

# VAL WILLIAMS

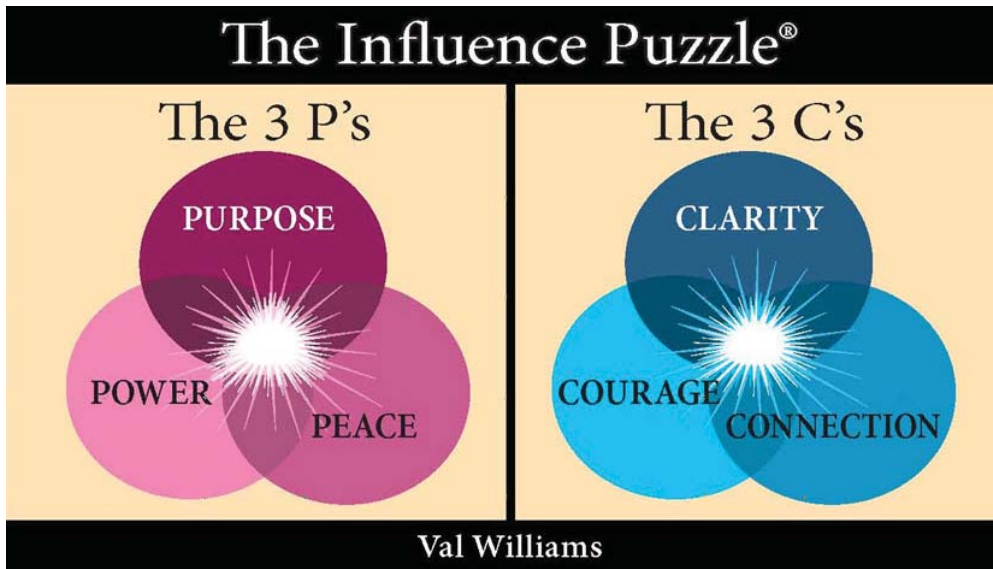


Uncover the Key to Creating Value

## The Influence Puzzle®

### 6 Aspects of Powerful Executive Presence

Senior executive leaders know that executive presence is critical for success. However, executive presence is often viewed as a vague quality. We often say “I know it when I see it” but in the past there has not been much direction on how exactly to develop executive presence. Now, *The Influence Puzzle*® is a roadmap for developing a leadership presence that goes way beyond shiny cufflinks and good oral presentation skills.



**Purpose** - I can clearly articulate my purpose: Why I chose to be a leader.

**Power** - I use my power at the right level: I don't over-use or under-use my power.

**Peace** - I am seen as a calm thoughtful leader. I stay out of react mode.

**Clarity** - I have a clear brand. People know my vision and what I stand for.

**Courage** - I consistently express my honest views even when they are unpopular.

**Connection** - I build excellent rapport with peers, superiors, my team and industry.

*The Influence Puzzle*® is a 6-part model for how to cultivate the underlying executive presence that a leader needs to create impact in these challenging times. Through applying the pieces of the puzzle in this book, you will have a greater impact on people and circumstances more quickly and with less effort.

And influence is not a puzzle you solve only once. In this tough uncertain environment, the puzzle keeps changing, because it is made up of an ever-moving set of variables: business deliverables keep changing, the people you need to influence change, and you yourself are always changing. The challenge is to fit all these changing, moving parts together in such a way that you have the impact that you intend.

*The Influence Puzzle*® is a tool for leaders who are ready to take on a new way of being to create openings for new action. How successful you can be is based solely on you. (*The Influence Puzzle*®, is available at [valwilliams.com](http://valwilliams.com) or [Amazon.com](http://Amazon.com))

*Tools and Practices for Senior Executive Leaders and their Teams*



### Meet Val Williams

Val Williams, MCC, is an Executive Leadership Consultant and Master Certified Coach who specializes in helping senior executive leaders develop vision, strategic plans, people development strategies, virtual skills, and the powerful executive presence that actually influences. Since 1994 Val has delivered individual executive coaching, team coaching, training seminars, management retreats and keynotes.

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