



Management And Leadership

Building Executive Presence and Authority

Course Introduction

A leader's presence is a mixture of personal and interpersonal skills that when combined, exudes one's presence and authority. It is made up of several facets – the ability to take command of a room, assume a leadership role amongst various audiences, share your thinking and opinion with confidence, and strike a balance between talking and listening such that your communication style is both persuasive and impactful. This training course is designed to help participants display a deeper sense of professionalism and carry themselves with poise and grace to establish their presence and authority.

Target Audience

- Senior Executives and C-Suite Leaders.
- Vice Presidents and Directors.
- High-Potential Leaders and Emerging Executives.
- Sales and Marketing Leaders.
- Human Resources Executives.
- Operations and Project Management Leaders.
- Industry-Specific Executives.
- Newly Appointed Executives.
- Experienced Executives Seeking Growth.

Learning Objectives

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

- Identify the importance of establishing presence and authority as a leader or executive.
- Recognize the importance of behavioral versatility in leadership
- Master the art of influencing others and understand the power of relationship in being a leader.
- Exemplify confidence and presence while presenting in a professional and persuasive manner.

- Create powerful and memorable messages.
- Plan and execute the perfect presentation
- Handle media and the media.
- Develop the skills that create charisma and model them

Course Outline

• 01 Day One

Establishing Authority

- The role of power in leadership
- Formal authority
- Becoming a known expert
- Becoming a systems builder
- The power of relationship
- Influencing others

Influencing with Integrity

- The Art of Building Lasting Rapport
- How to Identify Behavioural Traits and React to Them
- Audience Focused SMART Objectives
- Researching the Audience and Responding to Behavioural Patterns
- Create Trust and Commitment in Colleagues and Clients
- The Secrets of Charisma and Confidence

• 02 Day Two

Creating the Right Message

- What makes a speaker appear powerful?
- Harnessing and Controlling Nerves in a Creative Way
- Techniques to Influence Others
- The Techniques and Secrets of Top Presenters
- Improving the Power of Your Message
- The Rule of Three – Using a Message House
- Conscious and Sub-conscious Messages

The Importance of Body Language

- Assertiveness: The Importance of Good Eye Contact, Stance and Confidence
- Body Language and The Part it Plays in Presentations
- The Non-verbal Impact of Presentations
- Using the Body to Create Impact
- The Importance of Gestures
- Rehearsal, Notes and Memorisation

• 03 Day Three

Effective Use of Voice and Tone

- The Vocal Skills of Top Presenters
- Increased Emphasis, Tonality and Tonal Marking
- Breathing, Vocal Resonance Projection and Pitch
- The Power of the Pause and Speed Variation
- Language Patterns and Mutual Respect
- Keeping Your Audience Interested, Engaged and On-side

Perfecting the Planning Process

- Venue Considerations and Why they are so Important
- The Differing Skills For Small or Platform Presentations
- Content and the Message the Audience Receives
- Visual Aids: What Are They and How They Should Be Used
- Presenting for Maximum Impact
- How to Handle the Media

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 16, 2025	June 18, 2025	3 days	3950.00 \$	England - London

FROM	TO	DURATION	FEES	LOCATION
Sept. 7, 2025	Sept. 9, 2025	3 days	3250.00 \$	KSA - Riyadh
Dec. 29, 2025	Dec. 31, 2025	3 days	3250.00 \$	UAE - Dubai