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Dear ,

Presence is the new phrase being heard by leaders across industries. Articles, books and speakers are focusing on defining “leadership presence” or “executive presence”. Below you will find a book review on *Own the Room* (by Su and Wilkens), which focuses on finding your signature voice. They share tools, frameworks and practical advice on how to develop your own personal presence.

If you are an organizational leader, looking for an intensive, integrated growth opportunity, check out the Executive Forum, shared in the Forum Spotlight below. We’re currently recruiting for the 2015 Cohort, and there are a few spaces left.

For assistance in planning leadership and management development, for yourself or your team, please reach out to [Venita Wilkes](#), Center Director.

Best regards,

The Anderson Center Team

BOOK REVIEW

[Own the Room](#)

By Amy Jen Su & Muriel Maignan Wilkens

According to Su and Wilkens, you are able to “own the room” if you demonstrate your authentic value and distinction, and connect to others in a positive way. Leaders who achieve this have what the authors call a “signature voice” – a means of self-expression that is uniquely and distinctly their own. By discovering and expressing your own signature voice, you’ll be ready to take your leadership presence to the next level.

The book introduces the ACE model – Assumptions, Communications Strategies and Energy.

- Assumptions – what you assume and bring to your interactions with others
- Communication Strategy – techniques and tools used to engage, influence and inspire others
- Energy – physical conditioning that helps you manage the impact of your nonverbal cues/emotions on others

Upcoming Forums

Visit www.anderson-center.org to learn more about, and register for, upcoming forums.

Leading Change Forum

November 17-19, 2014, at Le St-Germain, St. Cloud

Speakers Forum

January 22, 2015, at River's Edge in St. Cloud

Operations Forum

January 26-28, 2015, at River's Edge in St. Cloud

Executive Forum (Week 1 of 3)

February 8-13, 2015, at Oak Ridge Hotel & Conference Center in Chaska

Strategy Forum

February 8-13, 2015, at Le St-Germain in St. Cloud

Leadership Forum

April 20-22, 2015, at Madden's in Brainerd

ANDERSON CENTER SPEAKERS FORUM



JOEL SWANSON

President of Risdall Public Relations
Speaking on Thought Leadership

JANUARY 22, 2015

11:30 a.m. - 1:00 p.m.

RIVER'S EDGE CONVENTION CENTER
ST. CLOUD, MINN.

As president of Risdall Public Relations, Joel is responsible for new business, public relations strategy, and leading a team that includes 24 diverse communications experts.

For 20 years he’s helped executives and organizations in complex industries leverage public relations and marketing communications tools to tell their stories and build their reputations.

Joel has BS degrees in Mass Communications, Public Relations Sequence, and Business

In addition to frameworks and tools, the book offers real-life examples and practical advice that will assist you in your leadership journey.



FORUM SPOTLIGHT

EXECUTIVE FORUM

"These experiences have given me real world tools I can use in my business and helped me to develop professional relationships with others like me."
Mick Pickens – President, Royal Tire

The [Executive Forum](#) is for leaders of larger, established organizations to business owners and founders of smaller businesses. This Forum is designed to increase the effectiveness of business leaders and consists of a 12-month educational process that will change the way you think.

This marquee Anderson Center Forum is fast-paced, concentrated and highly interactive. Within the twelve-month program, there are three one-week educational sessions designed as intensive, full-time commitments that allow leaders to concentrate on specific business topics related to the survival, growth and expansion stages of business.

[Executive Forum](#)

Week 1: February 8-13, 2015

Oak Ridge Hotel & Conference Center
Chaska, Minn.

Learn more about the Executive Forum, including the forum's objectives, Discussion Leaders and the opportunity to earn 30.5 Continuing Professional Education credits [here](#).

Management from St. Cloud State University, and a Master's degree in Christian Thought from Bethel Seminary.

Click [here](#) for more information about upcoming speakers. To reserve a table or seat for the event, contact Sydney Andringa at 320.251.5420 or sydney@anderson-center.org.

Learn more about upcoming forums:

See the [2015 Forum Calendar](#) for more information.

To learn more about the Anderson Center and our forums, visit [our website](#) or contact Venita Wilkes at 320.251.5420 or venita@anderson-center.org.



"Skill in the art of communication is crucial to a leader's success. He can accomplish nothing unless he can communicate effectively."

(Anonymous)