



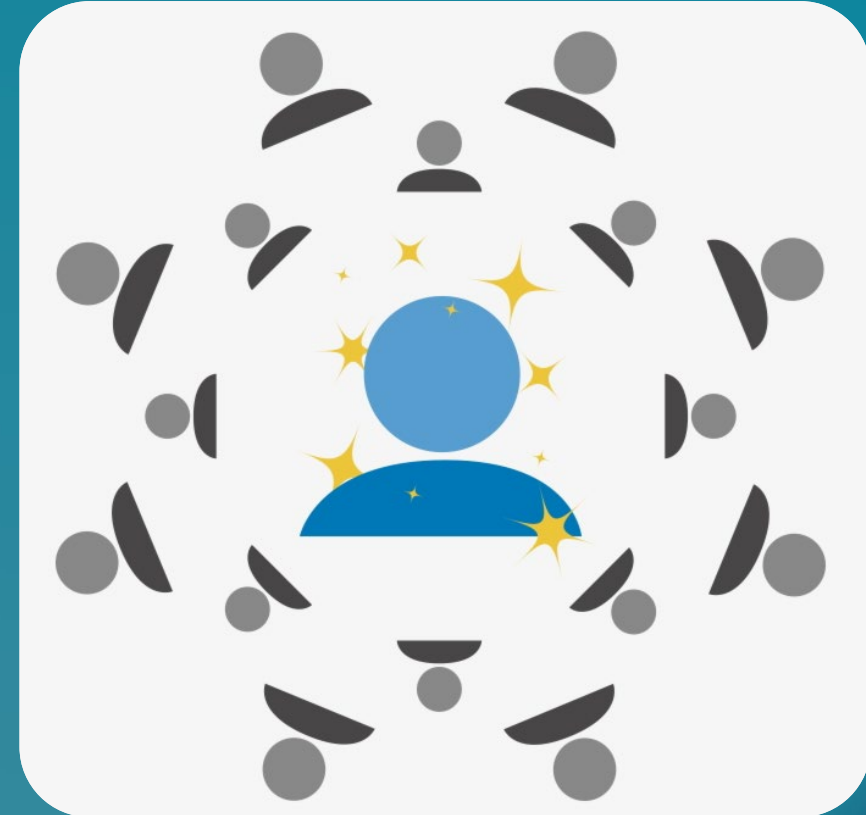
Business Management Institute

Leading with Presence: Influence, Visibility, and Impact (Core Elective)

Presented By:

Byron Fitch, Strategic Consulting Director
Georgia Tech (Atlanta, GA)

August 3, 2026



CHECK-IN POINT

- Point your phone's camera at the QR code
- or*
- Navigate to <https://wacubo.cnf.io>
- Tap session matching this room
- Keep browser window open to check out at session's end

WACUBO 2026

Business Management Institute



Session Objectives

1. Identify core elements of executive presence that influence credibility and leadership impact
2. Evaluate opportunities to strengthen their visibility and personal brand
3. Apply strategies to communicate with confidence, navigate power dynamics, and elevate their voice



Reminders

1. **Engage** with me
2. **Participate** in our group discussions and breakout activities
3. **Share** your experiences and knowledge



Real-Talk Moment

When you think about your own **influence** and how you show up from a professional standpoint, what is one or two words that come to mind?

- Be honest
- No judgements here
- We're here to share, learn, and grow together!
- Discuss this with the person next to you for **5 minutes** and then discuss as a larger group



How Do You Define Your Personal Brand?



Your Look

- Attire
- Hair
- Makeup
- Accessories

Your Words

- Extending proper greetings
- Listen more and talk less
- Be positive and encouraging

Your Actions

- Nonverbal cues – eye contact, facial expressions, handshake, posture.



Recommended Professional Attire Guide

CASUAL

EVERYDAY CAMPUS WEAR

MEN



WOMEN



SMART CASUAL

POLISHED & RELAXED

MEN



WOMEN



BUSINESS CASUAL

PROFESSIONAL & APPROACHABLE

MEN



WOMEN



BUSINESS

MEETINGS & PRESENTATIONS

MEN



WOMEN



BUSINESS FORMAL

FORMAL EVENTS & LEADERSHIP ROLES

MEN



WOMEN



Comfortable and casual for everyday campus life.

- T-shirts, polos, or casual tops
- Jeans or casual pants
- Sneakers or casual shoes
- Shorts or skirts (appropriate length)
- Avoid athletic wear, flip flops, and beachwear



Effortless and put-together with a modern, relaxed vibe.

- Knit polos, button-ups (no tie)
- Dark jeans or chinos
- Loafers, clean sneakers, or leather sandals
- Blouses, knit tops, or casual dresses
- Well-fitted and stylish



Professional and comfortable for meetings and campus engagement.

- Button-down shirts, polos, or blouses
- Dress pants, chinos, or skirts (knee-length or longer)
- Loafers, flats, or low heels
- Cardigans or blazers optional



Professional attire for important meetings, events, and presentations.

- Suits or blazers with dress pants or skirts
- Dress shirts or blouses
- Leather shoes or heels
- Minimal, professional accessories



Formal, polished attire for high-visibility events and leadership settings.

- Suits, dresses, or skirt suits
- Dress shirts or blouses
- Closed-toe dress shoes or heels
- Keep accessories minimal and refined

Virtual Presence

- Be mindful of how you portray yourself via **social media**:
 - LinkedIn
 - Instagram
 - Facebook
 - Twitter
 - Tik Tok
- Understand the **purpose** for each of these tools (professional vs. personal)





Leveraging Your Assets

Assets reflect who you are, what you do and what your values are.

What are your unique strengths and abilities?

What advanced skills or training do you possess?

What about you sets you apart from those around you?



Breakout Activity

In small groups,
discuss the following (**5
minutes**)

1. Make a list of your **top 5** assets (strengths, talents, skills, etc.)
2. Share that list with your partner and discuss why these make you unique.



Brand Message

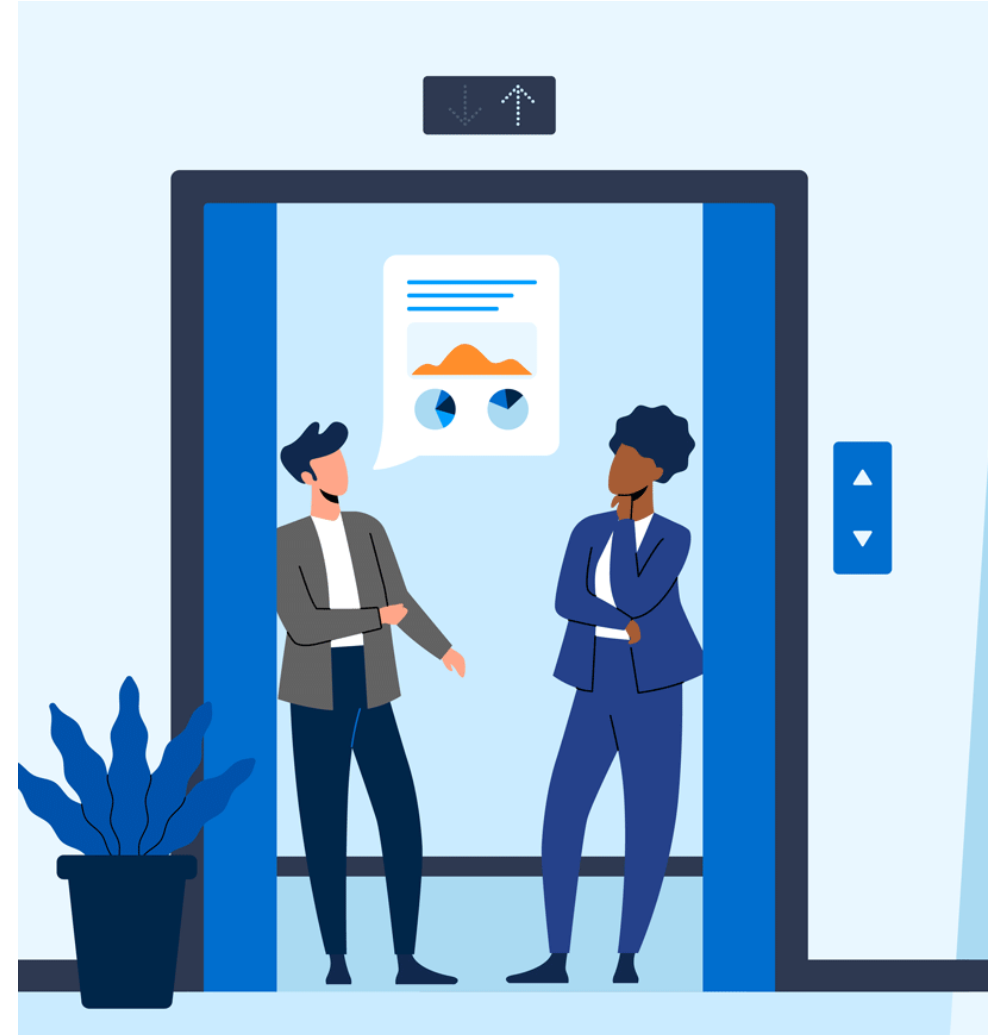
- Craft a compelling message that clearly outlines who you are and what you have to offer.
- Tailor your message to the audience
 - Job Interview
 - Leading a committee or task force
 - Applying for a professional development opportunity



Breakout Activity

Based upon your newly created list of **assets**, do the following (*10 minutes*):

1. Create a 45 to 60 second elevator speech that provides a clear message to anyone about your brand and where you want to be in the next year.
2. Practice your elevator speech with at your table and solicit feedback.
3. We'll invite a few participants to share with the larger audience.



Strategies for Navigating Power Dynamics

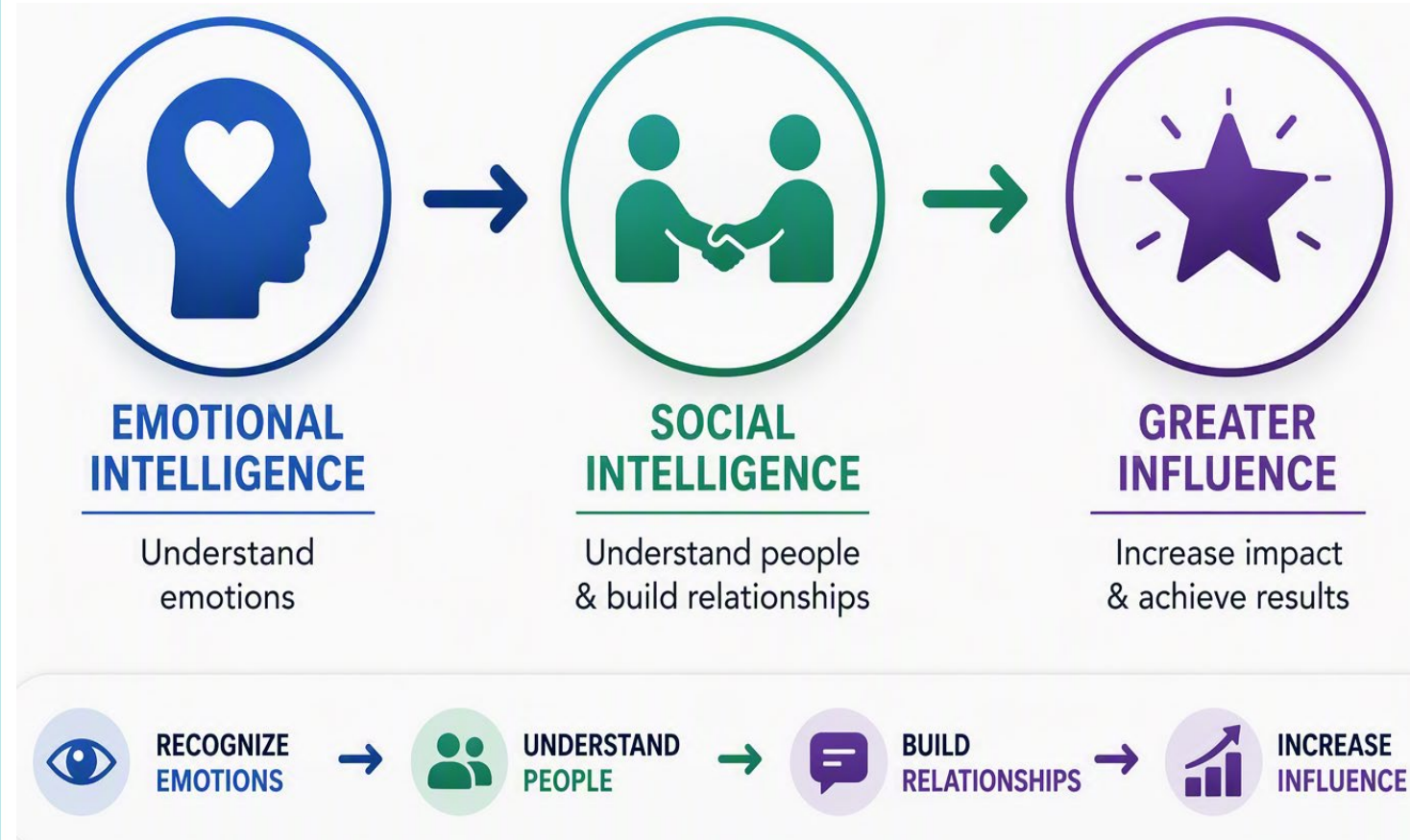
1. **Empathy** – Understand others' emotions and perspectives
2. **Social Skills** – Build relationships and influence outcomes
3. **Self-Awareness** – Know your emotions and their impact
4. **Self-Regulation** – Manage reactions and adapt effectively
5. **Motivation** – Stay driven and focused on goals



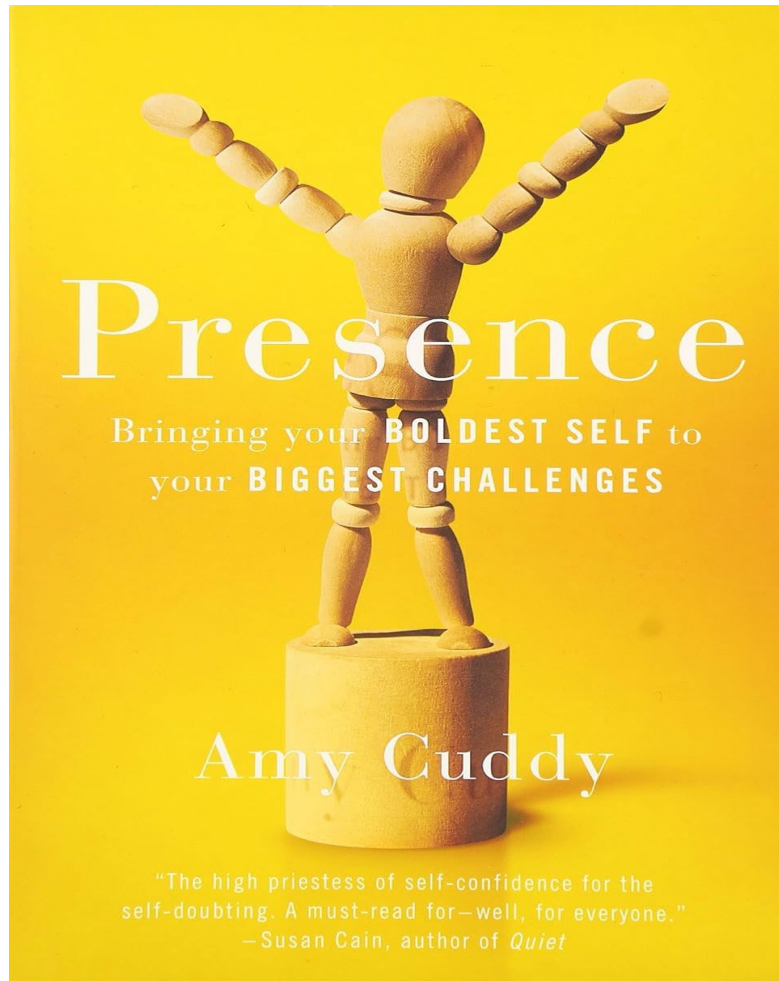
Source: Daniel Goleman's Emotional Intelligence Framework

Strategies to Communicate with Confidence

1. Pause before reacting
2. Read the room
3. Lead with curiosity
4. Match your message to your audience
5. Speak with confidence, not certainty
6. Listen to understand, not just to respond



Resources/Books



"Succinctly explains how to deal with emotions creatively and employ our intelligence in a beneficial way."

— THE DALAI LAMA

EMOTIONAL INTELLIGENCE 2.0



INCLUDES A NEW & ENHANCED ONLINE EDITION OF

THE WORLD'S MOST POPULAR EMOTIONAL INTELLIGENCE TEST

TRAVIS BRADBERRY & JEAN GREAVES

INTERNATIONAL BESTSELLING AUTHORS OF *THE EMOTIONAL INTELLIGENCE QUICK BOOK*

Key Takeaways

- 1. **Maintain Executive Presence** - in-person and virtual presence
- 2. **Amplify Your Personal Brand** – assets, brand message, elevator pitch
- 3. **Lead with EQ & SQ** – social and emotional intelligence for better communications and impact



Looking to Obtain CPEs?

**Don't forget to
Check-Out from
the system!**



Stay in Touch



Group Photo!

