Executive Presence and Personal Branding for Leaders Training Course



09 - 13 Nov 2026

Vienna

5800 € (Per Person)

Ref: #PS4910_25037

Course Introduction / Overview:

The Executive Presence and Personal Branding for Leaders Training Course offered by BIG BEN Training Center is meticulously designed to empower current and aspiring leaders with the essential skills to command respect, inspire confidence, and articulate their vision with clarity and impact. In today's dynamic corporate landscape, developing executive presence and a powerful personal brand is no longer a luxury but a strategic imperative for career advancement and organizational influence. This comprehensive program delves into the core elements that define a leader's professional image, from mastering non-verbal communication and vocal delivery to crafting a compelling leadership narrative. Participants will explore how to cultivate authentic leadership branding, build executive gravitas, and project authority, ensuring their message resonates effectively across all stakeholders. The course provides a deep dive into influential communication skills and professional image management, crucial for developing leadership impact. Drawing insights from thought leaders like Amy Cuddy, author of "Presence: Bringing Your Boldest Self to Your Biggest Challenges," this course emphasizes the profound connection between self-perception, body language, and the ability to influence others. It provides practical strategies for strategic personal branding, enhancing executive visibility, and developing leadership impact, ultimately enabling participants to navigate complex challenges and drive success within their organizations through refined executive communication strategies and a strong personal brand building workshop.

Target Audience / This training course is suitable for:

- Senior Managers.
- Department Heads.
- Team Leaders.
- Project Managers.
- High-Potential Employees.
- Aspiring Executives.
- Public Relations Professionals.
- Marketing Directors.
- Human Resources Leaders.
- Government Officials.

Target Sectors and Industries:

- Corporate and Private Sector Organizations.
- Government Agencies and Equivalents.
- Non-Profit and Humanitarian Organizations.
- Financial Services and Banking.
- Technology and Innovation.
- Healthcare and Pharmaceuticals.
- Manufacturing and Industrial.
- Consulting and Professional Services.
- Education and Academia.
- Media and Communications.

Target Organizations Departments:

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

Course Offerings:

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

- Define and cultivate a powerful executive presence.
- Develop an authentic and strategic personal brand.
- Master influential communication skills for leadership.
- Enhance nonverbal communication and body language.
- Craft a compelling leadership narrative and message.
- Project gravitas and authority in diverse settings.
- Manage their professional image and reputation effectively.
- Leverage personal branding for career advancement.
- Navigate high-stakes conversations with confidence.
- Build strong professional relationships and networks.

Course Methodology:

The Executive Presence and Personal Branding for Leaders Training Course employs a highly interactive and experiential methodology, ensuring participants gain practical, actionable skills. Our approach at BIG BEN Training Center integrates a blend of engaging learning techniques designed to foster deep understanding and immediate application. The course heavily utilizes real-world case studies, allowing participants to analyze complex scenarios related to executive presence and personal branding for leaders, and develop strategic solutions. Group discussions and collaborative teamwork exercises encourage peer learning and diverse perspectives on leadership presence development and building executive gravitas. Role-playing simulations provide a safe environment for practicing influential communication skills, mastering nonverbal communication for leaders, and refining professional image management. Personalized feedback sessions, including video analysis where appropriate, offer constructive insights into individual strengths and areas for growth in authentic leadership branding. Interactive workshops focus on practical application, such as crafting a compelling leadership narrative and developing a powerful personal brand. This dynamic methodology ensures that participants not only grasp theoretical concepts but also develop the confidence and competence to apply their enhanced executive presence and strategic personal branding skills effectively in their professional roles.

Course Agenda (Course Units):

Unit One: Understanding Executive Presence and Personal Branding

- Defining executive presence and its components.
- The strategic importance of personal branding in leadership.
- Assessing your current executive presence and brand perception.
- The psychology of influence and credibility.
- Setting clear personal branding objectives.

Unit Two: Cultivating Authentic Executive Presence

- Mastering non-verbal communication and body language.
- Developing a powerful and confident vocal delivery.
- Strategic wardrobe and professional image management.
- Emotional intelligence and self-awareness for leaders.
- Projecting gravitas and authority with authenticity.

Unit Three: Crafting Your Unique Personal Brand Narrative

- Identifying your core values, strengths, and unique value proposition.
- Developing a compelling leadership story and message.
- Strategic communication for impact and clarity.
- Building a consistent brand across all platforms.
- Leveraging storytelling to inspire and engage.

Unit Four: Influencing and Communicating with Impact

- High-stakes communication strategies.
- Mastering the art of active listening and empathetic engagement.
- Effective presentation skills for executive audiences.
- Navigating difficult conversations and conflict resolution.
- Building strong professional relationships and networks.

Unit Five: Sustaining and Evolving Your Executive Brand

- Strategic networking and relationship building.
- Managing your digital footprint and online reputation.
- Seeking and integrating feedback for continuous growth.
- Adapting your brand for career advancement and new roles.
- Developing a long-term personal branding action plan.

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 might a leader's authentic personal brand, when strategically cultivated, fundamentally reshape organizational culture and drive collective performance beyond individual success?

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

The Executive Presence and Personal Branding for Leaders Training Course stands apart through its holistic and deeply integrated approach to leadership development. Unlike programs that merely touch upon superficial aspects of professional image, this course delves into the psychological underpinnings of influence and credibility, offering participants profound insights into building executive gravitas and authentic leadership branding. We move beyond generic advice, providing tailored frameworks for strategic personal branding that align with individual career aspirations and organizational objectives. The emphasis is on developing a powerful personal brand from the inside out, focusing on core values, strengths, and a compelling leadership narrative, rather than just external polish. Participants will engage in advanced modules on influential communication skills, executive storytelling techniques, and high-impact leadership training, equipping them with practical tools for immediate application. This course distinguishes itself by fostering a deep understanding of how to leverage executive presence for career advancement through strategic self-presentation and developing leadership impact, ensuring participants can not only project authority but also genuinely inspire and connect. BIG BEN Training Center commits to delivering a transformative experience that cultivates not just skills, but a profound shift in how leaders perceive and project their professional identity, making them truly memorable and impactful.