

JEN BUCK

Keynote

**Award-Winning Keynote Speaker,
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KNOW YOUR VALUE

The goal is to create a larger impact and plant your flag.

Learn to build a strong positioning statement that will set you apart from your competitors.

KNOW THE RULES

Use the laws of Strategic Positioning to build your relevance and bring forth progressive ideas that will help you take center stage.

KNOW THE PLAYERS

Strategically create opportunities and learn how to amplify your authority when the stakes are high. It's all about who you know and how you navigate.

Building Your Executive Presence;

The Power of Strategic Positioning

Research shows that developing the next generation of leaders is the top challenge for the majority of CEOs. 47% of CEOs surveyed predict there will be a shortage of leadership or executive-level skills in the future. With such a strong business case to be made for it, senior leaders around the world are striving to get more people developed and prepared to step into leadership positions within their companies. When emerging leaders recognize and unleash their value, they are unstoppable—a force that changes the conversations in the boardroom and within the organization. Right this moment, the world is looking for strong leaders and it's our job to strategically position ourselves to stand out.

Building Executive Presence is about becoming a recognized partner of high-potential. We must strategically look for interesting projects where our voices are heard and force ourselves to apply for stretch promotions that challenge us. Building valuable partnerships and knowing how to strategically position ourselves in meetings takes work, and sadly many of us haven't been taught this critical skillset. It's a continual effort, not a one-time event. When we do this consistently and generously, we will see more momentum to rise into influential leadership roles. This fast-paced and inspiring keynote will give leaders the tools to plant their flags and step into executive leadership where they can make an impact.

