

THE EUROPEAN

EXECUTIVE PRESENCE

The complete image, behaviour and authority playbook

PRIVATE GUIDE 03

Build a reputation people can see, feel and trust before the meeting begins.

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Inside this guide

01	Presence is interpreted before it is explained	15	Prepare for the room
02	Define the reputation you are building	16	Lead meetings visually
03	Translate values into visible decisions	17	Present on camera
04	Dress for consequence	18	Travel as the same man
05	Control the silhouette	19	Use social media as evidence
06	Create a recognisable visual code	20	Handle formal and ceremonial codes
07	Use colour strategically	21	Avoid status anxiety
08	Build credibility through materials	22	Correct without self-obsession
09	Master shoes and the ground line	23	Measure the transformation
10	Grooming is part of the contract	24	Know when private guidance pays
11	Posture without theatre	25	The room-read protocol
12	Move at the pace of control	26	The seven-day reset
13	Use eye contact and listening	27	The 30-day authority plan
14	Make manners visible	28	Private transformation

This is not a clothing manual

Clothing is one instrument inside a larger system. Executive presence appears when image, behaviour, preparation and message agree.

The credibility equation

Competence must be visible enough to be recognised, behaviour must be consistent enough to be trusted and context must be understood well enough to avoid friction.

The danger of performance

If the image outruns the behaviour, people sense costume. If behaviour outruns the image, competence can remain underestimated. Alignment is the objective.

ACTION: Write the three words you want a credible observer to use after meeting you.