

Executive Presence

19 – 23 April 2027
Baku (Azerbaijan)

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Introduction

Executive Presence is the ability to project confidence, credibility, professionalism, and leadership in every interaction. It influences how leaders are perceived, how effectively they communicate, and how successfully they inspire trust and influence others.

This one-day course provides practical techniques to strengthen executive presence, improve communication, demonstrate confidence, and create a stronger professional impact.

Course Objectives

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

- Understand the key elements of executive presence.
- Build greater confidence and credibility.
- Communicate with clarity, authority, and impact.
- Develop a confident and professional personal image.
- Improve verbal and non-verbal communication.
- Influence and engage senior stakeholders effectively.
- Handle challenging conversations with confidence.
- Strengthen leadership presence in meetings and presentations.
- Create a personal action plan for developing executive presence.

Course Outlines

1. Understanding Executive Presence

- What is Executive Presence?
- The three pillars: Gravitas, Communication, and Appearance.
- Why executive presence matters.
- How others perceive leadership presence.
- Common misconceptions about executive presence.

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2. Building Confidence and Gravitas

- Projecting confidence without arrogance.
- Developing credibility and authority.
- Managing nervousness and pressure.
- Demonstrating confidence in difficult situations.
- Building an authentic leadership style.

3. Powerful Communication

- Communicating with clarity and purpose.
- Executive-level speaking techniques.
- Voice, tone, pace, and language.
- Active listening and powerful questioning.
- Communicating complex ideas simply.

4. Non-Verbal Executive Presence

- Body language and posture.
- Eye contact and facial expressions.
- Professional appearance and personal branding.
- Using gestures effectively.
- Reading the non-verbal signals of others.

5. Executive Presence in Meetings and Presentations

- Making a strong first impression.
- Speaking with confidence in meetings.
- Managing challenging questions.
- Presenting ideas to senior management.
- Influencing without formal authority.

6. Developing Your Executive Presence

- Identifying personal strengths and development areas.
- Common executive presence challenges.
- Building visibility and professional credibility.
- Creating a personal executive presence action plan.
- Practical exercises and feedback.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point, suggesting a signal or focus.

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Why Attend This Course? Wins & Losses!

Wins

- Greater confidence and professional credibility.
- Stronger communication and presentation skills.
- More effective leadership presence.
- Better ability to influence senior stakeholders.
- Stronger professional image and personal brand.
- Improved performance in meetings and high-pressure situations.

Losses

Without strong executive presence, professionals may:

- Struggle to communicate their value and ideas.
- Appear less confident than they are.
- Find it difficult to influence decision-makers.
- Miss opportunities for leadership and career progression.
- Have their messages overlooked in important discussions.

Conclusion

Executive presence is not about changing who you are; it is about communicating your strengths with greater confidence, clarity, and authenticity. Participants will leave the course with practical techniques they can immediately apply to strengthen their leadership impact and professional credibility.

Frequently Asked Questions FAQ

1. Who should attend this course?

Managers, executives, team leaders, supervisors, professionals, and anyone looking to strengthen their professional and leadership presence.

2. Is this course suitable for new managers?

Yes. It is particularly useful for professionals transitioning into leadership or higher-responsibility roles.

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3. Is the course practical?

Yes. The course includes discussions, exercises, communication activities, scenarios, and practical techniques.

4. Will participants receive a certificate?

Yes. Participants receive a certificate of attendance upon successful completion of the course.

5. Can this course be delivered in-house?

Yes. The course can be customized and delivered as an in-house program based on the organization's requirements.

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