



Executive Presence and Strategic Communication Training Course

Ref: #CS5797



Course Introduction / Overview:

This intensive training course is designed to transform professionals into influential leaders by mastering the dual pillars of executive presence and strategic communication. In today's competitive landscape, technical skills alone are insufficient for career advancement; the ability to project confidence, command respect, and communicate with purpose is what truly sets leaders apart. This program delves deep into the core components of executive presence as outlined by renowned author Sylvia Ann Hewlett in her seminal work, "Executive Presence: The Missing Link Between Merit and Success," focusing on gravitas, communication, and appearance. Participants will move beyond theoretical knowledge to engage in practical, real-world applications. From crafting compelling narratives that resonate with diverse stakeholders to mastering the non-verbal cues that build trust and credibility, this course provides a comprehensive roadmap. BIG BEN Training Center has meticulously structured this journey to ensure every participant can cultivate an authentic leadership style, handle high-stakes interactions with poise, and strategically influence outcomes to drive organizational success.

Target Audience / This training course is suitable for:



- C-Suite executives and senior leaders.
- Directors and department heads.
- High-potential employees identified for leadership tracks.
- Team leaders and project managers.
- Sales and business development professionals.
- Entrepreneurs and business owners.
- Public relations and corporate communications specialists.
- Consultants and client-facing professionals.

Target Sectors and Industries:

- Finance and Banking.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Engineering and Manufacturing.
- Government agencies and public sector organizations.
- Retail and Consumer Goods.
- Energy and Utilities.

Target Organizations Departments:

- Executive Management.
- Human Resources and Talent Development.
- Sales and Marketing.
- Operations and Logistics.
- Project Management Office (PMO).
- Public Relations and Corporate Affairs.
- Legal and Compliance.
- Customer Service and Client Relations.



Course Offerings:

By the end of this course, the participants will have able to:

- Develop and project authentic leadership gravitas and poise.
- Master strategic communication techniques for maximum impact.
- Enhance personal branding to align with leadership goals.
- Influence key stakeholders and decision-makers effectively.
- Deliver persuasive presentations with confidence and clarity.
- Navigate difficult conversations and conflict with strategic finesse.
- Utilize advanced body language and vocal tonality to build credibility.
- Lead high-impact meetings that drive decisive action.
- Provide and receive constructive feedback to foster growth.

Course Methodology:



The training methodology at BIG BEN Training Center is designed for deep learning and practical application, moving beyond traditional lecture formats. This course employs a highly interactive and experiential approach, centered on participant engagement. Sessions will feature a dynamic blend of expert-led instruction, facilitated group discussions, and collaborative problem-solving exercises. A significant portion of the training is dedicated to practical application through role-playing scenarios that simulate real-world challenges, such as high-stakes negotiations and crisis communications. Participants will analyze detailed case studies of successful leaders to deconstruct their communication and presence strategies. Individual and group activities, peer-to-peer feedback sessions, and self-assessment tools will be used extensively to foster self-awareness and skill development. This immersive learning environment ensures that participants not only grasp the core concepts of executive presence and strategic communication but also gain the confidence to apply these new skills immediately and effectively in their professional roles.

Course Agenda (Course Units):

Unit One: The Foundations of Executive Presence

- Defining executive presence and its impact on leadership.
- The three pillars of presence: Gravitas, Communication, and Appearance.
- Conducting a personal presence audit and self-assessment.
- Understanding the psychology of first impressions.
- Cultivating gravitas and demonstrating confidence under pressure.
- Aligning your personal brand with your professional aspirations.
- Setting personal development goals for the course.



Unit Two: Mastering the Art of Strategic Communication

- Principles of clear, concise, and compelling communication.
- Audience analysis and message tailoring for different stakeholders.
- The power of storytelling in business and leadership.
- Structuring persuasive arguments and calls to action.
- Mastering non-verbal communication and body language.
- Developing active listening skills to build rapport and trust.
- Crafting impactful written communication for a digital age.

Unit Three: Projecting Confidence and Credibility

- Techniques for managing public speaking anxiety.
- Mastering vocal variety, tone, and pacing for influence.
- Using powerful and positive language to inspire action.
- Handling challenging questions and impromptu speaking situations.
- Projecting poise and control during difficult conversations.
- Building and maintaining credibility through consistency.
- Dressing for impact and understanding professional aesthetics.

Unit Four: Influence, Persuasion, and Relationship Management

- The core principles of ethical influence and persuasion.
- Building strategic alliances and professional networks.
- Navigating organizational politics with integrity.
- Leading and facilitating productive, high-stakes meetings.
- Delivering constructive feedback that motivates change.
- Receiving criticism gracefully and with a growth mindset.
- Conflict resolution strategies for win-win outcomes.

Unit Five: Application, Integration, and Your Leadership Platform



- Developing a personal action plan for sustained improvement.
- Leading with presence in virtual and hybrid environments.
- Case study simulations: Applying skills in complex scenarios.
- Crafting and delivering a capstone persuasive presentation.
- Building a continuous learning habit for leadership development.
- Personalized feedback and coaching from the instructor.
- Final review of key takeaways and long-term strategies.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a leader maintain authentic executive presence in a virtual or hybrid work environment where traditional physical cues are limited or altered?

What unique qualities does this course offer compared to other courses?



This course distinguishes itself by holistically integrating the two critical and interdependent domains of executive presence and strategic communication. Unlike programs that treat these as separate skills, we focus on their symbiotic relationship, demonstrating how true influence is born from the seamless fusion of how you present yourself and what you communicate. The curriculum moves beyond surface-level tips on public speaking or professional dress, delving into the psychological underpinnings of gravitas, credibility, and persuasion. Participants engage in a highly practical, application-focused learning environment, with a strong emphasis on personalized feedback through recorded practice sessions and peer coaching. We prioritize the development of an authentic leadership style, encouraging participants to build upon their unique strengths rather than adopting a one-size-fits-all persona. The content is grounded in established academic frameworks, such as the work of Sylvia Ann Hewlett, but is delivered through contemporary case studies and real-world scenarios, ensuring the skills are immediately transferable to today's dynamic business challenges.