Training Course on Executive Presence and Authentic Leadership

Professional Development Training Course Outline

Category	CEOs and Directors	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's dynamic global landscape, **effective leadership** demands more than just technical expertise; it requires a profound **executive presence** coupled with genuine **authentic leadership**. Training Course on Executive Presence and Authentic Leadership empowers professionals to cultivate an impactful persona that commands respect, fosters trust, and inspires action, driving both personal and organizational success. We delve into the core elements of gravitas, communication, and appearance, ensuring participants can strategically leverage these to enhance their influence and become truly inspirational leaders.

This program goes beyond theoretical concepts, offering practical, actionable strategies for developing a strong **personal brand** rooted in integrity and self-awareness. Participants will learn to navigate complex organizational dynamics, communicate with clarity and conviction, and lead with empathy and emotional intelligence. By embracing their authentic selves, leaders will unlock their full potential to drive **strategic initiatives**, build **high-performing teams**, and cultivate a thriving **organizational culture** in the age of **digital transformation**.

Programme Curriculum

Training Course on Executive Presence and Authentic Leadership

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Course Objectives

Upon completion of this intensive training, participants will be able to:

1. Define and embody the core pillars of executive presence
2. Cultivate a powerful personal brand that resonates with authenticity and professionalism.
3. Master impactful verbal and non-verbal communication for diverse audiences, including virtual presence.
4. Develop exceptional public speaking and presentation skills to captivate and persuade.
5. Enhance emotional intelligence for stronger interpersonal connections and conflict resolution.
6. Lead with integrity and vulnerability, fostering trust and psychological safety.
7. Navigate high-stakes conversations and challenging situations with poise and composure.
8. Build and leverage strategic networks for enhanced influence and collaboration.
9. Inspire and motivate high-performing teams through authentic leadership principles.
10. Drive organizational change and innovation with conviction and clear vision.
11. Develop strategic thinking and decision-making capabilities under pressure.
12. Foster a culture of feedback and continuous growth within their sphere of influence.
13. Position themselves for accelerated career advancement and impactful senior leadership roles.

Organizational Benefits

- Develops a robust cadre of future-ready leaders capable of navigating complexity.
- Authentic leaders foster a more positive, trusting, and productive work environment.
- Reduces misunderstandings and boosts inter-departmental synergy.
- Leaders with strong presence positively represent the organization to all stakeholders.
- Equips leaders to effectively advocate for strategic initiatives and secure favorable outcomes.
- Leaders adept at authentic communication and presence can guide teams through disruption.
- A culture of psychological safety, fostered by authentic leaders, encourages new ideas.
- Inspired and well-led teams consistently achieve superior results.

Target Audience

1. Senior Executives and C-Suite Leaders
2. Mid-Level Managers
3. High-Potential Professionals
4. Team Leaders and Supervisors
5. Entrepreneurs and Business Owners
6. Sales and Marketing Professionals
7. Consultants and Client-Facing Professionals
8. Anyone committed to personal mastery and enhancing their leadership impact.

Course Outline

Module 1: The Essence of Executive Presence

- Defining **Executive Presence** and its three pillars: Gravitas, Communication, and Appearance.
- Understanding the **Psychology of Perception** and how others perceive your leadership.
- Identifying your current **Personal Brand** and its impact on your professional image.
- **Case Study:** Analyzing the executive presence of iconic global leaders (e.g., Jacinda Ardern, Satya Nadella) and dissecting their impactful qualities.
- **Exercise:** Self-assessment and peer feedback on existing presence.

Module 2: Unlocking Authentic Leadership

- Exploring the principles of **Authentic Leadership**
- Understanding your **Core Values** and how they inform your leadership style.
- The power of **Vulnerability** in building trust and fostering psychological safety.
- **Case Study:** The leadership style of Yvon Chouinard (Patagonia) and how his authentic values shaped a global brand.
- **Exercise:** Values clarification and alignment with leadership behaviors.

Module 3: Mastering Non-Verbal Communication

- The silent language of **Body Language**
- Cultivating a **Confident Demeanor** under pressure and in challenging situations.
- Reading the Room: Interpreting non-verbal cues and adjusting your presence accordingly.
- **Case Study:** Analyzing political debates or high-stakes negotiations for non-verbal communication strategies.
- **Exercise:** Video analysis of participants' non-verbal communication during a short presentation.

Module 4: High-Impact Verbal Communication

- **Clarity, Conciseness, and Conviction**
- The art of **Storytelling** in leadership to inspire and connect.
- Voice Modulation, Pacing, and Volume: Using your voice as a powerful tool.
- **Case Study:** Dissecting successful TED Talks to understand compelling verbal delivery and narrative structure.
- **Exercise:** Delivering a concise, impactful 2-minute message with constructive feedback.

Module 5: Strategic Public Speaking and Presentations

- Structuring **Persuasive Presentations** for maximum impact on diverse audiences.
- Designing **Visually Compelling Slides** that enhance, not distract.
- Managing **Public Speaking Anxiety** and projecting confidence in high-pressure settings.
- **Case Study:** Analyzing Apple product launches for their mastery of presentation and audience engagement.
- **Exercise:** Delivering a short presentation with focus on structure and visual aids.

Module 6: Emotional Intelligence in Leadership

- Developing **Self-Awareness** and managing your own emotions effectively.
- Cultivating **Empathy and Social Awareness** to understand and connect with others.
- Navigating **Conflict Resolution** and difficult conversations with emotional intelligence.

- **Case Study:** Examining a corporate turnaround led by a CEO who prioritized emotional intelligence and team well-being.
- **Exercise:** Role-playing a challenging conversation using emotional intelligence principles.

Module 7: Building Trust and Credibility

- The foundational role of **Trust** in effective leadership and team performance.
- Demonstrating **Integrity and Consistency** in words and actions.
- Transparency and Open Communication: Fostering an environment of honesty.
- **Case Study:** Analyzing companies that successfully rebuilt trust after a corporate scandal.
- **Exercise:** Developing a personal "Trust Charter" outlining commitments to direct reports and peers.

Module 8: Influencing and Persuasion Skills

- Understanding the **Psychology of Influence**: principles of reciprocity, scarcity, authority, consistency, liking, and consensus.
- Crafting **Persuasive Arguments** and gaining buy-in for your ideas.
- Negotiation strategies for achieving **Win-Win Outcomes**.
- **Case Study:** Analyzing successful lobbying efforts or complex business mergers for their influencing tactics.
- **Exercise:** Engaging in a simulated negotiation scenario.

Module 9: Gravitas and Composure Under Pressure

- Developing **Inner Confidence** and resilience in stressful situations.
- Maintaining **Poise and Decisiveness** when facing ambiguity or crisis.
- Handling challenging questions and pushback with grace and authority.
- **Case Study:** Leaders managing major corporate crises and their ability to maintain composure.
- **Exercise:** Responding to rapid-fire questions in a simulated press conference or board meeting.

Module 10: Presence in Virtual and Hybrid Environments

- Optimizing your **Virtual Presence**
- Maintaining **Engagement and Energy** in online meetings and presentations.
- Adapting non-verbal cues for effective **Digital Communication**.
- **Case Study:** Analyzing effective virtual keynote addresses or large-scale online conferences.
- **Exercise:** Delivering a virtual presentation and receiving feedback on technical setup and engagement.

Module 11: Strategic Networking and Relationship Building

- Building a **Diverse and Supportive Network** of influence.
- Strategies for **Authentic Relationship Building** and mentorship.
- Leveraging your network for mutual benefit and professional growth.
- **Case Study:** Analyzing the networking strategies of highly successful entrepreneurs or industry leaders.
- **Exercise:** Developing a personal networking strategy and identifying key connections.

Module 12: Leading Change with Presence

- Communicating a **Compelling Vision** for organizational change.

- Inspiring and mobilizing stakeholders through effective presence.
- Addressing resistance to change with empathy and conviction.
- **Case Study:** A leader successfully implementing a major digital transformation or cultural shift within an organization.
- **Exercise:** Developing a communication plan for a hypothetical organizational change initiative.

Module 13: Continuous Growth and Personal Action Plan

- Strategies for **Self-Reflection** and ongoing development of executive presence.
- Seeking and integrating **Constructive Feedback** for continuous improvement.
- Developing a personalized **Action Plan** for applying learnings in your role.
- **Case Study:** Long-term development journeys of leaders who have significantly evolved their presence.
- **Exercise:** Creating a detailed, measurable action plan with accountability steps.

Module 14: Mindfulness and Resilience for Leaders

- Practicing **Mindfulness** to enhance focus, clarity, and emotional regulation.
- Building **Resilience** to navigate stress and setbacks effectively.
- Techniques for maintaining **Work-Life Harmony** and preventing burnout.
- **Case Study:** Leaders who successfully integrated mindfulness practices into their leadership for improved well-being and decision-making.
- **Exercise:** Guided mindfulness meditation and reflection on personal stress triggers.

Module 15: Legacy and Impact: The Authentic Leader's Journey

- Defining your **Leadership Legacy** and desired impact on your organization and beyond.
- Mentoring and developing the **Next Generation of Leaders**.
- Leading with Purpose and leaving a lasting, positive mark.
- **Case Study:** Historical or contemporary leaders known for their lasting positive impact and authentic legacy.
- **Exercise:** Crafting a personal leadership vision statement and identifying steps to achieve it.

Training Methodology

This program utilizes a highly **interactive, experiential, and practical** methodology, incorporating:

- **Interactive Lectures & Discussions:** Engaging content delivery with opportunities for Q&A and peer insights.
- **Role-Playing & Simulated Scenarios:** Real-world practice of communication and leadership techniques in a safe environment.
- **Individual & Group Exercises:** Hands-on activities to reinforce learning and develop practical skills.
- **Video Recording & Analysis:** Self-assessment and constructive feedback on presence and communication style.
- **Case Studies:** In-depth analysis of real-world leadership challenges and successes.
- **Personalized Feedback & Coaching:** Tailored guidance from experienced facilitators.
- **Action Planning:** Development of individual strategies for immediate application and continuous improvement.
- **Peer Learning & Networking:** Opportunities to share experiences and build professional connections.

Register as a group from 3 participants for a Discount

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Certification

Upon successful completion of this trai

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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