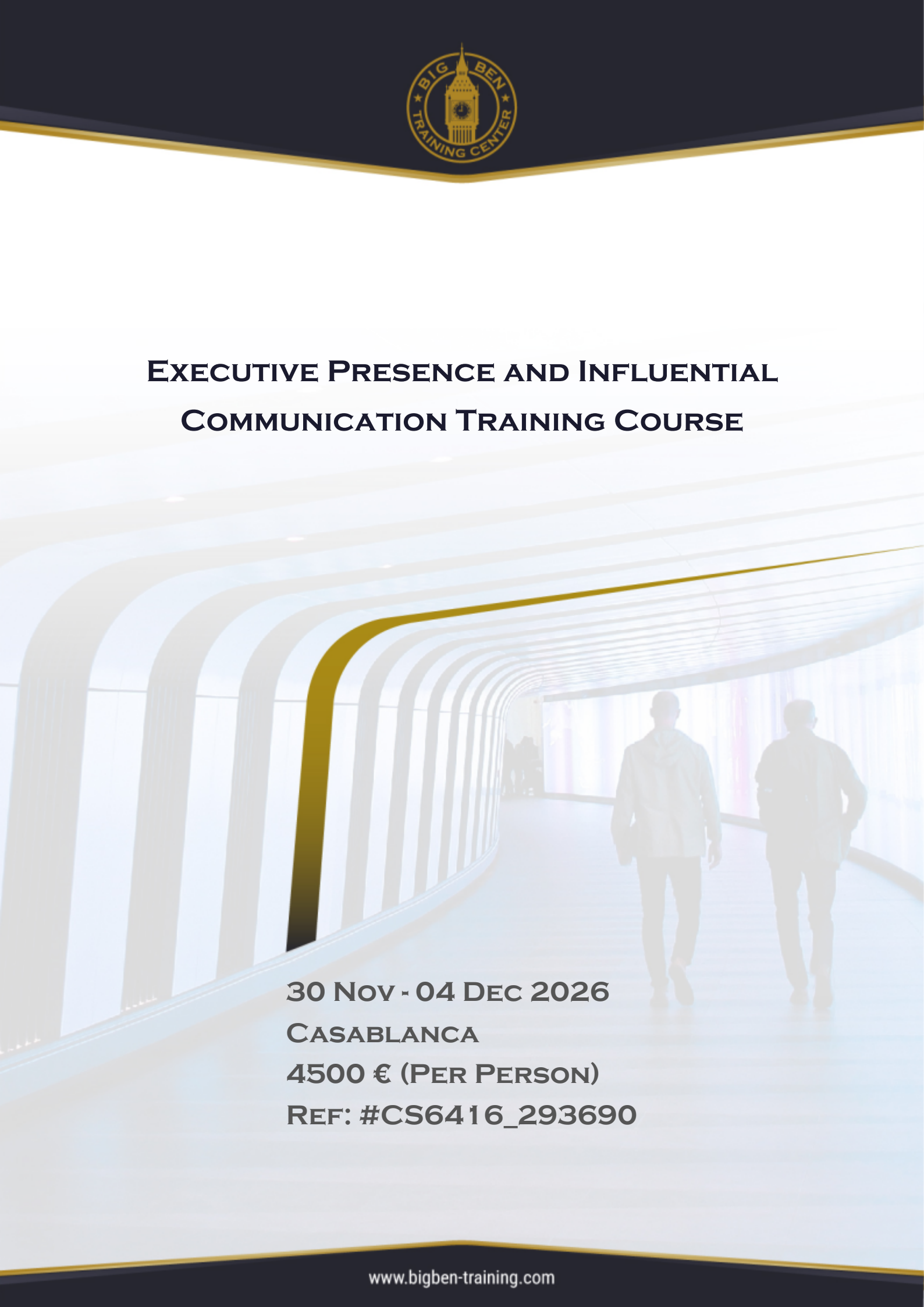
Executive Presence and Influential Communication Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS6416_293690

Course Introduction / Overview:

This intensive training course is designed to unlock the critical skills of executive presence and influential communication, transforming talented professionals into impactful leaders. In today's competitive landscape, technical expertise alone is insufficient for career advancement. True leadership requires the ability to command respect, inspire action, and communicate with clarity and conviction. This program delves deep into the core components of a powerful professional persona, moving beyond superficial tips to build foundational confidence and strategic communication capabilities. Drawing on established frameworks, such as the principles outlined by Sylvia Ann Hewlett in her seminal work, "Executive Presence: The Missing Link Between Merit and Success," participants will explore the three pillars of presence: Gravitas, Communication, and Appearance. At BIG BEN Training Center, we provide a structured pathway for participants to cultivate their authentic leadership style, enabling them to navigate complex corporate environments, influence key stakeholders, and project an image of credibility and authority. This course is a comprehensive journey from understanding the theory of influence to mastering its practical application in high-stakes situations.

Target Audience / This training course is suitable for:

- C-Suite Executives and Senior Leadership.
- Directors and Department Heads.
- Mid-level Managers and Team Leaders.
- High-potential employees identified for future leadership roles.
- Project Managers and Program Leaders.
- Sales and Business Development Professionals.
- Consultants and Client-facing Advisors.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Banking and Financial Services.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Management and Strategy Consulting.
- Engineering and Manufacturing.
- Retail and Consumer Goods.
- Governmental bodies and Public Sector agencies.
- Non-profit and Educational institutions.

Target Organizations Departments:

- Executive Management and Leadership.
- Human Resources and Talent Development.
- Sales, Marketing, and Business Development.
- Operations and Supply Chain Management.
- Project Management Office (PMO).
- Legal and Corporate Affairs.
- Public Relations and Communications.
- Information Technology Leadership.

Course Offerings:

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

- Define and embody the core pillars of executive presence: Gravitas, Communication, and Appearance.
- Develop a commanding and authentic communication style that inspires confidence and trust.
- Master advanced verbal and non-verbal techniques to enhance influence in any setting.
- Structure and deliver persuasive messages that resonate with diverse audiences and stakeholders.
- Project confidence and poise under pressure, including during challenging meetings and presentations.
- Utilize strategic storytelling to articulate vision, drive change, and build rapport.
- Effectively influence decision-making processes, even without direct authority.
- Provide and receive constructive feedback to foster a culture of continuous improvement.
- Cultivate a strong personal brand that aligns with their professional goals and organizational values.
- Adapt their communication style for maximum impact in both virtual and in-person environments.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and transformative. We believe that mastering executive presence and influence requires practice, not just passive learning. Therefore, the course heavily emphasizes practical application through a blend of proven adult learning techniques. Sessions will include facilitator-led discussions, in-depth case study analyses of real-world leadership scenarios, and individual self-assessment exercises to identify personal strengths and areas for development. A significant portion of the training is dedicated to hands-on activities, such as role-playing difficult conversations, delivering impromptu speeches, and participating in simulated high-stakes meetings. Participants will receive personalized, constructive feedback from both the instructor and their peers in a supportive and confidential environment. Video recording and playback analysis will be used to provide objective insights into non-verbal cues and communication patterns. The program fosters a collaborative atmosphere where participants can share experiences, learn from one another, and build a network of professional support, ensuring that the skills learned are immediately applicable and sustainable in their workplace.

Course Agenda (Course Units):

Unit One: Foundations of Executive Presence

- Defining executive presence beyond the buzzword.
- The three pillars of presence: Gravitas, Communication, and Appearance.
- Assessing your current level of executive presence.
- Understanding the neuroscience of first impressions and building credibility.
- Cultivating gravitas: Projecting confidence, poise, and decisiveness.
- The role of emotional intelligence in developing presence.
- Aligning your personal brand with your leadership identity.

Unit Two: Mastering Influential Verbal Communication

- The art of crafting clear, concise, and compelling messages.
- Structuring arguments for maximum persuasion and impact.
- Strategic storytelling to connect, inspire, and drive action.
- Techniques for active listening and demonstrating empathy.
- Asking powerful questions to guide conversations and uncover insights.
- Adapting your language for different audiences, from the boardroom to the front line.
- Mastering the vocabulary of leadership and influence.

Unit Three: The Power of Non-Verbal Communication

- Decoding and utilizing body language to project authority and openness.
- The impact of posture, gestures, and facial expressions on perception.
- Mastering vocal dynamics: Tone, pace, pitch, and volume for influence.
- Techniques for commanding a room and holding attention.
- Managing non-verbal signals of stress and anxiety.
- Creating a powerful presence in virtual meetings and video calls.
- The strategic use of silence to enhance impact.

Unit Four: Strategic Influence and Persuasion in Practice

- Understanding the principles of persuasion and ethical influence.
- Mapping stakeholders and tailoring your influence strategy.
- Influencing without formal authority across teams and departments.
- Navigating and leading difficult conversations with confidence.
- Techniques for building consensus and managing conflict.
- Presenting data and complex information in a persuasive manner.
- Negotiating outcomes and gaining buy-in for key initiatives.

Unit Five: Sustaining Your Executive Presence and Brand

- Developing a personal action plan for continuous improvement.
- Strategies for seeking and effectively utilizing feedback.
- Building and leveraging your professional network to amplify your influence.
- Maintaining poise and resilience in high-pressure situations.
- Mentoring others to develop their own leadership presence.
- The leader's role in shaping communication culture within the organization.
- Final presentations and personalized feedback sessions.

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 does the concept of 'authentic leadership' intersect with the curated nature of 'executive presence,' and can the two coexist without conflict?

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

This course distinguishes itself by adopting a holistic and psychologically-grounded approach to leadership development, moving far beyond standard presentation skills training. While other programs may focus narrowly on public speaking techniques, this curriculum integrates the three critical pillars of presence—Gravitas, Communication, and Appearance—into a unified framework. We emphasize the cultivation of gravitas, the substantive core of leadership, which involves developing deep self-awareness, emotional intelligence, and the ability to project confidence and decisiveness even under pressure. The methodology is intensely practical, prioritizing personalized feedback through video analysis and peer coaching over theoretical lectures. Participants do not just learn what to do; they practice how to be in simulated, high-stakes scenarios that mirror their real-world challenges. Furthermore, the course places a unique focus on influencing without authority and navigating complex organizational dynamics, equipping leaders with the sophisticated tools needed to drive change and build consensus. It is an immersive experience designed to create a lasting shift in mindset and behavior, not just a temporary boost in skills.