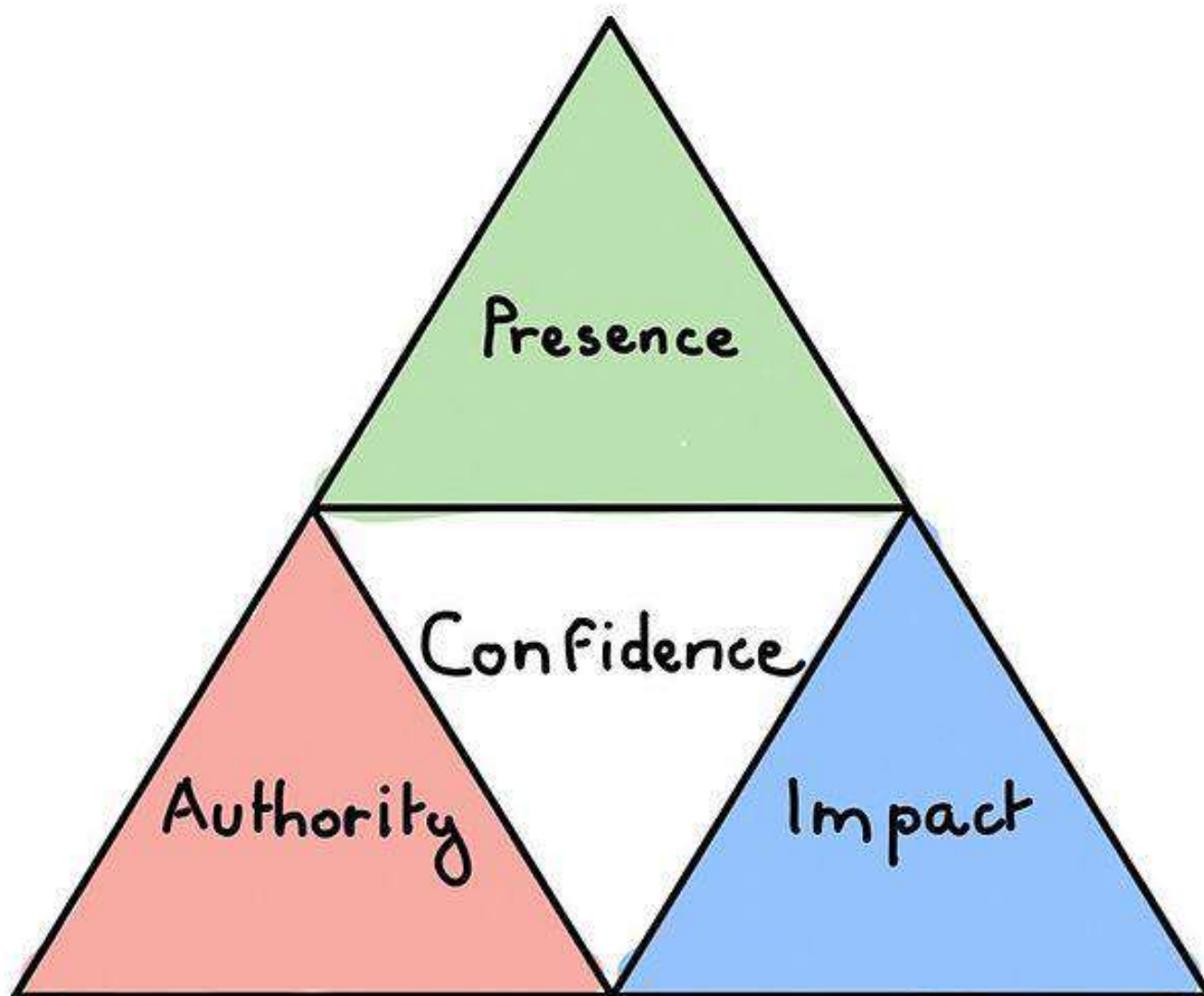


AUTHORITY, PRESENCE, IMPACT: Why I'm Excited About This Work

The API Model



Artwork by Alex Goubin

The Authority, Presence, Impact (API) model, attributed to Professor Peter Hawkins, offers a powerful lens to articulate what often feels intangible in our professional lives - how we show up, how we influence, and what lingers after we leave the room.

This model is useful with leaders, coaches, and teams - it deepens awareness, shifts presence, and amplifies impact enabling us to be conscious of what we wish to create and who we are showing up as.

What Is the API Model?

Authority isn't about command and control. It's about what you bring into the room: your credibility, expertise, lived experience, reputation, and your "right to be here."

Presence is how you *are* in the moment. It's relational, responsive, aware - listening not just to words but to the field, to the undercurrents, to what's unsaid. Presence is how you engage energy, emotion, and attention.

Impact is what remains. It's the shift - in thinking, feeling, behaviour, systems - that emerges because of your presence and authority. Impact is the energy or change left behind.

These three dimensions aren't linear steps but deeply interwoven: your authority influences your presence, your presence shapes your impact, and your impact reinforces your authority.

Why It Resonates with Me

It names the invisible. Sometimes, we sense a person "has gravitas" - but we struggle to name why. API gives us language and focus to grow what we sense.

It supports integration. For coaches, mentors, and leaders juggling technique, relationships, and outcomes, API offers a framework to integrate skill, self, and system.

It carries across roles. I've used API with leaders stepping into board roles, managers becoming coaches, and coaches becoming supervisors. The same axes apply.

It aligns with deeper work. Because it's not superficial - it invites us to work on identity, boundaries, values, and meaning - not just performance.

Deeper Insights & Applications

In related literature and practice, Authority often includes demonstrating expertise, clarifying role boundaries, and carrying authority appropriately - respectfully, not arrogantly.

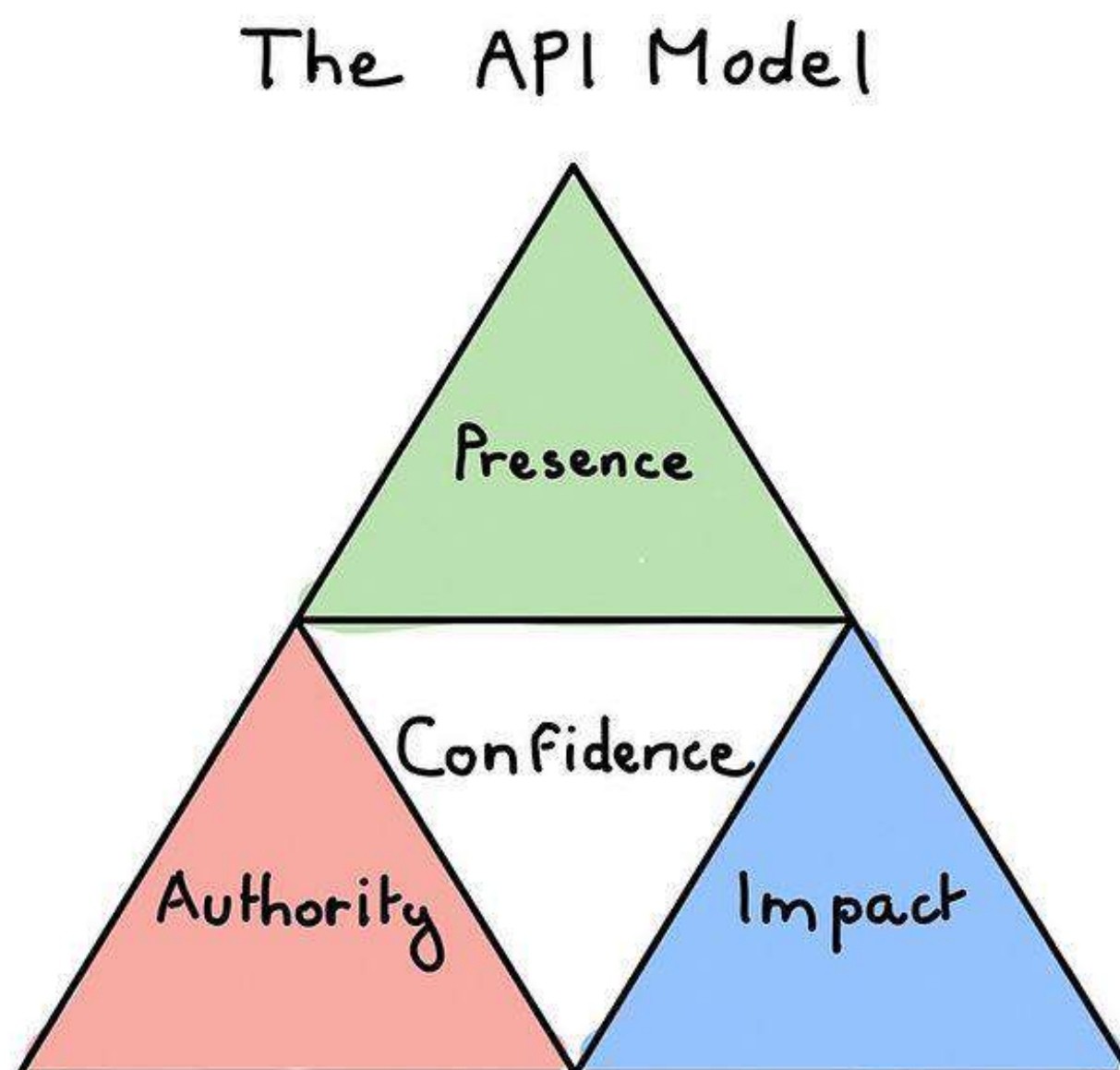
Authority is what happens before you enter the room; Presence is how you work the room; and Impact is what remains once you've left the room.

Some practitioners describe API as the foundation of trust and influence - particularly where formal power is limited, and influence must arise from relational depth.

Others recommend using API for self-assessment: rating yourself in each dimension, reflecting on how you physically, verbally, and energetically show up, and identifying gaps for growth.

What to Work On (Questions for You)

- In what circumstances do you feel authority - and when do you lose it?
- When you walk into a meeting, what kind of presence do you carry? What is the “room energy” you bring or not bring?
- After your key interactions, what kind of impact do people report? What lingers?
- Which of the three (A, P, or I) is your growth edge? What practices can scaffold that edge?



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Thank You!

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