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You also need to be intellectually honest when presenting it; data can be ambiguous and interpreted many ways. There can be flaws in the gathering of it, as well. Senior leaders will see right through any attempt to stack the deck in your favor, and they will consider you junior if you try to do so.

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Finally, presenting a perspective on the answer also shows senior executives that you have the ability to make decisions, and are confident in your logic, while also being open to having

your ideas challenged. This bodes well for your trajectory as you are showing an ability to continue to grow in your career.

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It is, but presenting to an executive team is a great honor and can open tremendous doors. If you nail this, people with a lot of influence will become strong advocates for your ideas.

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Presenting to senior leaders can be nerve-racking at best. You've got a short window of time to articulate your passionate point of view or showcase the outcome of your team's good work. Most of us have a story about a time we blew it, and our well-rehearsed intentions spiraled downward in a frenzied fiasco. Executives are [...]

#### The Key To Presenting To Senior Executives

Bird and Cassell are clearly the right

people to help ensure you are not getting into a presenting rut and that you can elevate yourself to the next level, the best version of yourself with the most impact. Starting with a sensible focus on the desired outcome of the presentation, it sounds basic but its critical.

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