

SYLVIA ANN HEWLETT

Center for Talent Innovation

***Executive Presence: The Missing Link between
Merit and Success***

Launch Campaign Highlights

THE MISSING LINK BETWEEN MERIT AND SUCCESS

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EXECUTIVE PRESENCE

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SYLVIA ANN HEWLETT

EXECUTIVE PRESENCE CAMPAIGN RESULTS

- At the two month mark, Sylvia Hewlett's *Executive Presence* sold more than **10,000 copies** and reached more than **870 million people** through social media efforts, media coverage, and speaking engagements.
- The team exceeded its target pre-sale number of 1,000 books, selling more than 3,000 books by the end of launch week.
- Executive Presence* was listed as an Amazon best seller and best book of the month in June. Additionally, the book received a rating of 4.7 out of a possible 5.0 in customer reviews.
- Executive Presence* was #6 of 800-CEO-READ's top 25 bestselling business books and was a top 25 new release in the business category, according to Bookscan.
- The **#ExecutivePresence** hashtag reached more than **20 million Twitter users**. Additionally, several key influencers like Joanna Coles, editor in chief of *Cosmopolitan* and Moira Forbes, publisher of *ForbesWoman*, tweeted about the book.
- Sylvia Hewlett's LinkedIn blogs on *Executive Presence* received more than **90,000 views**.
- Sylvia Hewlett's website received an extensive amount of web traffic with nearly **6,000 unique visitors** and more than **12,000 total page views** between May 23 and July 23. The *Executive Presence* landing page was the second highest page viewed on the site with a total of 2.62K views during this timeframe. In addition, **82 percent** of these visitors were new.

Best Books of the Month: Business & Leadership

Looking for more editors' selections? Return to the main [Best Books of the Month](#) page to see our current picks.

Best Books of the Month: Business & Leadership



Executive Presence: The Missing Link...
 > Sylvia Ann Hewlett
 Hardcover
 ★★★★★ (18)



As a result of the Morning Joe segment, *Executive Presence* moved from **#1,500 to #117** on Amazon's Best Seller list!



COMMUNICATION CAMPAIGN

The Center for Talent Innovation (CTI), in collaboration with Harper Collins, Fortier Public Relations, FMcM Associates, and Stern & Associates, launched Sylvia Hewlett's latest book entitled *Executive Presence: The Missing Link between Merit and Success (EP)* on June 3 in the US and July 3 in the UK. The team deployed a six month communication campaign (January – July) to raise awareness among professionals about the importance of cracking the code of executive presence.

Objectives

- Spark a global conversation on the importance of executive presence in the workplace
- Increase visibility for Sylvia's and CTI's executive presence work
- Further position Sylvia Hewlett as a thought leader and influencer in this space, breaking through an already crowded space created by the launch of *Lean-In* and *Thrive*

Strategy

- Engage with key stakeholders, influencers, and consumers on the topic of executive presence through various media and digital channels
- Develop content and promotional materials to bring the book and tactics to life
- Partner with Stern & Associates to conduct an analysis on target stakeholders and the appropriate channels through which CTI can reach this audience digitally
- Organize speaking engagements for Sylvia Hewlett to increase her visibility, initiate 1:1 discussions with her core audiences, and establish her authority on the topic of executive presence
- Increase website traffic from new unique visitors to the book's landing page

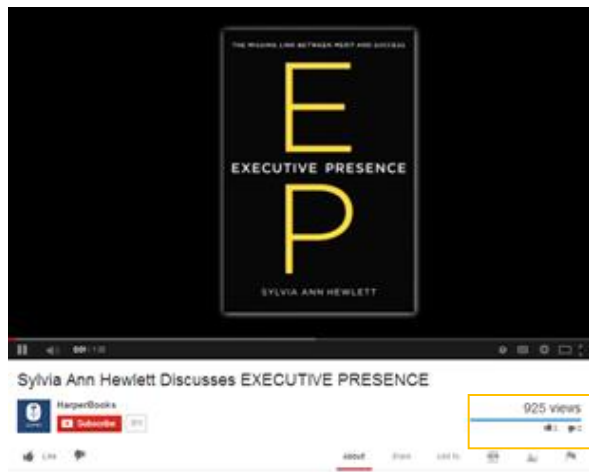
Tactics

- Collaborated with Harper Collins to develop and distribute marketing e-flyers to key stakeholders
- Created a press kit to distribute to key media contacts
- Coordinated media outreach efforts with Fortier and FMcM to secure coverage in key top tier and vertical outlets including UK & US national print, online, trade and broadcast outlets
- Engaged key influencers via social media platforms including LinkedIn, Twitter, Facebook, and YouTube
- Distributed LinkedIn ads with linked EP book content
- Organized speaking engagements for Sylvia Hewlett at companies across sectors with a large employee-base
- Developed content including online webinars to directly engage professionals on the topic of executive presence

MARKETING MATERIALS

CTI developed promotional materials to distribute across our social media and digital channels. We collaborated with Harper Collins to create content that could bring the book's message to life and resonate with our key audiences. CTI worked with Harper Collins to produce a video book trailer and promotional flyer with links to blog posts, Sylvia's website, and online tools. The EP book trailer has received nearly 1,000 views, to date. The e-flyer was distributed to more than 200 companies, colleges, and associations that have a vested interest in the topic. The linked content was opened by 86% of recipients. Of those who opened the letter, 25% clicked through the linked content.

Book Trailer



E-Flyer



CTI also developed online webinars to directly engage our key audiences on the topic of executive presence and the book's tactics. More than **250** participants attended our online master classes focused on gravitas, communication, and appearance.

In addition, Sylvia Hewlett strategically posted blogs on the topic of EP on *Harvard Business Review* and LinkedIn, linking to the webinar invitations and other book related content. The LinkedIn blogs received more than **90,000 views**.

Blogs



HBR Blog Network

As You Start Your Career, Focus on People Skills

by Sylvia Ann Hewlett | 10:00 AM April 29, 2014

HBR Blog Network

The Authenticity Trap for Workers Who Are Not Straight, White Men

by Sylvia Ann Hewlett | 10:00 AM July 17, 2014



Getting the Feedback You Really Need to Succeed

June 03, 2014 | 12,729 views | 394 likes | 56 comments

Career Curveballs: When Brains Only Get You So Far

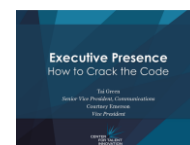
April 28, 2014 | 77,492 views | 654 likes | 243 comments

Online Webinars

Gravitas



Communication



Appearance





MEDIA COVERAGE

Sylvia Hewlett was interviewed by *The Wall Street Journal* on the topic of EP. The article was referenced on the **FRONT PAGE** of the *WSJ* and the full article ran on the front page of the Personal Journal section.

During the campaign, the team secured more than **60 unique media stories reaching an audience of nearly 850 million people.**

Prominent outlets that published or aired pieces about the book include the Bloomberg Surveillance, BBC Woman's Hour, WashingtonPost.com, *Glamour* magazine, NBCnews.com, *Chicago Tribune*, Forbes.com, Fortune.com, Business Insider, and Fast Company. In addition, Sylvia Ann Hewlett alongside Editor in Chief of *Cosmopolitan* Joanna Coles were featured on MSNBC's Morning Joe in a segment entitled "What it takes to be a Leader." Following the Morning Joe segment, *Executive Presence* moved from **#1,500 to #117** on Amazon's Best Seller list.

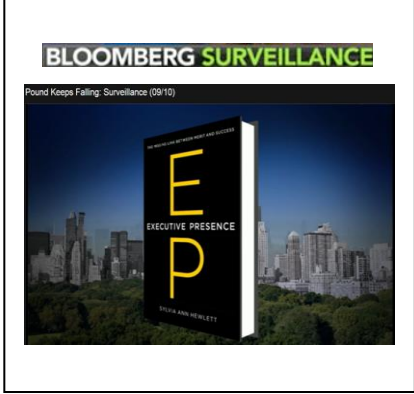


"We went out to 4,000 leaders and managers across this country to find out what they were looking for and there's tremendous good news here. For instance, gravitas - how you project confidence, credibility, and grace under fire- is an incredibly powerful thing and there are tactics that can enable you to do that. That is the biggest thing." – Sylvia Ann Hewlett, Morning Joe, 7/11/14

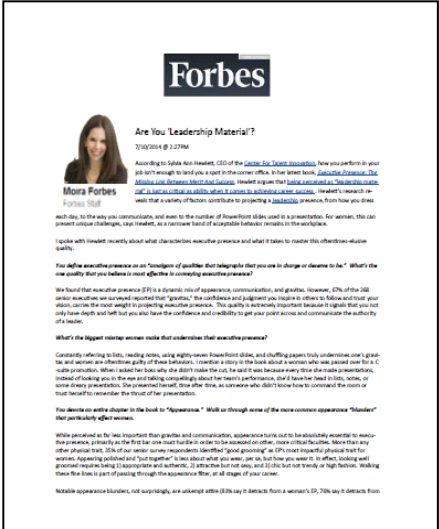
"The executive coaching world offers myriad ways to define presence—finding your signature voice, presenting your authentic self, combining strength and warmth. Sylvia Ann Hewlett, founding president of the Center for Talent Innovation, a New York City think tank, says it comes down to just three elements—"how you behave, how you speak and how you look." – Elizabeth Holmes, *The Wall Street Journal*, 8/6/14



"Feedback failure makes it extremely difficult for younger, high potential people who are different from their manager to lift their game." – Sylvia Ann Hewlett, *The Washington Post*, 6/2/14



"Emotional intelligence is the quality in gravitas that is leaping up the charts. This is the thing that wasn't even on leaders' list 10 years ago...when the President talked to the Trayvon Martin case a few months ago, he actually cried on television. People loved that because it showed he had a heart." – Sylvia Ann Hewlett, Bloomberg Surveillance, 9/10/2014



Moira Forbes interview with Sylvia Hewlett has received more than 75,000 views, to date!

"According to Sylvia Ann Hewlett, CEO of the Center for Talent Innovation, how you perform in your job isn't enough to land you a spot in the corner office. In her latest book, *Executive Presence: The Missing Link Between Merit And Success*, Hewlett argues that being perceived as "leadership material" is just as critical as ability when it comes to achieving career success" – Moira Forbes, Forbes.com, 7/10/14



SAMPLE OF OUTLETS THAT COVERED EXECUTIVE PRESENCE



Aol Jobs.

Forbes

BUSINESS INSIDER



FINANCIAL TIMES

The Washington Post

YAHOO! FINANCE

GLAMOUR

Bloomberg Businessweek

LV LEARNVEST PLANNING SERVICES

HBR

THE SUNDAY TIMES

Chicago Tribune

theguardian

FOR WOMEN OF STYLE & SUBSTANCE
MORE MAGAZINE

Business Standard

FAST COMPANY

THE HUFFINGTON POST

BLOOMBERG SURVEILLANCE

Inc.

FierceCIO
THE EXECUTIVE IT MANAGEMENT BRIEFING

FORTUNE

Harper's
BAZAAR



INVESTORS.com
POWERED BY INVESTOR'S BUSINESS DAILY™

THE BELLINGHAM HERALD



London
Evening Standard

BuzzFeed

THE TIMES

THE HUFFINGTON POST

BOOK EVENT HIGHLIGHTS

Sylvia Hewlett was a featured speaker at more than 20 events during her *Executive Presence* book tour. Additional events are scheduled through end of year. These high-profile events included the *Harper's Bazaar* UK At Work event in London. During this event, Hewlett presented the book's content to 60 mid-level professional women. In addition, Sylvia facilitated GE Women's Network webinar in June attended by more than 700 female leaders within the organization.

The combined efforts for promotional events alone has led to the sale of more than 2,500 books. Sylvia directly reached thousands of professionals through speaking events. See below event highlights:



Executive Presence book presentation at Sodexo USA on July 8, 2014



Sylvia Hewlett spoke to 500 women from Walmart on the power of executive presence on June 26, 2014



Panel discussion on *Executive Presence* at Chubb Insurance on July 9, 2014

Sylvia Hewlett also presented *Executive Presence* to the following companies:



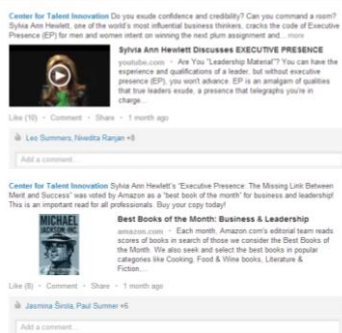
SOCIAL MEDIA/DIGITAL EFFORTS

CTI employed social media as a platform for discussion of the *Executive Presence* book. The multichannel digital strategy, which utilized both CTI's and Sylvia Hewlett's Facebook, Twitter, and LinkedIn accounts, significantly expanded awareness of the book and allowed for direct engagement with key influencers and consumers.

CTI's multi-faceted approach included on-going promotional and stakeholder engagement via Tweets, LinkedIn Ads, and Facebook posts.

LinkedIn

CTI engaged with Stern and Associates, a marketing and digital agency, to strategically reach our key audiences digitally with the right messaging and through target channels. Stern and Associates conducted a Digital Environment Analysis that resulted in an in-depth summary of CTI's key online stakeholders and the outlets through which to reach these stakeholders. We determined LinkedIn as the prime channel through which our key stakeholders congregate. Thus, we created discussion groups on the topic of EP and developed appropriately messaged LinkedIn sponsored ads for further saturation of our message. The LinkedIn sponsored ads linked to Hewlett's promotional video and Amazon's "Best Book of the Month" listing. In total, the LinkedIn campaigns reached more than **90,000 users** and more than **250 LinkedIn users** clicked on the content.



YouTube



The EP book trailer was published on YouTube and shared across our social media platforms. The video was also placed strategically on the EP book Amazon page for further promotion.

Twitter

Many influencers, including Joanna Coles, editor in chief of *Cosmopolitan* and Moira Forbes, publisher of *ForbesWoman*, tweeted about *Executive Presence*. CTI used Twitter and Facebook to further leverage media hits and speaking opportunities. The *Executive Presence* discussion on Twitter reached more than **20 million Twitter users**.



Facebook

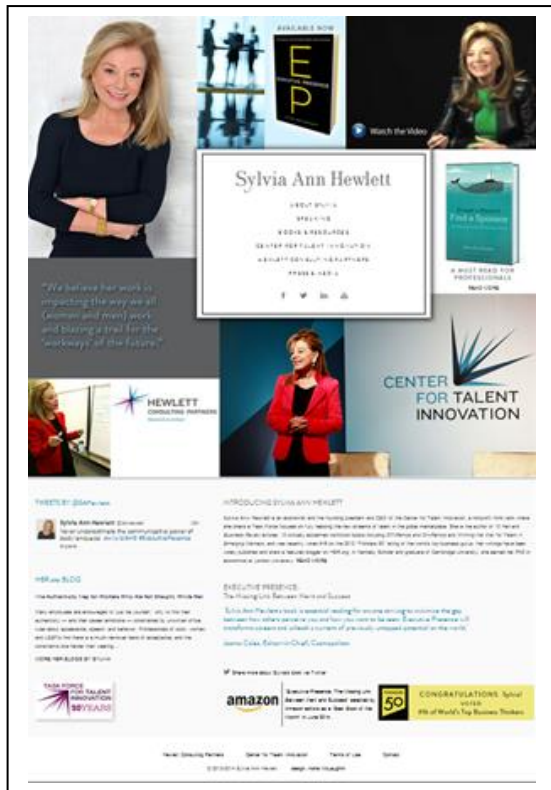
CTI posted on Facebook on an on-going basis to share Sylvia's events and media coverage.



WEBSITE ANALYTICS

The EP content housed on Sylvia's website received an extensive amount of web traffic between May 23 and July 23. The EP landing page was the second most viewed page on Sylvia's website with total of 2.62k views. The site received nearly 6,000 unique users and 82 percent of these users were first-time visitors. In addition, Sylvia's biography page received a 98 percent increase in click-throughs during this period.

SylviaHewlett.com homepage



EP landing page



EXECUTIVE PRESENCE REVIEW & PRAISE



Do You Have What it Takes to Lead? Read Executive Presence and Find Out

Aug 2, 2014 by Ivana Taylor in Business Books #PO

Content ★★★★★

Freshness ★★★★★

Usefulness ★★★★★

Summary ★★★★★

To make your mark on the world, you'll need Executive Presence, a classic leadership book that outlines research with hundreds of executives who reveal what it takes to be a successful leader.



Excerpt of the Small Business Trends EP book review:

Sylvia Ann Hewlett is Executive Presence Personified

My favorite aspect of this book is the honesty, forthrightness and humility with which Hewlett shares her own personal experiences with Executive Presence (and lack thereof). From the opening pages of the book and her story of the foiled Oxford interview, to her ultimate success as a professor, author and expert who has appeared on countless shows, Hewlett molds a story that incorporates her research as well as her personal experiences in a way that leaves you feeling inspired and motivated. Sylvia is the founding president of the Center for Talent Innovation, a Manhattan-based think-tank focused on helping companies and professionals to fully realize their talent potential. She is the author of several acclaimed books and has appeared on Oprah, The View, 60 Minutes and many others.

Executive Presence Joins the Ranks of Classic Business Books

When I first started reading this book, I couldn't help but make the comparison to other leadership classics like Emotional Intelligence. And as I read further, I could see that EQ was an integral part of EP as well.

Executive Presence isn't just a leadership or management book. I can see it becoming a classic and one that is required reading for business students as well as entrepreneurs, small business owners and corporate employees.

Reviewed by Ivana Taylor

Customer Reviews...

Pragmatic advice – Addresses the tough issues

I initially hesitated to purchase this book, since I have a scepticism towards most of the self-help/management genre. I am very glad I picked this book up. It brims with pragmatic advice on the essential topic of Executive Presence. This book is not just for those pursuing positions of power in corporate board rooms. It is for anyone seeking to translate their hard earned merit into just rewards and career progression.

Hewlett artfully balances personal reflection and anecdote with relevant case studies and hard data to provide a credible and highly readable volume. She does not shirk from the tough issues faced by many in developing their executive presence.

-Bexley, Amazon.com

Hello Dr. Hewlett,

I just finished reading both *Executive Presence* and *Forget a Mentor, Find a Sponsor* in the past two weeks. I have never read two more concise, insightful, and truly life transforming books in my life. I only wish you had written these two books 10 years ago. As an African American male middle manager working for the Federal Government your books have been truly eye opening for me. The number of Aha's that I had reading your books was nothing less than life changing. I plan to give a copy of each book to the members of my management team. I think the message and lessons learned for the women on my team will be nothing less than transforming for them too.

-Darryl Lansey, Email

How image affects career success

It turns out that becoming a leader and doing something amazing with your life hinge on what makes you different, not what makes you the same as everyone else, according to Sylvia Hewlett in this book. Executive Presence is a measure of image rather than performance; it is the manner in which you signal to others that you "have what it takes" to be start material.

– John Gibbs, Amazon.com