

Projecting Your Executive Presence.

Setting the stage for your next career move

Your headshots should project your executive presence and promote a sense of engagement with everyone who sees them, either online or in press releases. To accomplish this, people need to see your expression well enough to read it. That requires a closely cropped photo, with your face filling 40-60% of the frame, rather than “waist-up” or “head-and-shoulders” professional portrait.

Traditionally, professional portraits have been head-and-shoulders or waist-up photographs with lots of negative space above the head. These photos are fine for viewing a framed print hanging on a wall because there are no distractions. The frame focuses the viewer’s attention on the subject, and hanging the photo on a wall communicates that it deserves their time and attention.

However, the online world presents no such opportunity to isolate an image with the trick of positioning it on a wall. Instead, your headshots must compete with the compelling text and attention-grabbing graphics of a well-designed website. Fortunately, headshots can overcome these distractions and command attention because humans are programmed to focus on people’s faces.

To ensure your headshots have the desired impact, crop your photos so that your face fills 40-60% of the frame. Filling the frame in this manner ensures others can see your face and can read the subtleties of your expression. A profile photo where your face fills 20-30% of the frame does not have the emotional impact of a close-up headshot.

Professional photographers command the viewer’s attention by showing a tight close-up of a person’s face, the human feature we instinctively turn to for information about someone’s emotional and psychological state. Filling the frame of your headshots with your face allows you to project your executive presence through the screen. People can interpret the nuances of your expression, which, in turn, positively influences the decision-makers who are important to your success.

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**PH
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HEADSHOTS
PALO ALTO
by Dean Birinyi Photography

DEAN’S EXPERT
GUIDANCE FROM
START TO FINISH.

YOU’RE
GOING TO
LOOK GOOD.

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