Advanced Executive Presence and Influential Leadership Training Course



30 Nov - 04 Dec 2026

Madrid

5900 € (Per Person)

Ref: #IS7816_161156

Course Introduction / Overview:

This intensive training course is designed to transform talented managers and executives into influential leaders who command respect and inspire action. Executive presence is not an innate quality but a dynamic set of skills that can be developed and refined. This program moves beyond superficial tips on presentation skills to explore the core components of leadership impact: gravitas, communication, and appearance. Drawing on foundational research from thought leaders like Sylvia Ann Hewlett, author of "Executive Presence: The Missing Link Between Merit and Success", we will deconstruct the elements that allow leaders to project confidence, credibility, and authority. Participants will engage in a deep-dive exploration of self-awareness, strategic communication, and the psychology of influence. BIG BEN Training Center has meticulously crafted this curriculum to provide a roadmap for cultivating an authentic leadership style that resonates in the boardroom, with clients, and across the organization. This course provides the strategic tools and personalized feedback necessary to not only understand what constitutes executive presence but to embody it consistently, enabling participants to navigate complex challenges, drive change, and accelerate their career trajectory with newfound confidence and impact.

Target Audience / This training course is suitable for:

- C-Suite Executives and Board Members.
- Senior and Mid-Level Managers.
- Team Leaders and Project Managers.
- High-Potential Employees identified for leadership tracks.
- Department Heads and Directors.
- Entrepreneurs and Business Owners.
- Consultants and Client-Facing Professionals.

Target Sectors and Industries:

- Banking and Financial Services.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Oil, Gas, and Energy Sectors.
- Engineering and Construction.
- Governmental and Public Sector Organizations.
- Retail and Fast-Moving Consumer Goods (FMCG).
- Professional Services and Consulting.

Target Organizations Departments:

- Executive Management and Leadership.
- Human Resources and Talent Development.
- Operations and Supply Chain Management.
- Sales, Business Development, and Marketing.
- Project Management Office (PMO).
- Strategy and Corporate Planning.
- Legal and Compliance Departments.

Course Offerings:

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

- Develop and project authentic leadership gravitas.
- Master advanced verbal and non-verbal communication techniques.
- Build and maintain a powerful professional brand and image.
- Influence key stakeholders effectively without formal authority.
- Deliver compelling presentations with confidence and clarity.
- Navigate difficult conversations and high-pressure situations with poise.
- Enhance their strategic thinking and decision-making capabilities.
- Utilize emotional intelligence to build trust and rapport.
- Create a personal action plan for continuous leadership development.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for deep learning and practical application, ensuring that concepts are not just understood but mastered. This course employs a highly interactive and experiential approach, moving beyond traditional lectures. A significant portion of the program is dedicated to hands-on activities, including individual and group exercises, realistic case study analysis, and dynamic role-playing scenarios that simulate real-world leadership challenges. Participants will benefit from structured peer feedback sessions and expert coaching, allowing for a safe environment to practice new skills and receive constructive guidance. We will utilize self-assessment tools to help participants identify their current strengths and areas for development in executive presence. Video-recorded practice sessions will offer a unique opportunity for self-reflection and detailed analysis of communication and body language. The learning environment is collaborative, encouraging open discussion and the sharing of experiences to enrich the collective understanding and ensure that every participant leaves with a personalized toolkit of strategies they can implement immediately in their professional roles.

Course Agenda (Course Units):

Unit One: The Core Foundations of Executive Presence

- Defining executive presence beyond the buzzword.
- The three pillars of presence: Gravitas, Communication, and Appearance.
- Conducting a personal presence audit and self-assessment.
- Understanding the neuroscience of first impressions and perception.
- Building the bedrock of presence: Confidence and self-assurance.
- Exploring the concept of gravitas and how to cultivate it.
- Aligning your personal values with your leadership brand.

Unit Two: Mastering High-Impact Communication

- The art of strategic messaging and clarity.
- Advanced verbal communication and vocal tonality control.
- Decoding and utilizing powerful body language and non-verbal cues.
- Active listening techniques for deeper connection and influence.
- Crafting and delivering compelling stories to inspire action.
- Mastering the Q&A: Thinking on your feet with poise.
- Adapting your communication style for different audiences and platforms.

Unit Three: Cultivating a Powerful Leadership Brand

- Defining your unique leadership identity and value proposition.
- The psychology of appearance and professional image management.
- Projecting confidence through posture, gesture, and movement.
- Managing your digital footprint and online presence.
- Developing a signature speaking style.
- Building credibility and trust with stakeholders at all levels.
- Strategies for receiving and acting on constructive feedback.

Unit Four: The Art of Strategic Influence and Persuasion

- Mapping your network of influence and identifying key stakeholders.
- Techniques for influencing without direct authority.
- The principles of ethical persuasion based on logic and emotion.
- Building strategic alliances and consensus.
- Leading effective meetings that drive decisions and action.
- Advanced negotiation and conflict resolution skills.
- Presenting complex ideas with simplicity and impact.

Unit Five: Sustaining Presence and Leading Authentically

- Leveraging emotional intelligence for stronger leadership.
- Maintaining composure and grace under pressure.
- The role of authenticity in building long-term influence.
- Developing resilience and a growth mindset.
- Mentoring others to develop their own executive presence.
- Creating a personalized 90-day action plan for sustained growth.
- Final presentations and personalized feedback session.

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 cues are limited?

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 surface-level presentation skills. While other programs may focus on the "what" of executive presence, we delve deeply into the "why" and "how," ensuring that the changes participants make are authentic and sustainable. Our curriculum is uniquely structured around the interplay between internal mindset and external expression, fostering a level of self-awareness that is crucial for genuine influence. We emphasize the development of "gravitas" not as a performance, but as an outcome of deep-seated confidence, strategic clarity, and emotional intelligence. A key differentiator is our focus on personalized, actionable feedback through methods like video analysis and peer coaching, which accelerates learning and application. Unlike generic leadership courses, this program is specifically tailored to the nuanced challenges faced by senior leaders, providing sophisticated strategies for stakeholder management, strategic influence, and leading with poise in high-stakes environments. The result is not just a more polished presenter, but a more centered, impactful, and influential leader.