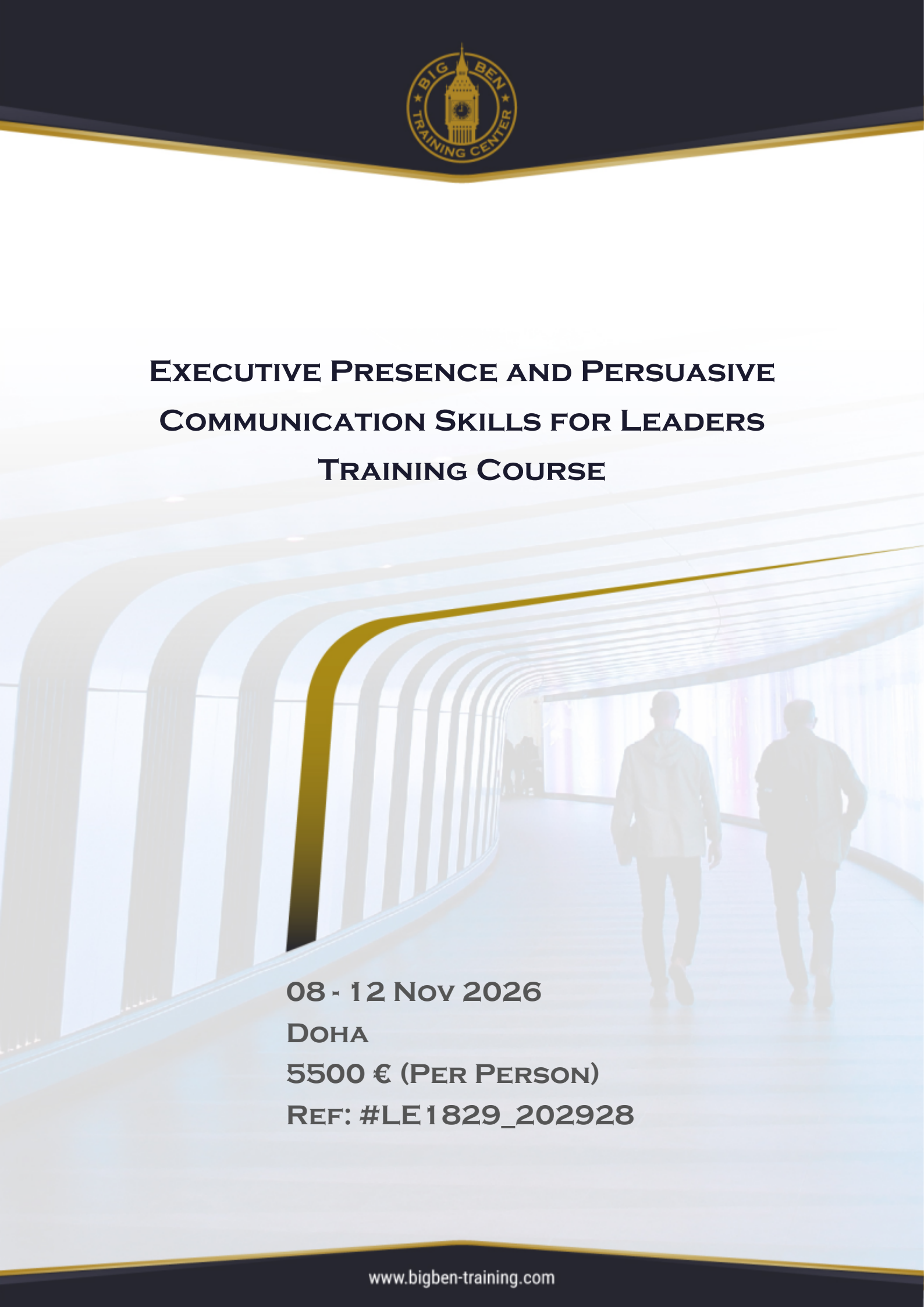
Executive Presence and Persuasive Communication Skills for Leaders Training Course



08 - 12 Nov 2026

Doha

5500 € (Per Person)

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Course Introduction / Overview:

In today's dynamic business landscape, executive presence and persuasive communication are not merely desirable traits but essential competencies for leaders aiming to drive organizational success and inspire their teams. This comprehensive training course, offered by BIG BEN Training Center, is meticulously designed to equip senior professionals with the advanced communication strategies and personal impact skills necessary to excel. Participants will delve into the core elements of executive presence, understanding how to project confidence, credibility, and gravitas in every interaction. The curriculum moves beyond basic communication, focusing on the nuanced art of persuasion, strategic influence, and impactful communication that resonates with diverse stakeholders. Drawing insights from leading experts in the field, such as Olivia Fox Cabane, author of "The Charisma Myth," this course explores how to cultivate authentic charisma and leverage non-verbal cues to enhance leadership presence. It addresses critical areas like high-stakes presentation skills, effective storytelling, and navigating complex conversations with poise and conviction. By mastering these advanced communication techniques, leaders will be able to articulate visions, motivate action, and build strong, lasting relationships, ultimately enhancing their executive influence and driving superior business outcomes. This program is an investment in developing leaders who can command attention, inspire trust, and lead with unparalleled impact.

Target Audience / This training course is suitable for:

- Senior Managers.
- Department Heads.
- Team Leaders.
- Project Managers.
- Directors.
- C-suite Executives.
- Aspiring Leaders.
- High-Potential Employees.
- Public Relations Professionals.
- Sales and Marketing Leaders.
- Anyone seeking to enhance their executive presence and persuasive communication skills.

Target Sectors and Industries:

- Financial Services.
- Technology and IT.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Telecommunications.
- Energy and Utilities.
- Non-Profit Organizations.
- Government Agencies and Equivalents.

Target Organizations Departments:

- Executive Leadership.
- Human Resources.
- Marketing and Communications.
- Sales.
- Operations.
- Project Management.
- Public Relations.
- Strategy and Planning.
- Legal.
- Business Development.

Course Offerings:

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

- Cultivate a powerful and authentic executive presence.
- Master advanced persuasive communication techniques for various contexts.
- Enhance their ability to influence stakeholders and drive strategic outcomes.
- Develop compelling storytelling skills to engage and inspire audiences.
- Improve non-verbal communication and body language for greater impact.
- Navigate difficult conversations and conflict resolution with confidence.
- Deliver high-impact presentations and public speaking engagements.
- Build stronger relationships through effective interpersonal communication.
- Apply strategic communication to lead teams and manage organizational change.
- Strengthen personal branding and thought leadership within their industry.

Course Methodology:

BIG BEN Training Center employs a highly interactive and experiential training methodology for this Executive Presence and Persuasive Communication Skills for Leaders Training Course, ensuring maximum engagement and practical skill development. The approach integrates a blend of theoretical frameworks with real-world application, allowing participants to immediately translate learning into actionable strategies. The course utilizes dynamic case studies drawn from diverse industries, providing participants with opportunities to analyze complex communication challenges and formulate effective solutions. Group discussions and collaborative teamwork exercises foster peer learning and diverse perspectives, enhancing problem-solving capabilities. Role-playing scenarios and simulated high-stakes interactions offer a safe environment for practicing persuasive communication, negotiation, and conflict resolution skills. Individual and group feedback sessions, facilitated by expert trainers, provide constructive insights for continuous improvement. Participants will also engage in self-assessment tools and reflective practices to deepen their understanding of their communication style and impact. This hands-on methodology, focused on practical application and personalized feedback, ensures that participants not only grasp the concepts but also master the skills required to exert powerful executive influence and lead with confidence.

Course Agenda (Course Units):

Unit One Foundations of Executive Presence and Impact

- Understanding the pillars of executive presence.
- Developing gravitas and confidence.
- Cultivating an authentic leadership style.
- First impressions and professional image.
- The psychology of influence and perception.
- Building credibility and trust.
- Self-awareness and emotional intelligence for leaders.

Unit Two Mastering Non-Verbal and Vocal Persuasion

- Decoding and utilizing body language effectively.
- Vocal dynamics: tone, pace, and projection.
- Eye contact and active listening for engagement.
- Managing stress and maintaining composure under pressure.
- Projecting confidence and authority.
- Adapting non-verbal cues to diverse audiences.
- The power of silence in communication.

Unit Three Strategic Messaging and Storytelling for Influence

- Crafting clear, concise, and compelling messages.
- Structuring arguments for maximum impact.
- The art of storytelling in leadership.
- Tailoring communication to different stakeholders.
- Developing a strong call to action.
- Using data and evidence persuasively.
- Overcoming communication barriers.

Unit Four Advanced Persuasion and Stakeholder Engagement

- Negotiation strategies for win-win outcomes.
- Influencing without authority.
- Facilitating productive discussions and meetings.
- Managing difficult conversations and conflict resolution.
- Building and maintaining strategic relationships.
- Cross-cultural communication nuances.
- Ethical considerations in persuasive communication.

Unit Five Sustaining Executive Impact and Leadership Communication

- High-stakes presentation skills.
- Media training and crisis communication fundamentals.
- Leading virtual teams and digital presence.
- Personal branding and thought leadership.
- Receiving and giving effective feedback.
- Developing a continuous improvement plan for communication.
- Sustaining executive influence and legacy.

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 presence, rather than mere imitation, fundamentally alter a leader's capacity for long-term persuasive influence and organizational impact?

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

This Executive Presence and Persuasive Communication Skills for Leaders Training Course distinguishes itself through its holistic and deeply practical approach to leadership development. Unlike programs that focus solely on presentation skills or basic communication tactics, this course integrates the psychological underpinnings of influence with advanced communication strategies, ensuring a profound and lasting transformation. It emphasizes the cultivation of authentic executive presence, moving beyond superficial techniques to help leaders develop genuine gravitas, confidence, and credibility. The curriculum is meticulously designed to address the complexities of modern leadership, including strategic influence, stakeholder engagement, and navigating challenging conversations with finesse. Participants will gain insights into the subtle yet powerful nuances of non-verbal communication and the art of compelling storytelling, which are critical for inspiring action and building trust. The course's strength lies in its focus on practical application through immersive case studies and real-world scenarios, providing actionable frameworks rather than generic advice. This academic rigor, combined with a strong emphasis on personal leadership branding and sustained executive impact, positions participants to not only communicate effectively but to lead with unparalleled authority and persuasion in any professional setting.