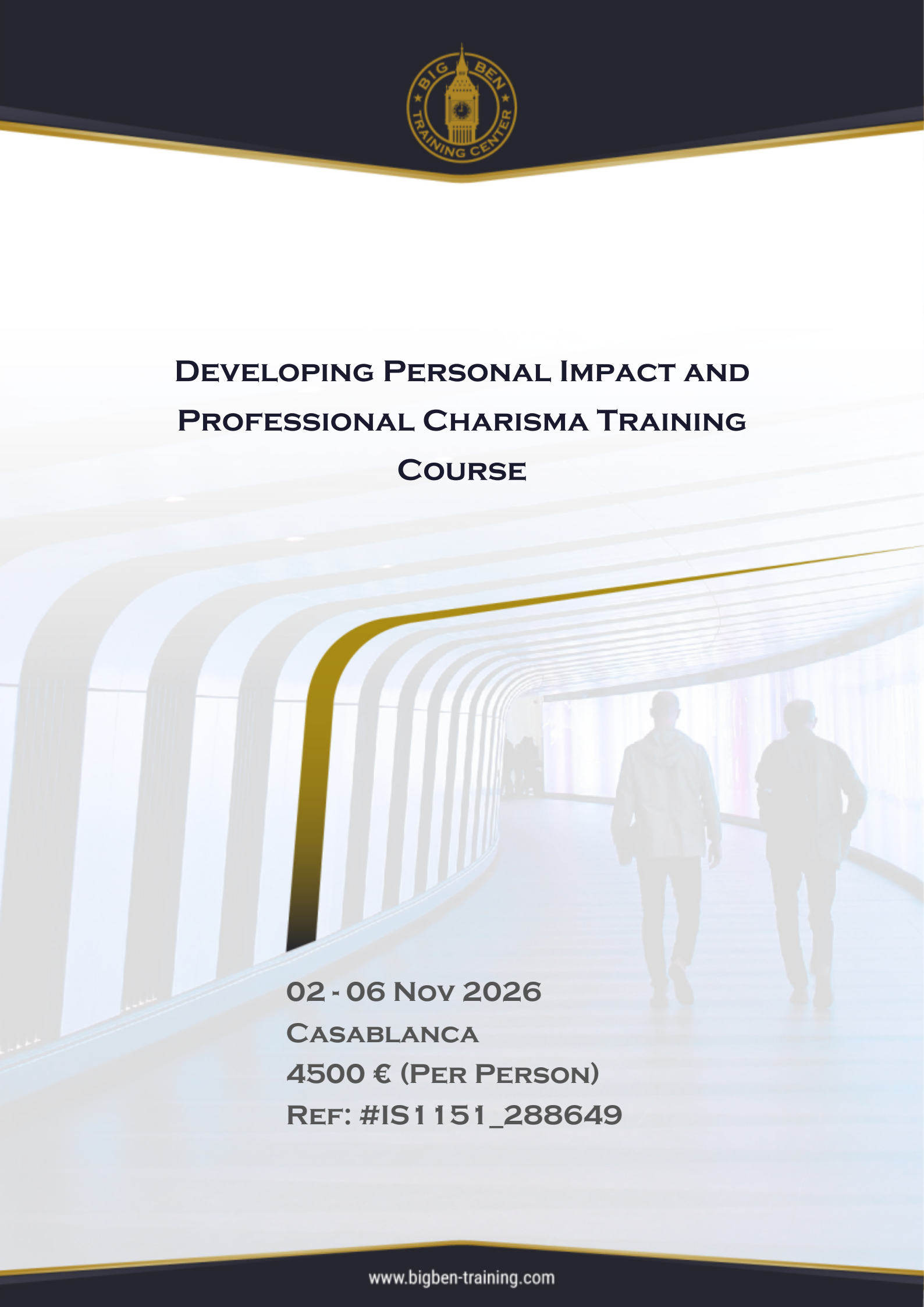
Developing Personal Impact and Professional Charisma Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IS1151_288649

Course Introduction / Overview:

In today's competitive professional landscape, technical skills alone are insufficient for career advancement and leadership success. The ability to create a positive and lasting personal impact, coupled with authentic professional charisma, is what distinguishes exceptional individuals. This course is meticulously designed to transform your professional presence from the ground up. We delve into the science and art of charisma, demystifying it from a vague concept into a set of learnable skills. Drawing on principles from social psychology and communication studies, including the work of renowned author Olivia Fox Cabane in her book "The Charisma Myth," this program provides a structured framework for enhancing your influence. Participants will learn to master body language, refine their communication style, and build genuine rapport. At BIG BEN Training Center, we believe that developing these capabilities is crucial for anyone looking to lead, persuade, and inspire. This training course offers a comprehensive journey to unlock your innate potential, build unshakable confidence, and cultivate a powerful executive presence that commands respect and drives results.

Target Audience / This training course is suitable for:

- Managers and Team Leaders.
- Sales and Business Development Professionals.
- Consultants and Client-Facing Advisors.
- Human Resources Professionals.
- Public Relations and Corporate Communications Specialists.
- Project Managers.
- Aspiring and Emerging Leaders.
- Executives and Senior Management.
- Anyone seeking to enhance their professional influence and communication skills.

Target Sectors and Industries:

- Corporate and Commercial Sectors.
- Banking and Financial Services.
- Information Technology and Telecommunications.
- Consulting and Professional Services.
- Governmental and Public Sector Organizations.
- Healthcare and Pharmaceutical Industries.
- Retail and Customer Service Industries.
- Non-Profit and Non-Governmental Organizations.

Target Organizations Departments:

- Senior Management and Leadership.
- Sales and Marketing.
- Human Resources and Talent Development.
- Customer Relations and Service Departments.
- Project Management Office.
- Corporate Communications.
- Legal and Compliance Departments.
- Operations Management.

Course Offerings:

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

- Master the core components of personal impact and professional charisma.
- Utilize non-verbal communication and body language to project confidence and authority.
- Develop advanced active listening skills to build rapport and understanding.
- Articulate ideas with clarity, conviction, and influence.
- Apply storytelling techniques to make messages more memorable and persuasive.
- Enhance emotional intelligence to navigate complex social dynamics effectively.
- Build and project an authentic and powerful executive presence.
- Network with greater confidence and strategic purpose.
- Manage difficult conversations with poise and professionalism.
- Create a personal action plan for continuous development of charisma and impact.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and transformative. We move beyond traditional lecture-based formats to create a dynamic learning environment where participants actively engage with the material. The course incorporates a blend of expert instruction, real-world case study analysis, and practical exercises. A significant portion of the training is dedicated to hands-on activities, including role-playing scenarios, group discussions, and simulated professional interactions that allow participants to practice and refine their skills in a safe and supportive setting. Peer-to-peer feedback and personalized coaching from the instructor are integral components, ensuring that each individual receives constructive guidance tailored to their specific development needs. We may utilize video recording and playback for self-assessment of communication and presentation styles. This immersive approach ensures that participants not only understand the theories behind personal impact and charisma but also leave with the confidence and practical ability to apply these powerful skills immediately in their professional lives, fostering lasting behavioral change.

Course Agenda (Course Units):

Unit One The Foundations of Personal Impact

- Defining personal impact and professional charisma.
- The psychology of first impressions and their lasting effect.
- Conducting a personal SWOT analysis for self-awareness.
- Understanding the three pillars of charisma: presence, power, and warmth.
- Debunking common myths about charisma and influence.
- Setting personal goals for developing your professional presence.
- The role of authenticity in building a sustainable impact.

Unit Two Mastering Non-Verbal Communication

- The science of body language and its impact on perception.
- Projecting confidence through posture, stance, and movement.
- The effective use of gestures and facial expressions.
- Understanding proxemics and the strategic use of personal space.
- The power of eye contact in building trust and connection.
- Decoding the non-verbal cues of others.
- Aligning your verbal and non-verbal signals for congruent communication.

Unit Three The Art of Verbal Communication and Influence

- Developing vocal power, tone, and modulation for greater impact.
- The principles of active and empathetic listening.
- Techniques for asking powerful and insightful questions.
- Structuring your message for maximum clarity and persuasion.
- The art of storytelling in a business context.
- Eliminating filler words and weak language.
- Adapting your communication style to different audiences and situations.

Unit Four Building Executive Presence and Personal Brand

Defining and cultivating gravitas and professional authority.
Developing a confident and composed mindset.
Strategies for managing nerves in high-stakes situations.
Crafting your unique professional brand and value proposition.
Effective networking strategies for building strategic relationships.
Navigating professional etiquette in various business settings.
Presenting yourself with polish and professionalism online and offline.

Unit Five Application and Advanced Strategies

- Applying charisma in leadership and team management.
- Techniques for influencing without formal authority.
- Handling difficult conversations and conflict with grace.
- Delivering impactful presentations that inspire action.
- Giving and receiving feedback constructively.
- Building resilience and maintaining presence under pressure.
- Creating a personalized action plan for long-term growth and development.

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:

To what extent is professional charisma an innate trait versus a skill that can be systematically developed and refined through conscious effort?

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

This training course distinguishes itself by moving beyond superficial tips and focusing on the deep, psychological underpinnings of authentic influence. Unlike programs that offer a one-size-fits-all approach, our curriculum is built on the principle that true charisma stems from authenticity. We guide participants to discover and amplify their unique personal style rather than adopting a generic persona. The course integrates principles from social psychology, neuroscience, and leadership theory to provide a holistic and evidence-based framework for development. A key differentiator is our emphasis on practical application through intensive, interactive sessions. Participants don't just learn about body language; they practice it in realistic scenarios and receive personalized, constructive feedback. We focus on building sustainable habits and a confident mindset, ensuring the skills learned are not just temporary fixes but become a permanent part of a participant's professional toolkit. The curriculum is designed to foster genuine connection and ethical influence, equipping leaders to inspire trust and collaboration, not just command attention.