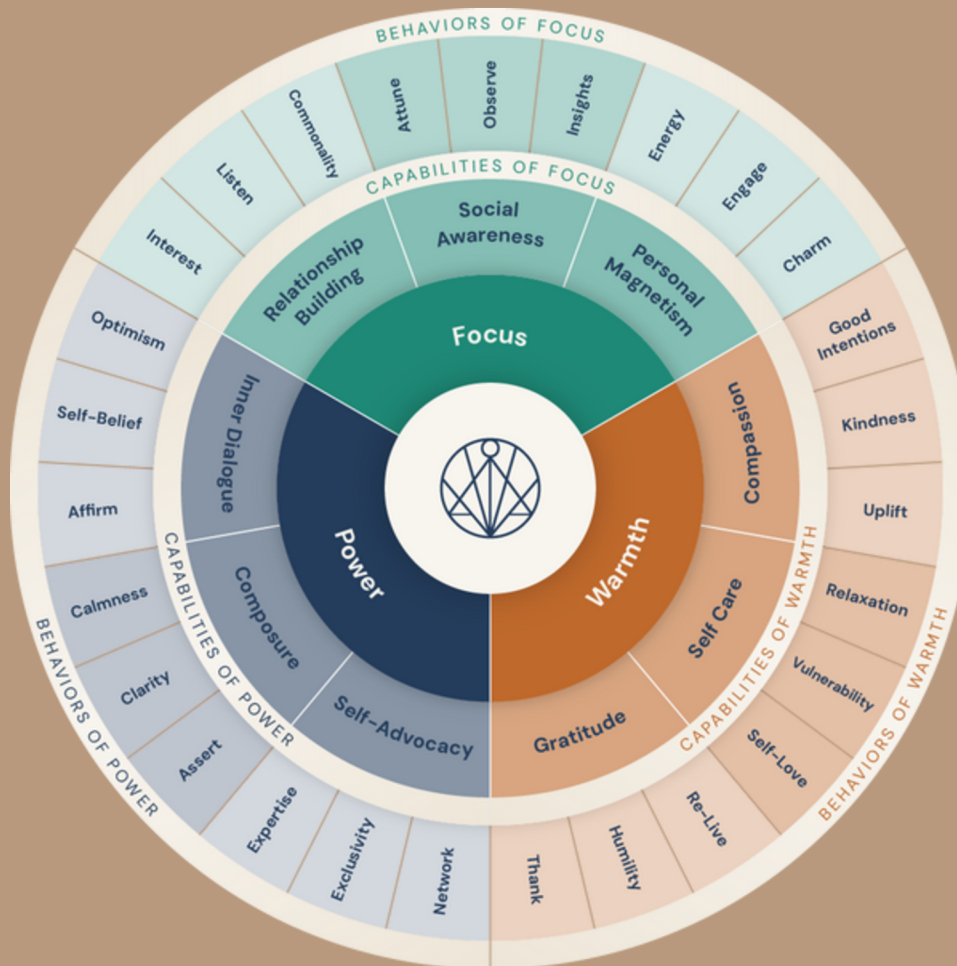
Deep Dive

Detailed analysis and action steps

12

About

The Executive Presence Model



Everyone has presence, but not everyone uses it to influence their professional success.

This data-driven Executive Presence Influence (EPI®) report will help you understand your current leadership brand across 3 levels:

3 Leadership Styles

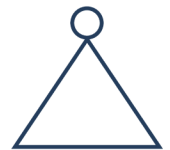
A leader's strategic approach to experience specific outcomes



Focus



Warmth



Power

9 Capabilities

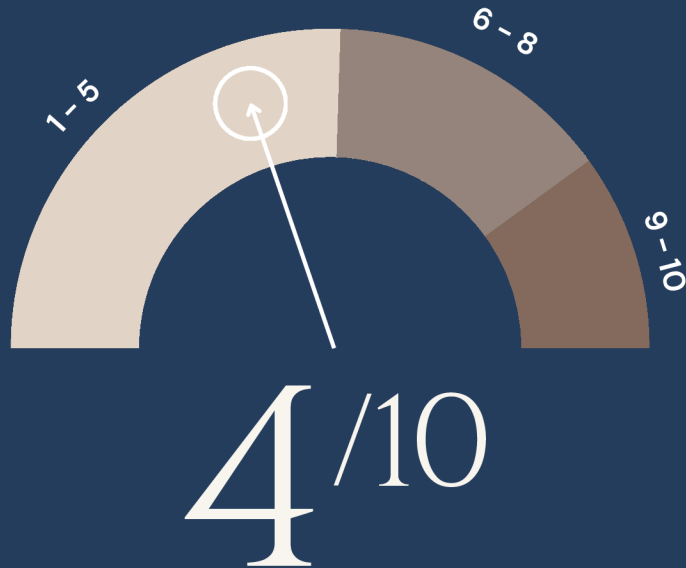
Foundational competencies within each of the 3 styles

27 Behaviors

Measurable actions within each of the 9 capabilities

Your Leadership Brand

Technical Contributor



For every 10 interactions, you're influential in 5 of them.

1 – 5

Technical Contributor:

A proficient taskmaster

6–8

Strategic Partner:

A reliable problem solver

9–10

Trusted Advisor:

A critical decision influencer

As a Technical Contributor, what you do at work is likely task-focused and measured by execution over elevation.

You're defined more by technical accuracy than by ideas or insight. Your work helps others make decisions – important ones. Your challenge at this level is thinking bigger picture and identifying problems beyond the tasks at hand.

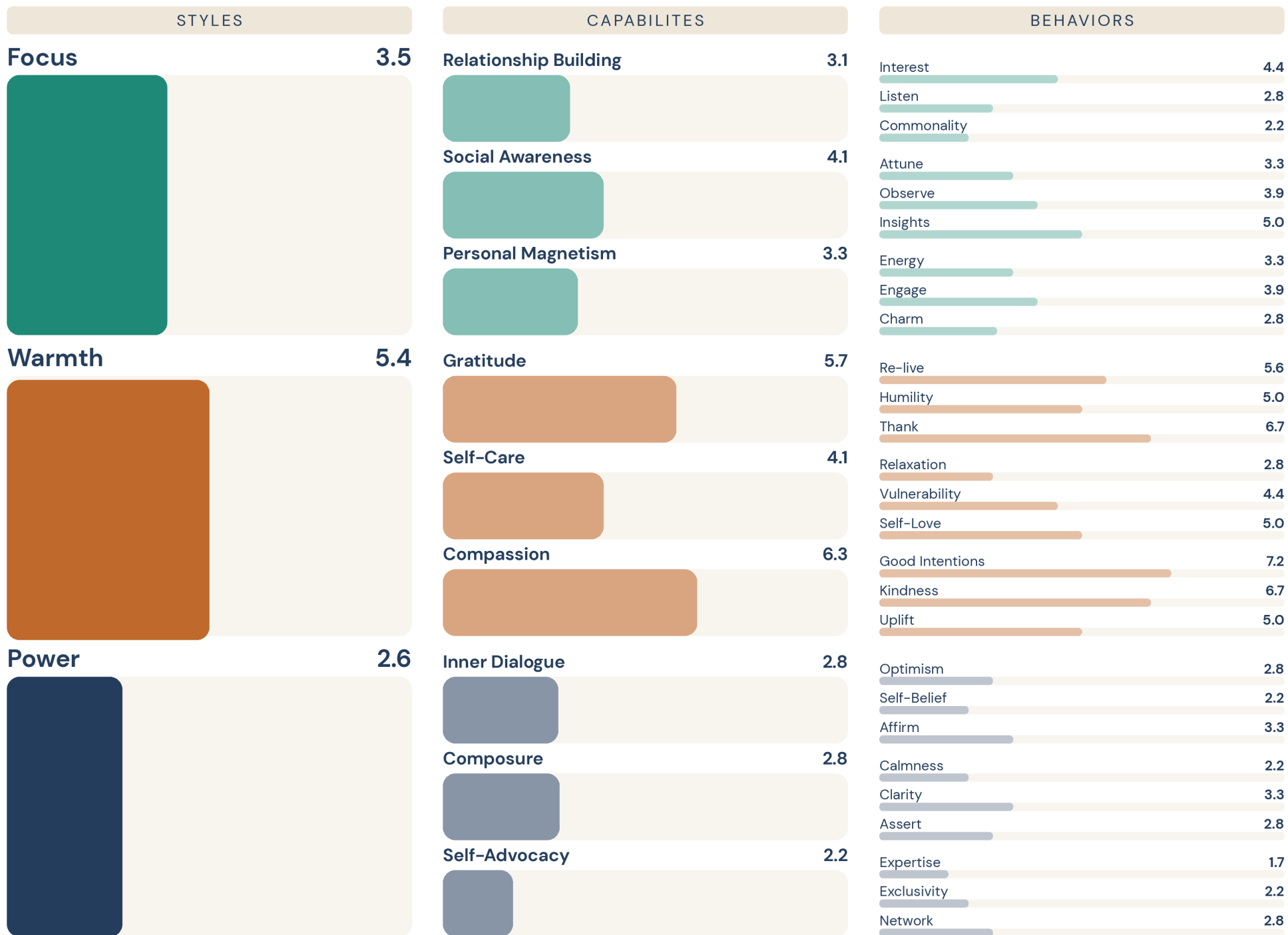
Getting to the next stage:

Strategic Partner

To go from delivering work to solving key challenges, you'll need to increase your influence across all three leadership styles:

Focus, **Warmth**, and **Power**.

Out of every 10 interactions, how often you practice the behaviors of influence.



Your Preferred Leadership Style



Warmth

People trust and feel loyal to you.

What this means for you

Stakeholders view you as someone who cares about their work and the people they work with.

- You tend to support others through their challenges
- You give stakeholders a reason to believe in their work and you
- You often practice self-care and show up with energy

Out of every 10 interactions, how often you practice the behaviors of influence.

TECHNICAL CONTRIBUTOR

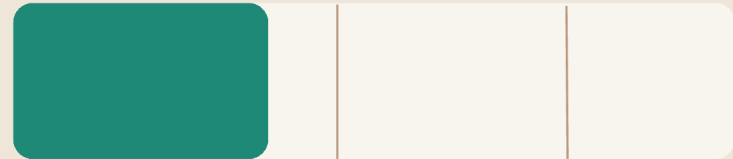
STRATEGIC PARTNER

TRUSTED
ADVISOR

1 2 3 4 5 6 7 8 9 10

Focus

4



Warmth

5



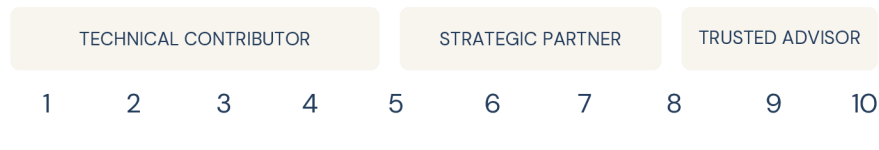
Power

3



Emily, Warmth with lower Focus and Power is limiting your career advancement.

To move from Technical Contributor to Strategic Partner, you need to consistently leverage all three leadership styles.



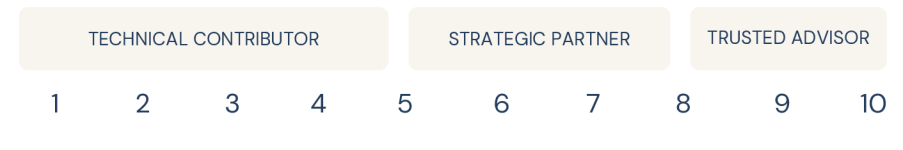
Focus

4



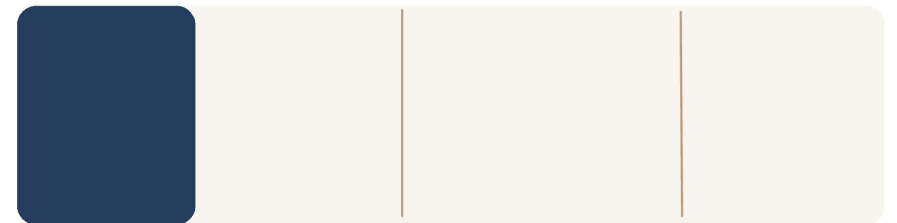
You're not connecting with stakeholders enough to build collaborative partnerships.

- Strategic brainstorms likely happen without you
- While others get more exciting, complex initiatives, your projects might feel routine
- Stakeholders likely don't think to seek you out for strategic input



Power

3



Stakeholders don't always act on your recommendations, which means you're not inspiring bigger picture decision-making.

- Your ideas get filed under "when we have time" instead of "priority"
- In crisis moments, decision-makers tend to look past you toward more directive voices
- You're seen as a supportive team player, but not as executive material

Capabilities

The 9 capabilities of executive presence and where you fall.

Leadership capabilities are foundational competencies within each style of presence. They critically shape how others perceive your leadership.



Focus



Warmth



Power



Key Development Opportunity

Out of every 10 interactions, how often you practice these capabilities.



Relationship Building

Cultivating meaningful professional bonds and finding shared ground to work together successfully.



Social Awareness

Reading how stakeholders communicate and adjusting your approach, connecting more effectively.



Personal Magnetism

Making interactions positive and drawing in others so that they look forward to working with you.



Gratitude

Appreciating the goodness around you to give both yourself and others a reason to stay committed.



Self-Care

Engaging in practices that help you manage your personal energy to avoid burnout in yourself and others.



Compassion

Help others overcome challenges and reach their potential, leading to better outcomes for all.



Inner Dialogue

Self-talk that boosts your energy, shapes your decision making, and makes you more willing to lead.



Composure

Control reactions, express thoughts with clarity, and make level-headed decisions that drive results.



Self-Advocacy

Articulating your contributions to enhance visibility and elevate your professional growth.



Behaviors

3 behaviors that will help you grow your influence.

Behaviors are the specific, observable actions that build your leadership capabilities.

Practice these behaviors to strengthen your lowest-scoring capabilities and advance your leadership brand.

CAPABILITIES TO GROW

Focus
Relationship
Building

BY PRACTICING THESE BEHAVIORS

Finding Commonality:

Stakeholders are more apt to collaborate with leaders they feel personally connected to. Keep delivering the excellent work you do, and aim to find common ground that positions you as the full-package partner for high-visibility projects.

Warmth
Self-Care

Allowing yourself to Relax:

Stakeholders trust leaders who manage their energy sustainably rather than those who burn out under pressure. Keep bringing your best thinking to every situation, and build in the recovery time that ensures you remain the reliable leader your team can count on.

Power
Self-Advocacy

Leveraging Your Expertise:

Stakeholders follow leaders who confidently communicate their unique value and capabilities. Keep developing your skills and experience, and become more intentional about articulating what you bring to position yourself as the go-to expert for critical decisions.

How to Grow Commonality

Emily, every interaction you keep strictly work-focused, you miss opportunities to become memorable. At your current rate, when stakeholders think about who to collaborate with on strategic initiatives, they'll choose leaders they feel personally connected to, not just professionally impressed by.

While you're delivering excellent work, someone with equal competence but who finds common ground is becoming their preferred partner for high-visibility projects.

Ask yourself:

What shared experiences might I uncover that could turn these professional relationships into genuine partnerships?

Shift your mindset:

What separates us is usually the commonality that we haven't shared yet

Change your actions:

In your next three stakeholder conversations, listen for a personal detail they share and find a connection point from your own experience. Follow up on that shared interest, whether it's asking about their marathon training or mentioning an article related to their hobby.

EXPERIENCE YOUR NEW IMPACT ON:

Team

Team members start inviting you to informal brainstorming sessions because they see you as someone who "gets" them beyond just work requirements, leading to more creative collaboration and innovative solutions.

Clients

Clients begin including you in strategic initiatives because you have created personal rapport that makes complex business discussions feel more like conversations with friends.

Senior Leaders

You get invited to more strategic offsites because you've built genuine connections that make you enjoyable to work with, opening access to opportunities that aren't based solely on technical expertise.

Curated Resources

HBR Article



To Make a Team More Effective, Find Their Commonalities

Create immediate rapport that opens doors to ongoing partnerships.

TED Talk



How to Disagree Productively and Find Common Ground

Three techniques to reshape the way we talk to each other.

Book



Supercommunicators

The science behind people who can connect with anyone, turning strangers into collaborators.

Movie



Up in the Air

Connections we make with strangers can be the most meaningful of all.

TV Show



White Collar

Friendship between an FBI agent and a con artist proves that commonality can solve the most complex problems.

How to Allow Yourself to Relax

Emily, every moment you push through fatigue instead of taking strategic breaks, you're operating below your potential. At your current pace, when critical decisions need to be made or stakeholders need your best thinking, you'll be running on empty while your peers show up energized and sharp.

Meanwhile, someone with equal skills but who manages their energy strategically is delivering higher-quality contributions and getting recognized for their consistent performance.

Ask yourself:

What makes me believe that constant work without breaks leads to better results?

Shift your mindset:

Pause is not waste; it's wisdom. Peak performance comes from managing energy, not just time.

Change your actions:

Schedule three 10-minute breaks into your workday – one mid-morning, one after lunch, and one mid-afternoon. Use this time to step away from your desk, take deep breaths, or do light stretching. Treat these breaks as non-negotiable appointments with your effectiveness.

EXPERIENCE YOUR NEW IMPACT ON:

Team

Taking intentional breaks gives you more sustained energy throughout the day, allowing you to be present and engaged during team interactions instead of mentally drained.

Clients

Showing up refreshed and mentally sharp to client interactions demonstrates the professionalism and reliability that builds long-term trust.

Senior Leaders

Maintaining your energy levels across long days and demanding periods shows you can handle increased responsibilities without burning out or declining in performance quality.

Curated Resources

HBR Article



Manage Your Energy, Not Your Time

Boost both employee well-being and performance.

TED Talk



How to Succeed?

We can sleep our way to increased productivity and happiness.

Book



The Power of Full Engagement

The key to enduring high performance: intermittent energy renewal & recovery.

Movie



The Holiday

Sometimes you have to step away from your life to find what you're looking for.

TV Show



Parks and Recreation

Taking time for simple pleasures restores energy and makes employees more effective at their work.

How to Leverage Your Expertise

Emily, every time you solve a problem and move on to the next task without sharing your approach, you're training others to see you as a useful pair of hands rather than a strategic mind. When the next promotion opens up, they'll remember you completed the work, but they won't remember why your approach was brilliant.

Meanwhile, someone who takes 30 seconds to explain "Here's the key insight that made this work" after each success is building a reputation as the person with the unique perspective. They're not necessarily smarter, they're just better at making their expertise visible and memorable.

Ask yourself:

When was the last time someone quoted back my specific insight or approach to solve a different problem?

Shift your mindset:

Expertise isn't what you know; it's how you share it.

Change your actions:

After completing any significant task, write one sentence that captures your unique insight or approach, then share it. "The breakthrough came when I realized we were solving the wrong problem, the real issue was X, not Y." Make your thinking as visible as your results.

EXPERIENCE YOUR NEW IMPACT ON:

Team

Colleagues start saying "What would Emily do?" when facing similar challenges, because they've learned your unique way of thinking about problems.

Clients

Clients specifically request you for complex issues because they've seen how your distinctive perspective creates breakthrough solutions others miss.

Senior Leaders

You become the go-to person for strategic thinking, not just execution, because leaders have witnessed your unique insights solve problems they couldn't crack themselves.

Curated Resources

HBR Article



Establish Expertise Inside Your Company

Developing a brand can bring coveted promotions and opportunities.

TED Talk



How Great Leaders Inspire Action

Articulate your unique perspective to position yourself as a thought leader.

Book



Show Your Work

Share your knowledge and creative process to attract the right opportunities.

Movie



The Devil Wears Prada

To fulfill aspirations, excellence is everything.

TV Show



Shark Tank

Deep knowledge and proven experience give you the authority to make million-dollar decisions in minutes.

Appendix

Dive Deeper Into Your Results

Your Complete Executive Presence Profile

Emily, you now have the fastest path to strengthening your executive presence by practicing your three lowest-scoring behaviors.

But there's more to discover.

The pages ahead contain your scores across all 9 capabilities and 27 presence behaviors, revealing the complete picture of your current leadership brand.

Use this data to:

Understand your full leadership profile beyond your immediate growth priorities.

Identify patterns across the 3 leadership styles of executive presence: **Focus**, **Warmth**, and **Power**.

Celebrate your existing strengths while planning your development journey.



Focus

Likeability that invites collaboration

Who or what has your attention when interacting with stakeholders?

Focus is about giving others your complete attention to help them feel comfortable engaging. It's not just good manners, it's strategic relationship building.

Master this leadership style, and experience likeability in the most profound sense: stakeholders genuinely enjoy working with you and actively seek more opportunities to collaborate.

To develop Focus, strengthen behaviors in three core capabilities:

Relationship Building

Social Awareness

Personal Magnetism

RELATIONSHIP BUILDING

Interest

Demonstrating genuine curiosity about your stakeholders to uncover shared opportunities.

Listen

Understanding what your stakeholders are really saying to uncover their true priorities.

Commonality

Connecting with others over shared interests to build genuine relationships through common experiences.

SOCIAL AWARENESS

Attune

Filtering out distractions to align with your stakeholders immediate needs.

Observe

Noticing your stakeholder's verbal and non-verbal cues to adapt communication approaches in real-time.

Insights

Analyzing patterns in stakeholder behaviors to make informed decisions that improve your engagement.

PERSONAL MAGNETISM

Energy

Setting a mood for every interaction so that it makes stakeholders feel comfortable.

Engage

Sparkling conversations that draw stakeholders in and make them feel seen and heard.

Charm

Highlighting the positive distinctiveness of others, making them feel unique.

TECHNICAL
CONTRIBUTOR

STRATEGIC
PARTNER

TRUSTED
ADVISOR

1 2 3 4 5 6 7 8 9 10

4.4

2.8

2.2

3.3

3.9

5

3.3

3.9

2.8



Warmth

Trust that
builds loyalty

Do stakeholders know that you care about their success?

Warmth is about demonstrating care toward yourself and others. When stakeholders feel cared for, their trust in you and your continued support means they're more likely to stick around.

Master this leadership style, and experience lasting loyalty that translates into stronger partnerships, higher retention, and stakeholders who choose to work with you again and again.

To develop Warmth, strengthen behaviors in three core capabilities:

Gratitude

Self-Care

Compassion

GRATITUDE

Relive

Recognizing specific examples of what you value, even while experiencing difficulties or challenges.

Humility

Understanding that your strengths come from the acceptance, support, and contributions of others.

Thank

Expressing that you value stakeholder's positive impact on your work, life, and well-being.

SELF-CARE

Relaxation

Estimating when and how to take breaks to increase your energy.

Vulnerability

Seeking support and lowering defensiveness to manage your energy.

Self-Love

Embracing and savoring moments of attention, comfort, and kindness toward myself for renewed energy.

COMPASSION

Good Intentions

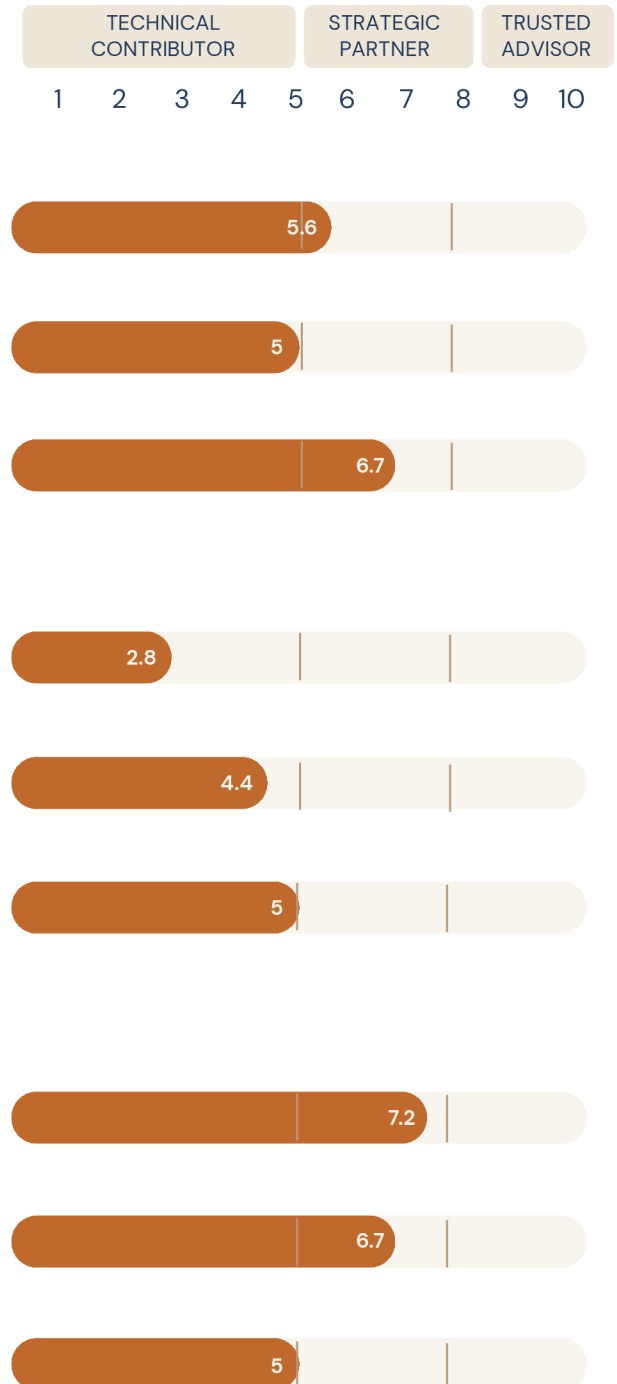
Recognizing that others have their own emotions and challenges helps you respond with greater patience.

Kindness

Offering generous support to ease others' discomfort without expecting anything in return.

Uplift

Encouraging others to move beyond their perceived limitations to help them perform at their best.





Power

Credibility that inspires decision making

Can stakeholders count on you to deliver when it matters most?

Power is perceived to be about confidence, but it is truly about being comfortable with yourself.

This leadership style builds on the foundations created by Focus and Warmth. Stakeholders have to like and trust you first. Only then will they assess your credibility to deliver results or even guide them through challenges.

To develop Power, strengthen behaviors in three core capabilities:

Inner Dialogue

Composure

Self-Advocacy

INNER DIALOGUE

Optimism

Focusing on possibilities than on obstacles to feel inspired and move forward.

Self-Belief

Conviction in your existing capabilities to achieve your goals.

Affirm

Creating the emotional state you want to operate from.

COMPOSURE

Calmness

Pausing to stay in control of your response to the situation.

Clarity

Seeing situations objectively to make optimal decisions faster.

Assert

Expressing your point of view so you're seen, heard, and taken seriously.

SELF ADVOCACY

Expertise

Leveraging your specialized knowledge to deliver unique value.

Exclusivity

Showcasing your unique background, strengths, and challenges to set you apart from competitors.

Network

Demonstrating your knowledge and unique value, accelerating your leadership development.

TECHNICAL
CONTRIBUTOR

STRATEGIC
PARTNER

TRUSTED
ADVISOR

1 2 3 4 5 6 7 8 9 10

2.8

2.2

3.3

2.2

3.3

2.8

1.7

2.2

2.8

Be a Trusted Advisor



Every behavior measured in your assessment serves one ultimate purpose: coaching you to be a trusted advisor.

Trusted advisors aren't born, they're built through strategic practice.

Your stakeholders are waiting for a leader who can invite collaboration, earn loyalty, and inspire decision-making.

That leader is you.

Did you experience your breakthrough moment while reviewing your scores? That instant when your leadership patterns suddenly clicked and you saw exactly where your influence was waiting to be unleashed?

If so, let us know which insight was your biggest takeaway. We'd love to celebrate with you and continue to support you on your executive presence transformation.

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