

## 3 POWER MOVES FOR YOUR NEXT HIGH-STAKES MEETING



# The Executive Presence Playbook

***Step into your next meeting with clarity, authority, and presence – in just 5 minutes.***

*A leadership brief for women ready to move from contribution to influence.*

- *Zohra*

Executive Coach & Leadership Architect

# Leadership Brief

**For high performing women navigating visibility, influence, and strategic trust.**

Most high-performing women are not struggling with capability.

They are navigating a quieter shift.

You are delivering consistently – yet advancement decisions are forming around perception, presence, and strategic trust.

This brief introduces three leadership moves that subtly change how you are experienced in the room.

Use them immediately.

Notice what changes.

**Leadership influence follows a sequence.**

**Self-Perception → Behaviour → Perception → Memory**

*Observed across senior leadership environments.*

– *Zohra*

Executive Coach & Leadership Architect

The following three moves activate this sequence in real meetings.

# POWER MOVE 1

## The Identity Pre-Set

*(How you Show Up?)*

### What happens

Most professionals enter meetings as a role.  
Leaders enter as an identity.

When identity shifts, behaviour follows automatically – tone, pacing, clarity, and authority.

### Practice

Before entering the meeting, choose one identity:

- The Clarifier – removes confusion
- The Integrator – connects perspectives
- The Accelerator – moves decisions forward

Ask yourself:

**“If I were truly this leader, how would I open the meeting?”**

### Impact

You stop performing competence.  
You begin projecting leadership.

### Implement in 5 minutes

1. Say your identity out loud.
2. Record your opening sentence.
3. Adjust pace and clarity.
4. Enter the room slowly and intentionally.
5. Afterward, reflect: Did I lead or react?

– *Zohra*

Executive Coach & Leadership Architect

# POWER MOVE 2

## The Executive Echo

*(How Others Read You?)*

### What happens

Senior leaders respond to thinking patterns – not personalities.  
When your communication matches their decision rhythm, trust accelerates.

### Observe in the first 3 minutes

Do they focus on:

- Options
- Risks
- Next Steps
- Data

Shape your next contribution using their pattern.

### Impact

You sound aligned with leadership thinking.  
Your ideas land faster.

### Practice

Before the meeting, note the four patterns.

During the meeting, identify the dominant one.

Frame your contribution accordingly:

“The key risk is...”

“We have two options...”

“The next step would be...”

Repeat across several meetings – executive fluency builds quickly.

– *Zohra*

Executive Coach & Leadership Architect

# POWER MOVE 3

## The Future Memory Drop

*(How You Are Remembered?)*

### What happens

Influence is often decided after the meeting ends.  
Leaders who connect today's discussion to tomorrow's outcome stay memorable.

### Use one future-anchored line

- "This will save us time next quarter."
- "This decision prevents rework later."
- "This positions us strongly for the next phase."

Say it once. Clearly. Then stop.

### Impact

You become associated with foresight and strategic thinking.

### Practice

1. Identify one future outcome.
2. Craft one anchor sentence.
3. Deliver it cleanly.
4. Let silence reinforce it.
5. Notice what people repeat afterward.

– Zohra

Executive Coach & Leadership Architect

If these shifts resonate, you may already sense the deeper transition underway.

At senior levels, effort stops being the differentiator.

Leadership influence compounds through clarity, positioning, and trusted presence.

This is the work explored inside my private coaching engagements.

Begin with a leadership conversation.

[Explore Coaching](#)

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- *Zohra*

Executive Coach & Leadership Architect