Why do two similarly credentialed people have different career outcomes? It can be frustrating and mystifying – why can’t I get ahead? I’m hard working, talented and feel like I have a lot to contribute. When a job requires influence I’m not sure I’m hitting the mark. I may not even be in the right meetings. When I express myself, I’m not sure I’m heard. I want to help UAB but it can be confusing ... how do I balance being me with fitting into the culture and projecting confidence.

Enter executive presence (EP). EP is the totality of how you come across — your words, your body language, how real you are. A focus on executive presence may help you achieve your goals. Do you engage and inspire?

**THIS WEEK’S CHALLENGE:**

1. **Watch and mirror.** Think of someone you’ve observed that carries him or herself in a way that inspires confidence. This person likely is credible and consistently seems to act in the best interests of UAB. What does this person do? Can you do it too?
2. **Get feedback or feed forward.** “I’m working on how I carry myself. Are there things I do that you really like and things I can improve?” “What is one thing I can do to help improve my presence?”
3. **Support a UAB Woman.** March is Women’s History Month. Talk with others about a woman you admire – someone you believe exudes presence. Help bolster the spirit of someone around you who may need help with confidence, poise and gravitas.

**KEEP ON LEARNING**

- Read this [Forbes article](#) to overcome the confidence gap between men and women.
- LinkedIn Learning: Have 3 minutes? Watch the LinkedIn Learning video on [Developing Executive Presence](#).
- Book: “Executive Presence: The Missing Link Between Merit and Success” by Sylvia Ann Hewlett