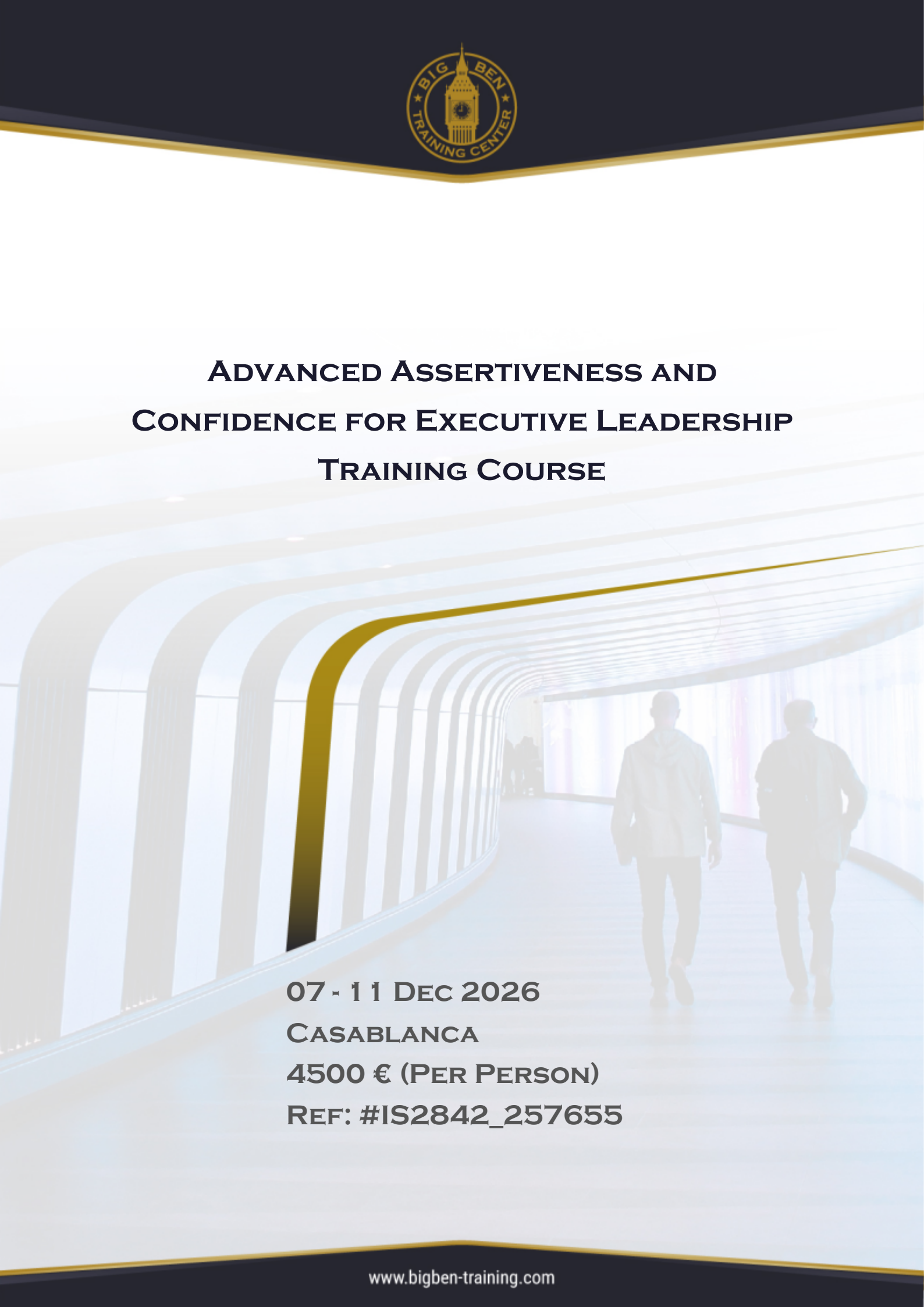
Advanced Assertiveness and Confidence for Executive Leadership Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #IS2842_257655

Course Introduction / Overview:

In today's dynamic and competitive business landscape, executive leaders are constantly challenged to demonstrate unwavering confidence and strategic assertiveness. This Advanced Assertiveness and Confidence for Executive Leadership Training Course, offered by BIG BEN Training Center, is meticulously designed to empower senior professionals with the essential skills to navigate complex organizational dynamics, influence key stakeholders, and lead with conviction. Participants will delve into the core principles of executive assertiveness, moving beyond basic communication to master advanced strategies for high-impact communication, effective decision-making, and conflict resolution. The program emphasizes cultivating a powerful leadership presence and developing the resilience needed to thrive under pressure. Drawing inspiration from thought leaders like Brené Brown, particularly her work in "Dare to Lead," this course explores the courage required for authentic leadership and the vulnerability that underpins true strength. We will examine how to build executive self-confidence, enhance strategic influence, and develop a commanding executive presence that resonates across all levels of an organization. This course is a vital investment for executives seeking to elevate their leadership effectiveness, drive organizational success, and foster a culture of confident communication and decisive action. It provides practical tools and frameworks for developing leadership assertiveness, ensuring participants can confidently articulate their vision, manage difficult conversations, and inspire their teams.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Operating Officers (COOs).
- Chief Financial Officers (CFOs).
- Senior Vice Presidents.
- Executive Directors.
- Department Heads.
- High-potential managers preparing for executive roles.
- Board members.
- Strategic decision-makers.

Target Sectors and Industries:

- Financial Services and Banking.
- Technology and Software Development.
- Healthcare and Pharmaceuticals.
- Manufacturing and Industrial.
- Consulting and Professional Services.
- Government Agencies and Public Sector Organizations.
- Energy and Utilities.
- Retail and Consumer Goods.
- Telecommunications.
- Education and Academia.
- Non-profit Organizations.

Target Organizations Departments:

- Executive Leadership.
- Human Resources.
- Operations Management.
- Strategic Planning.
- Business Development.
- Marketing and Communications.
- Legal and Compliance.
- Project Management.
- Finance and Accounting.
- Research and Development.

Course Offerings:

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

- Master advanced assertive communication techniques for executive settings.
- Cultivate a powerful and authentic executive presence and gravitas.
- Strategically influence stakeholders and drive confident decision-making.
- Navigate and resolve high-stakes conflicts with poise and effectiveness.
- Enhance personal resilience and manage leadership stress effectively.
- Develop a robust personal brand that projects authority and confidence.
- Lead difficult conversations and provide constructive feedback assertively.
- Build and leverage influential professional networks.
- Implement strategies for continuous executive self-development and growth.

Course Methodology:

This Advanced Assertiveness and Confidence for Executive Leadership Training Course employs a highly interactive and experiential methodology designed to foster deep learning and practical application. BIG BEN Training Center believes in a participant-centric approach, integrating a variety of dynamic learning techniques. The course will feature extensive use of real-world case studies, allowing participants to analyze complex executive scenarios and develop strategic solutions. Role-playing exercises will provide a safe environment for practicing assertive communication, negotiation skills, and conflict resolution techniques, with immediate peer and instructor feedback. Group discussions and collaborative problem-solving sessions will encourage the sharing of diverse perspectives and the development of collective intelligence, enhancing strategic thinking. Interactive workshops will focus on practical tools for building executive self-confidence, developing leadership presence, and managing difficult conversations. Participants will engage in self-assessment activities and receive personalized coaching insights to identify and address individual assertiveness and confidence gaps. The methodology is geared towards creating a highly engaging and supportive learning atmosphere, ensuring that every participant gains actionable strategies for immediate implementation in their executive roles.

Course Agenda (Course Units):

Unit One: Foundations of Executive Assertiveness and Confidence

- Understanding assertiveness versus aggression and passivity.
- The psychology of executive confidence and self-doubt.
- Identifying personal assertiveness and confidence gaps.
- The impact of executive presence on leadership effectiveness.
- Setting boundaries and saying no effectively.
- Developing a confident mindset for leadership roles.
- Self-assessment tools for assertiveness and confidence levels.

Unit Two: Strategic Communication and Influencing Skills

- Mastering verbal and non-verbal assertive communication.
- Active listening and empathetic communication for leaders.
- Crafting compelling messages for executive audiences.
- Influencing stakeholders and decision-makers with confidence.
- Presenting ideas assertively and persuasively.
- Handling challenging questions and objections with poise.
- Building rapport and trust through confident interactions.

Unit Three: Navigating Difficult Conversations and Conflict

- Approaching high-stakes conversations with assertiveness.
- Strategies for constructive conflict resolution.
- Giving and receiving feedback effectively and confidently.
- Managing emotional responses in challenging situations.
- De-escalating tension and finding common ground.
- Negotiating outcomes assertively and strategically.
- Maintaining professional composure under pressure.

Unit Four: Enhancing Executive Presence and Impact

- Cultivating a powerful and authentic executive presence.
- Developing gravitas and commanding respect.
- Strategic networking and building influential relationships.
- Projecting confidence in virtual and hybrid environments.
- Personal branding for executive visibility and impact.
- Leveraging body language and vocal tone for authority.
- Creating a lasting impression in leadership interactions.

Unit Five: Sustaining Assertiveness and Confidence for Long-Term Success

- Developing resilience and bouncing back from setbacks.
- Continuous self-development for executive growth.
- Building a supportive professional network.
- Practicing self-care and managing leadership stress.
- Mentoring and coaching others in assertiveness and confidence.
- Creating an action plan for sustained leadership impact.
- Embracing a growth mindset for ongoing executive development.

FAQ:

Qualifications required for registering to this course?

There are no prerequisites.

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

This training course extends over five days, with a daily duration ranging from 4 to 5 hours, including breaks and interactive activities, bringing the total to 20–25 training hours.

Something to think about:

In what ways does the cultivation of authentic executive assertiveness, rather than mere dominance, fundamentally reshape an organization's culture and strategic outcomes?

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

This Advanced Assertiveness and Confidence for Executive Leadership Training Course distinguishes itself through its profound focus on the strategic application of assertiveness and confidence within the executive sphere, moving beyond generic communication skills. Unlike many programs that offer superficial tips, this course delves into the psychological underpinnings of executive self-confidence and the nuanced art of strategic influence. We emphasize developing a genuine executive presence, not just a performative one, ensuring that participants can project authority and gravitas authentically. The curriculum is meticulously designed to address the specific challenges faced by senior leaders, such as navigating complex organizational politics, leading high-stakes negotiations, and managing difficult conversations with unwavering poise. Participants will gain practical insights into building resilience, fostering a powerful personal brand, and leveraging emotional intelligence for enhanced leadership effectiveness. The course's academic rigor, combined with its highly interactive and experiential methodology, ensures that learning is not only theoretical but immediately applicable. It equips executives with the advanced tools to drive confident decision-making, inspire teams, and strategically assert their vision, ultimately leading to measurable improvements in leadership impact and organizational success.