COURSE BROCHURE

Executive Presence and Influence

An advanced program for senior leaders that sharpens how they come across to boards and decision makers, and builds their ability to speak concisely, influence stakeholders and stay composed under pressure.

Code	HT-MGT-138
Category	Management & Leadership
Duration	1 week
Level	Advanced

Introduction

Technical competence is not enough if people do not listen when a leader speaks. In board meetings, senior committees and negotiations with partners, impressions form within minutes, and whether an idea is accepted depends on how it is presented as much as on its substance.

Objectives

- Identify the elements of executive presence and assess the impression one makes on others
- Build concise messages that lead with the conclusion and respect senior people's time
- Use voice, body language and pauses to strengthen credibility
- Influence powerful stakeholders and build coalitions around a decision
- Stay calm and clear when facing tough questions and during crises

Who should attend

- Executives and general managers
- Department directors in line for senior positions
- Advisors and experts who present to boards and committees
- Managers of major projects and programs

Skills you will develop

- Executive briefing
- Delivery and body language
- Influence and coalition building
- Composure under pressure

Learning Outcomes

- Write a short statement of personal leadership identity and what one wants to be known for
- Deliver a five-minute board briefing that opens with the recommendation, then the evidence
- Draw a power map for an important decision and plan how to influence each party on it
- Answer hostile or unexpected questions in a structured way without losing composure

Course Outline

Day 1: The Components of Executive Presence

- The three elements: gravitas, communication and professional appearance

- The gap between self-image and others' impressions, and reading 360-degree feedback
- Personal leadership identity and authenticity versus performance

Day 2: Communicating at Executive Level

- The pyramid principle: lead with the answer, then the supporting arguments, then the detail
- Preparing a board briefing and a one-page decision memo
- Voice, pace, pauses, eye contact and body language

Day 3: Influence and Coalition Building

- Cialdini's principles of persuasion and the ethical limits on their use
- Mapping power and interests and reading organizational politics wisely
- Framing a proposal around the audience's priorities and securing support before the meeting

Day 4: Presence Under Pressure

- Managing emotion, breathing and mental preparation before high-stakes moments
- Handling hostile questions and objections by bridging back to the message
- Presence in video meetings, and communicating in a crisis and with the media

Day 5: Leadership Storytelling and Application

- Building a leadership story that explains strategic direction and moves the audience
- Presence in everyday meetings: when to speak, when to listen and how to close
- Applied project in which each participant delivers a recorded presentation to a mock board and then sets a personal development plan

Training methodology

Video recording of participants' presentations with one-to-one review by the trainer
Simulated tough-question session in front of a panel acting as the board
Power mapping exercise on a real decision the participant is facing
Peer feedback against defined presence criteria

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Istanbul	15 – 19 March 2027	AR	EUR 4,800
Dubai	22 – 26 March 2027	EN	EUR 4,500
London	5 – 9 April 2027	AR	EUR 5,700
Amsterdam	12 – 16 April 2027	EN	EUR 5,500
Online	19 – 23 April 2027	AR	EUR 1,800
Istanbul	20 – 24 September 2027	EN	EUR 4,800
Dubai	27 September 2027 – 1 October 2027	AR	EUR 4,500
London	4 – 8 October 2027	EN	EUR 5,700
Amsterdam	11 – 15 October 2027	AR	EUR 5,500
Online	18 – 22 October 2027	EN	EUR 1,800

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/executive-presence-influence