

## Mastering the Art of Presence & Influence

*Baku (Azerbaijan)*

*28 June - 2 July 2027*

UK Training

# PARTNER



## Mastering the Art of Presence & Influence

Code: PS32 From: 28 June - 2 July 2027 City: Baku (Azerbaijan) Fees: 5200 Pound

### 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 silver knight behind it. In the background, there are concentric circles emanating from the king piece.

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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 board is a checkered pattern of light and dark squares. In the background, there are concentric circles radiating from the center.

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

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