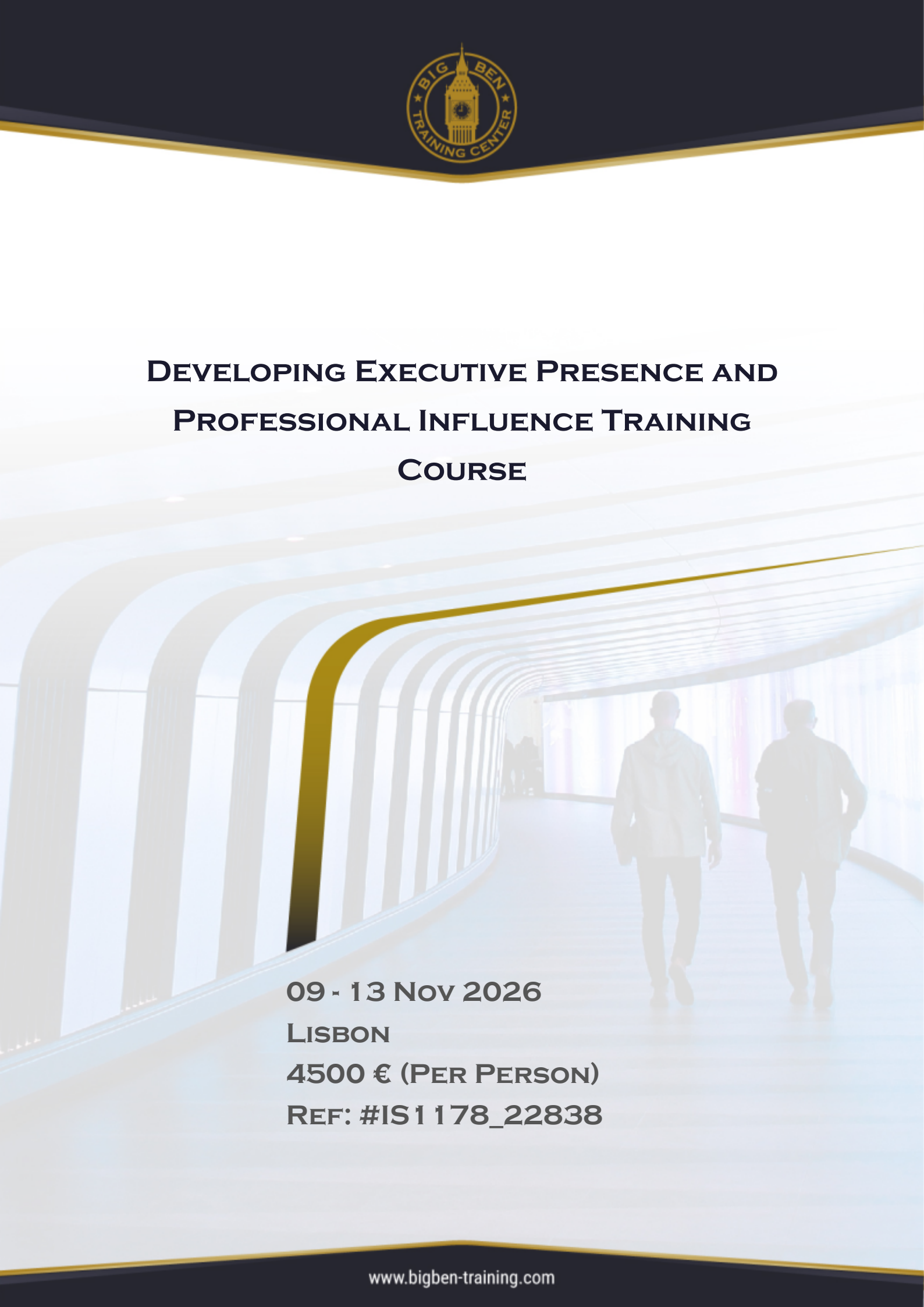
Developing Executive Presence and Professional Influence Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #IS1178_22838

Course Introduction / Overview:

In today's dynamic and competitive professional landscape, the ability to project authority, inspire confidence, and effectively influence others is paramount for career progression and organizational success. This comprehensive training course, offered by BIG BEN Training Center, delves into the multifaceted dimensions of executive presence, moving beyond superficial appearances to cultivate a deep-seated command that resonates with stakeholders at all levels. Participants will explore the core components of gravitas, communication, and appearance, understanding how these elements intertwine to create a powerful and authentic leadership brand. Drawing insights from leading thinkers in the field, such as Sylvia Ann Hewlett's seminal work, "Executive Presence: The Missing Link Between Merit and Success," this course provides a robust framework for developing the essential skills needed to navigate complex corporate environments, lead with conviction, and drive impactful outcomes. It is designed to equip current and aspiring leaders with the strategic communication techniques, non-verbal cues, and mindset shifts necessary to command respect, articulate vision, and build lasting professional influence. Through practical exercises and real-world scenarios, participants will learn to project confidence, enhance their persuasive abilities, and foster a leadership style that is both authoritative and approachable, ultimately elevating their professional impact and contributing significantly to their organization's strategic goals.

Target Audience / This training course is suitable for:

- Senior Managers and Directors.
- Emerging Leaders and High-Potential Professionals.
- Executives seeking to enhance their leadership impact.
- Professionals in client-facing or stakeholder management roles.
- Individuals preparing for C-suite positions.
- Team Leaders and Project Managers.
- Consultants and Advisors.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Financial Services and Banking.
- Technology and Software Development.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Telecommunications.
- Energy and Utilities.
- Government Agencies and Equivalents.
- Non-Profit Organizations.
- Education and Academia.
- Media and Entertainment.

Target Organizations Departments:

- Executive Leadership.
- Human Resources and Talent Development.
- Sales and Marketing.
- Operations Management.
- Project Management Offices.
- Public Relations and Corporate Communications.
- Legal and Compliance.
- Strategy and Business Development.
- Information Technology.
- Customer Relations.

Course Offerings:

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

- Cultivate an authentic and impactful executive presence.
- Master advanced communication strategies for influence and persuasion.
- Develop strong non-verbal communication skills to project confidence.
- Build credibility and trust with diverse stakeholders.
- Enhance strategic networking and relationship-building capabilities.
- Navigate challenging conversations and negotiations with gravitas.
- Articulate vision and inspire teams effectively.
- Manage personal brand and professional reputation strategically.
- Leverage emotional intelligence for greater leadership impact.
- Drive organizational change through influential leadership.

Course Methodology:

BIG BEN Training Center employs a highly interactive and experiential training methodology designed to foster deep learning and practical skill application. This course integrates a blend of dynamic lectures, engaging group discussions, and real-world case studies that challenge participants to apply theoretical concepts to practical business scenarios. Role-playing exercises will provide a safe environment for practicing new communication techniques and receiving constructive feedback on executive presence. Participants will engage in peer coaching and collaborative problem-solving activities, enhancing their ability to influence and lead within a team context. The methodology also incorporates self-assessment tools and personalized feedback sessions to help individuals identify their strengths and areas for development in executive presence. Emphasis is placed on practical application, ensuring that participants leave with actionable strategies they can immediately implement in their professional roles. This approach guarantees a comprehensive learning experience that is both intellectually stimulating and directly relevant to the challenges faced by modern leaders, ensuring a lasting impact on their professional influence.

Course Agenda (Course Units):

Unit One: Foundations of Executive Presence

- Understanding the Pillars of Executive Presence.
- Defining Gravitas, Communication, and Appearance.
- Self-Assessment of Current Executive Presence.
- The Psychology of Influence and Perception.
- Developing a Personal Leadership Brand.

Unit Two: Mastering Communication and Influence

- Strategic Verbal Communication Techniques.
- The Art of Persuasion and Storytelling in Leadership.
- Non-Verbal Cues and Body Language for Impact.
- Active Listening and Empathetic Communication.
- Delivering High-Impact Presentations and Speeches.

Unit Three: Building Credibility and Impact

- Cultivating Trust and Authenticity.
- Decision-Making with Authority and Clarity.
- Managing Difficult Conversations and Conflict Resolution.
- Projecting Confidence in High-Stakes Situations.
- Ethical Influence and Responsible Leadership.

Unit Four: Strategic Networking and Stakeholder Engagement

- Building and Nurturing Professional Relationships.
- Influencing Without Direct Authority.
- Engaging and Managing Key Stakeholders.
- Cross-Cultural Communication and Global Presence.
- Leveraging Digital Presence for Professional Influence.

Unit Five: Sustaining Executive Presence and Leadership

- Developing Resilience and Adaptability.
- Continuous Self-Development and Learning.
- Mentorship and Sponsorship for Career Advancement.
- Leading Change and Inspiring Teams.
- Creating a Legacy of Influential Leadership.

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 intentional cultivation of executive presence by individual leaders contribute to the overall strategic agility and competitive advantage of an organization in an increasingly complex global marketplace?

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

This course distinguishes itself by offering a holistic and deeply practical approach to executive presence and professional influence, moving beyond generic advice to provide actionable strategies grounded in both psychological principles and real-world leadership challenges. Unlike programs that might focus solely on communication or appearance, this training integrates gravitas, communication, and visual presentation into a cohesive framework, emphasizing how these elements interdependently shape a leader's impact. We delve into the nuances of authentic leadership, ensuring participants develop a presence that is true to themselves while being highly effective. The curriculum incorporates advanced techniques in persuasive communication, strategic networking, and ethical influence, equipping participants not just with skills, but with a profound understanding of how to apply them to drive tangible organizational outcomes. Our focus on practical application through extensive case studies and personalized feedback ensures that learning translates directly into enhanced leadership capabilities, fostering a sustained increase in professional influence and career trajectory. This course is designed to cultivate leaders who can inspire, persuade, and command respect, making a lasting contribution to their organizations.