

Mastering the Art of Presence & Influence

Amsterdam (Netherlands)

12 - 16 July 2027

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Introduction

Professional impact is shaped not only by expertise, but also by the ability to project confidence, communicate effectively, build trust, and influence others. **Mastering the Art of Presence & Influence** is a practical three-day course designed to help professionals develop a strong and authentic presence while strengthening their ability to communicate, persuade, and influence effectively in different workplace situations.

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.
- Handle challenging conversations and resistance with confidence.
- Communicate ideas clearly and persuasively.
- Strengthen professional visibility and personal impact.

Course Outline

Day 1 - Building Powerful 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

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

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Day 3 - Creating Impact & Sustaining Influence

1. High-Impact Communication in Meetings and Professional Situations
2. Storytelling and Persuasive Presentation Techniques
3. Handling Difficult Conversations, Questions, and Disagreement
4. Strengthening Leadership Visibility and Personal Brand
5. Developing a Personal Presence & Influence 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 handling of challenging professional situations.

Losses

Without strong presence 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.
- Miss opportunities to increase their professional impact.

Conclusion

This course provides practical techniques for developing a stronger professional presence and becoming a more effective communicator and influencer. Participants will leave with practical strategies they can immediately apply in meetings, presentations, 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 and influence.

2. Does the course cover both presence and influence?

Yes. The course is equally focused on building a powerful presence and developing practical influence and persuasion skills.

A graphic of a chessboard with several pawns. A large gold king piece is in the foreground on the right. Behind it are several silver pawns. The text 'UK Training PARTNER' is overlaid on the image.

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3. Will communication skills be covered?

Yes. Verbal, non-verbal, presentation, storytelling, and high-impact communication are covered throughout the course.

4. Is the course suitable for people without management responsibilities?

Yes. The influence techniques can be applied regardless of formal position or authority.

5. Will participants receive practical tools they can apply at work?

Yes. The course focuses on practical techniques and concludes with a personal Presence & Influence Action Plan.

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 king piece behind it. The board is checkered, and there are concentric circles in the background.

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