BLACKBIRD FOR TRAINING

Mastering the Art of Presence & Influence



Mastering the Art of Presence & Influence

Introduction

This practical course is designed to help professionals build a confident, credible, and authentic professional presence while developing the communication, influence, persuasion, and relationship-building skills needed to create greater impact in the workplace.

Participants will learn how to communicate with confidence, influence different personalities, build trust and credibility, manage resistance, handle difficult conversations, and strengthen their professional visibility and leadership presence.

Course Objectives

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

- Build a confident, credible, and authentic professional presence.
- Use verbal and non-verbal communication to create greater impact.
- Develop effective influence and persuasion techniques.
- Build trust and credibility with colleagues and stakeholders.
- Influence others without relying on formal authority.
- Handle challenging conversations, resistance, and disagreement with confidence.
- Apply negotiation and persuasion techniques in professional situations.
- Communicate ideas clearly and persuasively.
- Strengthen leadership visibility and professional personal brand.
- Develop a practical action plan to sustain their presence and influence.

Course Outline

Day 1 - Building a Powerful Professional Presence

1. Understanding Professional Presence and Its Impact
2. Building Confidence, Credibility, and Authenticity
3. Body Language, Eye Contact, Posture, and Non-Verbal Communication
4. Voice, Tone, Pace, and Powerful Verbal Communication
5. Creating a Strong and Consistent Professional Image



Day 2 - Developing Influence & Persuasion

1. Understanding the Psychology and Principles of Influence
2. Building Trust, Credibility, and Professional Relationships
3. Persuading and Influencing Different Personalities
4. Emotional Intelligence as a Tool for Influence
5. Influencing Without Authority and Managing Resistance

Day 3 - Creating Impact & Executive Communication

1. Communicating with Clarity, Confidence, and Authority
2. High-Impact Communication in Meetings and Professional Situations
3. Storytelling and Persuasive Presentation Techniques
4. Handling Questions, Challenges, and Difficult Audiences
5. Executive Presence and Communicating with Senior Stakeholders

Day 4 - Difficult Conversations, Negotiation & Sustaining Influence

1. Handling Difficult Conversations and Workplace Conflict
2. Managing Resistance, Objections, and Disagreement
3. Negotiation and Persuasion Techniques for Professional Situations
4. Strengthening Leadership Visibility and Personal Brand
5. Developing a Personal Presence, Influence & Communication Action Plan

Why Attend This Course? Wins & Losses!

Wins

- Greater confidence and professional presence.
- Stronger communication and presentation skills.
- Improved ability to influence and persuade others.
- Greater trust and credibility with stakeholders.
- Better ability to manage resistance and disagreement.
- Stronger negotiation and difficult-conversation skills.
- Increased leadership visibility and professional impact.
- Practical strategies that can be immediately applied in the workplace.

Losses

Without strong presence, communication, and influence skills, professionals may:



- Struggle to communicate ideas effectively.
- Have difficulty gaining support or cooperation.
- Appear less confident or credible than their actual capabilities.
- Find challenging conversations more difficult to manage.
- Struggle to handle resistance and objections.
- Miss opportunities to influence key stakeholders.
- Have limited professional visibility and impact.

Conclusion

This course provides practical techniques for developing a stronger professional presence and becoming a more effective communicator, influencer, and negotiator.

Participants will learn how to create a positive professional impact, build trust, influence others, manage challenging workplace situations, and communicate effectively with colleagues, stakeholders, and senior professionals.

By the end of the course, participants will have practical strategies and a personal action plan that they can immediately apply in meetings, presentations, negotiations, stakeholder interactions, and challenging workplace situations.

Frequently Asked Questions FAQ

1. Who should attend this course?

Professionals, managers, team leaders, executives, supervisors, and anyone seeking to improve their professional presence, communication, and influence.

2. Does the course cover both presence and influence?

Yes. The course covers professional presence, communication, influence, persuasion, negotiation, and relationship-building.

3. Does the course include difficult conversations?

Yes. Participants will learn practical approaches for handling difficult conversations, resistance, objections, disagreement, and workplace conflict.

4. Will participants learn how to influence without authority?

Yes. The course includes techniques for influencing colleagues, stakeholders, and other professionals without relying on formal authority.



5. Is the course practical?

Yes. The course focuses on practical workplace applications, including communication scenarios, difficult conversations, influence situations, negotiation techniques, and the development of an individual action plan.

