

## How to Act Like a CEO

Lee Smith  
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Dee Soder is Managing Partner of the CEO Perspective Group, a New York Company that advises current and aspiring chief executives about a range of challenges — from the monumental (like how to handle a deeply divided board) to the everyday (how to walk and talk like a boss should.) Recently Fortune Editor Lee Smith visited Soder for some tips on acquiring the look of eagles.

### **How could you tell right away that I'm not a CEO?**

You were sitting in my reception room. CEOs don't sit. They don't expect to be kept waiting long enough to take a seat.

### **Can I learn to act like a CEO?**

Definitely. Much of charisma can be taught — voice, dress, gestures, style. For example, CEOs travel light. They rarely have a lot of bags and bulky briefcases.

*(Excerpt from popular article.)*