

Leadership, Power & Executive Presence

C1-C2

LEADERSHIP

BUS011

This lesson explores how leaders signal authority through language: the weight they bring to a room, the conviction behind a claim and the rhetorical shapes that make a point land. You study ten terms of executive presence and seven advanced structures for emphasis and persuasion, then analyse a new chief executive's turnaround address to tell earned credibility from performed charm.

— YOU CAN NOW

- You can use ten core terms of leadership and executive presence accurately.
- You can use correlative pairs, fronting, clefts and negative inversion for emphasis.
- You can tell when persuasive language builds credibility and when it tips into overstatement.
- You can draft a strategic announcement, persuasive email or short leadership address.

— USEFUL PHRASES

- *Far from being a retreat, the decision was our boldest move in a decade.*
- *What this signals is a change of direction, not of tone.*
- *It is precisely because the stakes are high that we will move slowly.*
- *Never before has this firm grown so fast.*
- *This decision, above all, I will defend.*
- *We will listen, we will learn, we will lead.*
- *We owe it to our people. We owe it to our investors.*
- *While I take your point...*

— KEY VOCABULARY

gravitas · a weighty seriousness of presence that commands respect

conviction · a firmly held belief, and the force behind it

rhetoric · the craft of using language persuasively; structured argument

charisma · compelling personal magnetism that draws people to follow

composure · calm self-control, especially under pressure or challenge

mandate · authority to act formally granted by a board, shareholders or voters

legitimacy · the recognised, accepted right to hold and exercise authority

credibility · being trusted and believed, built on accuracy and consistency

decisiveness · the capacity to settle a question firmly and quickly

stature · standing and reputation earned over time through achievement

— LANGUAGE FOCUS

Rhetorical structures for emphasis and persuasion

Each structure does one job: 'Not only... but also' adds a stronger second point, 'Far from being...' reverses an assumption, wh- and it-clefts spotlight one idea, and 'It is precisely because...' foregrounds a reason. After a fronted negative such as 'Not only', 'Never before' or 'Not until', invert the auxiliary and subject.

- *Not only did she cut costs, but she also restored morale.*
- *It is trust, not talent, that holds a team together.*
- *Not until the third quarter did confidence return.*

Take it further: Before your next meeting or presentation, rewrite your key message once using a cleft or 'Far from being...', then cut any hedging or filler so the structure, not the volume, carries the authority.