Training Course on Mastering the Art of Presence and Influence

Professional Development Training Course Outline

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

Course Introduction

In today's fast-paced, digitally-driven world, mastering the art of presence and influence is essential for professionals seeking to elevate their personal brand, lead effectively, and create meaningful impact. **Training Course on Mastering the Art of Presence & Influence** is designed to empower leaders, executives, and professionals with cutting-edge tools and psychological strategies to harness authentic presence, amplify their influence, and communicate with confidence in any situation. Whether you’re in a boardroom, online meeting, or keynote stage, your presence sets the tone—and your influence leaves a lasting impression.

Built on behavioral science, neuro-linguistic programming (NLP), charisma principles, and emotional intelligence (EQ), this course offers a practical, interactive, and transformational experience. Participants will learn how to project confidence, build rapport quickly, persuade with purpose, and leave a powerful impression that drives results. This course is not only about "looking the part," but about becoming a magnet for attention, trust, and credibility through presence mastery.

Programme Curriculum

Training Course on Mastering the Art of Presence & Influence

Introduction

In today's fast-paced, digitally-driven world, mastering the art of presence and influence is essential for professionals seeking to elevate their personal brand, lead effectively, and create meaningful impact. **Training Course on Mastering the Art of Presence & Influence** is designed to empower leaders, executives, and professionals with cutting-edge tools and psychological strategies to harness authentic presence, amplify their influence, and communicate with confidence in any situation. Whether you’re in a boardroom, online meeting, or keynote stage, your presence sets the

tone—and your influence leaves a lasting impression.

Built on behavioral science, neuro-linguistic programming (NLP), charisma principles, and emotional intelligence (EQ), this course offers a practical, interactive, and transformational experience. Participants will learn how to project confidence, build rapport quickly, persuade with purpose, and leave a powerful impression that drives results. This course is not only about "looking the part," but about becoming a magnet for attention, trust, and credibility through presence mastery.

Course Duration

10 days

Course Objectives

1. Develop magnetic executive presence using body language psychology.
2. Enhance personal brand visibility through storytelling and strategic communication.
3. Cultivate emotional intelligence for influential leadership.
4. Master confident public speaking and persuasive communication techniques.
5. Apply neuroscience-based influence tactics for decision-making impact.
6. Build trust and authority with authentic leadership traits.
7. Utilize vocal power and tonality for commanding attention.
8. Leverage non-verbal cues for stronger interpersonal influence.
9. Navigate high-stakes conversations with confidence and empathy.
10. Optimize digital presence on video calls and virtual platforms.
11. Influence team dynamics through mindset and behavior modeling.
12. Create lasting impressions with personal magnetism and charisma.
13. Translate presence into measurable performance outcomes.

Organizational Benefits

- Improved leadership effectiveness and communication across departments.
- Increased team morale, trust, and alignment through authentic influence.
- Higher client and stakeholder engagement due to elevated executive presence.
- Better performance in negotiations, sales, and conflict resolution.
- Stronger representation in public, virtual, and media appearances.

Target Participants

1. Mid to senior-level executives
2. Entrepreneurs and business owners
3. HR and talent development professionals
4. Sales leaders and marketing executives
5. Project managers and team leaders
6. Public speakers and trainers
7. Coaches and consultants
8. Government and NGO professionals

Course Outline

Module 1: Foundations of Presence

- Understand what “presence” really means
- Difference between showing up and standing out

- Psychological theories behind perception
- The power of "first impressions"
- Case Study: Michelle Obama’s signature presence

Module 2: Body Language Mastery

- Posture, gestures, and facial expressions
- The science of open vs. closed body language
- Mirroring techniques to build rapport
- Power posing and confidence
- Case Study: TED Talk body language analysis

Module 3: Vocal Dynamics & Tonality

- Modulating pitch and pace to captivate
- Breathing techniques for vocal strength
- The “pause” and its power in persuasion
- Articulation and enunciation exercises
- Case Study: Martin Luther King's speech breakdown

Module 4: Building Charisma

- Elements of charismatic behavior
- Balancing warmth and competence
- Leading with empathy and conviction
- Charisma on camera vs. in-person
- Case Study: Steve Jobs' product launch charisma

Module 5: Influence Psychology

- Cialdini's 6 principles of influence
- Framing and reframing conversations
- Social proof and authority hacks
- Anchoring techniques for persuasion
- Case Study: Influencing a cross-functional team

Module 6: Emotional Intelligence in Influence

- Self-awareness and regulation tools
- Empathic listening and validation
- Emotional contagion and leadership
- Conflict de-escalation strategies
- Case Study: EQ crisis leadership response

Module 7: Persuasive Storytelling

- Crafting relatable narratives
- The hero’s journey model
- Story loops and hooks
- Storytelling in leadership
- Case Study: Malala Yousafzai's UN speech

Module 8: Public Speaking for Impact

- Designing impactful presentations
- Overcoming stage fright and nerves
- Engaging the audience visually and emotionally
- Presence techniques on stage
- Case Study: Oprah Winfrey’s Golden Globes speech

Module 9: NLP and Language of Influence

- Using hypnotic language patterns
- Anchoring and future pacing
- Power of suggestion and embedded commands
- Persuasive question patterns
- Case Study: NLP in negotiations

Module 10: Influence in Virtual Communication

- Virtual body language and camera presence
- Optimizing lighting and background
- Eye contact in video conferencing
- Zoom charisma tips
- Case Study: Influential webinar hosts

Module 11: Building Personal Brand Authority

- Defining your leadership narrative
- Visual brand alignment
- Using social media as an influence tool
- Thought leadership and trust signals
- Case Study: LinkedIn influencer branding

Module 12: Conflict & Difficult Conversations

- Staying grounded in tense moments
- Power phrases for de-escalation
- Framing objections as opportunities
- High-stakes negotiation presence
- Case Study: Political leaders under pressure

Module 13: Presence in Team Leadership

- Influencing without authority
- Creating psychological safety
- Presence during team crises
- Building loyalty and inspiration
- Case Study: Remote team transformation story

Module 14: Feedback as a Presence Tool

- Delivering feedback with empathy
- Receiving criticism gracefully
- Influence through coaching conversations
- Feedback loops and trust-building
- Case Study: Coaching culture in Google

Module 15: Sustaining Influence Over Time

- Daily habits for presence upkeep
- Reinforcement through journaling
- Resilience and re-centering practices
- Influence goal setting and review
- Case Study: Long-term leadership legacy analysis

Training Methodology

- **Interactive Lectures** with real-life simulations
- **Role-Playing** for feedback and improvement
- **Peer Coaching Sessions** to build rapport
- **Video Recording & Review** for personal analysis
- **Case Study Debriefing** for experiential learning
- **Daily Presence Drills** and journaling prompts

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org **or call** *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

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

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com