

The Credibility Code

KEYNOTE PRESENTATION

Credibility. Leadership presence. Personal power. We know these qualities when we see them, but what are the cues that lead us to these impressions?

In her signature presentation, Cara Hale Alter deconstructs what it takes to carry yourself like a leader. Using the criteria laid out in her book *The Credibility Code*, she emphasizes the power of the “sub-textual” conversation and identifies the specific “codes of conduct”—for posture, gestures, vocal skills, eye contact, and more—that influence the perception of credibility. Individually, these behaviors are easy to implement; together they form a skill set that can transform your career.

DISCOVER HOW TO

- Cultivate personal presence
- Recognize/Prevent the “tells” of nervousness and intimidation
- Strike a balance between authority and approachability
- Demonstrate composure under pressure
- Avoid unintentional behaviors that may lower your status

BIO FOR CARA HALE ALTER

As founder and president of SpeechSkills, Cara has provided training to some of the world’s best-known companies, including Allianz, Caterpillar, eBay, Gap Inc., Google, IDEO, and Williams-Sonoma. A guest lecturer at UC Berkeley, Harvard University, Stanford University, and UC Hastings College of Law, Cara has also worked with numerous top-100 law firms, including DLA Piper, Morgan Lewis, O’Melveny & Myers, and White & Case. She is a frequent media resource, with appearances in *Forbes.com*, *The Globe and Mail*, *USA Today*, and countless other media outlets. In addition to penning *The Credibility Code: How to Project Confidence and Competence When It Matters Most*, Cara has produced award-winning educational videos on public speaking and managing nervousness.