

Executive Presence ©

Tools to build credibility, communicate with impact and inspire confidence in high-stakes interactions.



Have you ever seen someone with strong expertise lose impact because their message was unclear, their presence felt hesitant or their confidence dropped under pressure? And then the issue was not competence — it was how that competence was perceived, trusted and followed.

Executive Presence©© helps participants strengthen the way they show up, communicate and influence in professional contexts. The course gives them practical tools to build gravitas, structure clearer messages, adapt to different audiences, manage pressure and create stronger consistency between expertise, communication and personal image.

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• Who is it for?

- Managers and team leaders
- Professionals who need to communicate with clarity, credibility and impact
- People presenting ideas, recommendations or technical topics to senior or non-technical audiences
- Anyone who needs to strengthen informal authority and professional influence

• What will you learn?

How to...

- work with the key dimensions of executive presence: gravitas, communication, authenticity and image
- communicate ideas clearly, concisely and persuasively
- adapt your message and manage pressure, objections and difficult questions with more calm and control
- create more consistency between message, behaviour, non-verbal cues and personal image

• What to expect?

- A practical framework for understanding and developing executive presence
- Concrete tools for message structure, argumentation, storytelling and audience adaptation
- Practice in managing pressure, objections and high-stakes communication moments
- Personal reflection and feedback to identify strengths, blind spots and development actions

• How is it delivered?

FORMAT

In-class or online

DURATION

2 days / 12 hours

COHORT

Groups of up to 12 participants