Strategic Leadership Presence and Personal Branding Training Course

28 Dec 2026 - 01 Jan 2027

Lisbon

4500 € (Per Person)

Ref: #LE8086_152871

Course Introduction / Overview:

This intensive training course is designed to empower leaders with the essential skills to cultivate a powerful executive presence and build a compelling personal brand. In today's competitive landscape, technical expertise alone is insufficient for career advancement. True influence stems from how you present yourself, communicate your value, and inspire confidence in others. This program delves deep into the core components of leadership presence, moving beyond superficial tips to foster genuine authenticity and impact. Drawing upon foundational concepts from experts like Sylvia Ann Hewlett, author of "Executive Presence: The Missing Link Between Merit and Success", we will explore the interconnected pillars of gravitas, communication, and appearance. Participants will learn to articulate their unique value proposition and translate it into a consistent and memorable personal brand. BIG BEN Training Center provides a dynamic learning environment where professionals can master the art of strategic self-presentation, enhance their influencing skills, and ultimately, amplify their leadership potential to drive both personal and organizational success.

Target Audience / This training course is suitable for:

- C-Suite Executives and Senior Leaders.
- Mid-level and Senior Managers.
- Team Leaders and Supervisors.
- High-potential employees identified for leadership tracks.
- Entrepreneurs and Business Owners.
- Consultants and Public-facing Professionals.
- Human Resources and Talent Development Managers.

Target Sectors and Industries:

- Technology and Information Services.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Government Agencies and Public Sector Organizations.
- Non-profit and Educational Institutions.

Target Organizations Departments:

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

Course Offerings:

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

- Define and assess their current leadership presence and personal brand.
- Develop gravitas and project confidence and credibility in high-stakes situations.
- Master advanced verbal and non-verbal communication techniques.
- Craft a clear, authentic, and compelling personal brand statement.
- Align their professional image and appearance with their leadership goals.
- Utilize storytelling to connect with and influence diverse audiences.
- Build and leverage a strategic professional network effectively.
- Manage their digital footprint and online reputation for professional advantage.
- Create a personal action plan for continuous brand and presence development.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. We believe that developing leadership presence is an experiential process, not a passive one. This course utilizes a blended learning approach that combines expert-led instruction with interactive exercises and collaborative activities. Participants will engage in self-assessment tools, video-recorded practice sessions with constructive feedback, and in-depth case study analyses of influential leaders. A significant portion of the training is dedicated to group discussions, peer coaching, and role-playing scenarios that simulate real-world business challenges. This allows participants to practice new skills in a safe and supportive environment. Our approach emphasizes personalized feedback and the development of a tangible action plan, ensuring that the concepts learned are not just theoretical but are immediately transferable to the participant's professional context. The focus is on building sustainable habits that will enhance leadership impact long after the course concludes.

Course Agenda (Course Units):

Unit One: Foundations of Leadership Presence

- Defining leadership presence versus authority.
- The three pillars of executive presence: Gravitas, Communication, and Appearance.
- Conducting a personal presence and brand audit.
- Understanding the impact of first impressions and perception management.
- The link between authenticity and influential leadership.
- Overcoming self-doubt and building unshakable confidence.
- Setting personal objectives for presence and brand development.

Unit Two: Cultivating Gravitas and Credibility

- Projecting confidence and composure under pressure.
- Demonstrating emotional intelligence and situational awareness.
- Mastering the art of active listening to build trust.
- Speaking with conviction and clarity.
- Making decisive and well-reasoned judgments.
- Developing your unique leadership philosophy.
- Garnering respect through consistency and integrity.

Unit Three: Mastering the Art of Communication

Advanced verbal communication skills for leaders.

The power of non-verbal cues: Body language, posture, and gestures.

Developing a powerful and dynamic vocal presence.

Structuring messages for maximum impact and persuasion.

The art of storytelling to inspire and motivate teams.

Facilitating effective meetings and presentations.

Adapting communication styles for different audiences and cultures.

Unit Four: Building Your Authentic Personal Brand

- Identifying your core values, strengths, and passions.
- Crafting a compelling personal brand statement and elevator pitch.
- Defining your unique value proposition as a leader.
- Strategies for building thought leadership in your field.
- Managing your digital footprint: LinkedIn and professional social media.
- Creating a consistent brand across all platforms.
- Strategic networking to build alliances and opportunities.

Unit Five: Leading with Influence and Sustaining Your Brand

- Applying influencing tactics ethically and effectively.
- Navigating organizational politics with a strong personal brand.
- Managing your professional reputation and handling feedback.
- Mentoring others to develop their own leadership presence.
- Creating a long-term personal and professional development plan.
- Measuring the impact of your enhanced presence and brand.
- Final presentations and peer 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 an authentic personal brand while adapting their leadership presence to diverse cultural and organizational contexts?

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

This course distinguishes itself by offering a holistic and deeply integrated approach to leadership development. While many programs treat leadership presence and personal branding as separate disciplines, we understand they are two sides of the same coin. Our curriculum is uniquely structured to weave these concepts together, ensuring that the presence you project is a genuine reflection of your authentic personal brand. We move beyond generic advice on "power posing" or "dressing for success" to focus on the core psychological and behavioral shifts required for sustainable change. The methodology emphasizes practical application through personalized feedback, video analysis, and realistic role-playing scenarios, which is a departure from purely theoretical courses. Furthermore, the program places a strong emphasis on managing one's digital footprint as an integral part of a modern leader's brand, a critical component often overlooked. By focusing on authenticity as the foundation, we empower leaders not just to act the part, but to become the confident, credible, and influential figures they aspire to be.