BLACKBIRD FOR TRAINING

Executive Presence - for 2 day

11 – 15 January 2027
Casablanca (Morocco)



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Ref: 3256067_360147 **Date:** 11 – 15 January 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

Executive Presence is the ability to project confidence, credibility, professionalism, and leadership in a way that inspires trust and influences others. It combines communication skills, personal impact, professional image, emotional intelligence, and leadership behavior.
This two-day course provides participants with practical tools to strengthen their executive presence, communicate with greater authority, manage challenging situations, and create a positive and lasting professional impression.

Course Objectives

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

- Understand the key elements of executive presence and professional credibility.
- Build greater confidence, self-awareness, and personal impact.
- Communicate ideas clearly, confidently, and persuasively.
- Strengthen their executive image, body language, and professional presence.
- Handle meetings, presentations, difficult conversations, and high-pressure situations effectively.
- Develop stronger leadership behaviors and influence others with greater impact.

Course Outlines

Day One: Building a Strong Executive Presence

1. Understanding Executive Presence

- Definition and key components of executive presence.
- The relationship between confidence, credibility, and influence.
- How executive presence affects leadership effectiveness.
- Identifying personal strengths and development areas.
- Understanding how others perceive your professional presence.

2. Confidence, Mindset & Personal Impact



- Developing an executive mindset.
- Building authentic confidence without appearing arrogant.
- Managing self-doubt and professional pressure.
- Creating a strong and authentic personal brand.
- Developing presence in high-visibility situations.

3. Executive Communication Skills

- Communicating with clarity, confidence, and authority.
- Choosing powerful and professional language.
- Structuring messages for maximum impact.
- Active listening and effective questioning.
- Communicating with senior executives and stakeholders.

4. Body Language & Professional Image

- Using posture, eye contact, gestures, and facial expressions effectively.
- Understanding non-verbal communication.
- Managing voice, tone, pace, and presence.
- Creating a professional and credible appearance.
- Avoiding body-language habits that reduce executive impact.

5. Making a Strong First Impression

- The importance of first impressions in leadership.
- Establishing credibility quickly.
- Professional introductions and networking.
- Building rapport with different personalities.
- Creating a consistent and authentic executive image.

Day Two: Influence, Leadership & Executive Impact

1. Executive Presence in Meetings & Presentations

- Speaking with authority in meetings.
- Presenting ideas to senior management.
- Handling questions and challenging audiences.
- Managing nervousness and pressure.
- Making concise, compelling, and memorable presentations.

2. Influence, Persuasion & Stakeholder Management

- Understanding different influencing styles.
- Building trust and professional relationships.
- Persuading without relying on authority.
- Managing different stakeholder expectations.
- Influencing decisions and gaining support for ideas.

3. Handling Difficult Situations & Conversations



- Managing challenging conversations professionally.
- Responding to criticism and disagreement.
- Staying composed under pressure.
- Managing conflict while protecting relationships.
- Communicating difficult messages with confidence and diplomacy.

4. Emotional Intelligence & Leadership Presence

- Understanding the role of emotional intelligence in executive presence.
- Managing emotions and reactions.
- Demonstrating empathy while maintaining authority.
- Reading the emotional dynamics of teams and stakeholders.
- Developing an adaptable and resilient leadership style.

5. Creating Your Executive Presence Action Plan

- Assessing personal executive presence.
- Identifying key strengths and development gaps.
- Setting practical professional development goals.
- Creating an individual executive presence improvement plan.
- Building sustainable habits for long-term leadership impact.

Why Attend This Course? - Wins & Losses!

Wins

- Greater confidence and professional credibility.
- Stronger communication and presentation skills.
- Improved leadership presence and personal impact.
- Better ability to influence senior stakeholders.
- Greater confidence when handling challenging situations.
- A clearer and more authentic professional image.
- Practical tools that can be applied immediately in the workplace.

Losses If You Don't Develop Executive Presence

- Missed opportunities to demonstrate leadership potential.
- Difficulty gaining visibility with senior decision-makers.
- Messages and ideas may have less impact than intended.
- Reduced confidence in high-pressure situations.
- Challenges in influencing stakeholders and managing difficult conversations.
- Risk of being perceived differently from your intended professional image.



Conclusion

Executive presence is not simply about appearance or confidence. It is the combination of how you communicate, behave, lead, influence, and respond to others. By developing these skills, professionals can build greater credibility, strengthen relationships, and create a stronger leadership impact.

Participants will leave the course with practical techniques and an individual action plan to continuously strengthen their executive presence.

Frequently Asked Questions FAQ

1. Who should attend this course?

The course is suitable for managers, executives, team leaders, supervisors, professionals, and anyone seeking to strengthen their leadership presence and professional impact.

2. Is executive presence only important for senior managers?

No. Executive presence is valuable at every career level, particularly for professionals preparing for greater responsibility or increased visibility.

3. Will the course include practical activities?

Yes. The course can include exercises, role plays, discussions, presentations, self-assessments, and workplace scenarios.

4. How can I apply the learning after the course?

Participants will develop an individual action plan with practical techniques and behaviors that can be applied in meetings, presentations, negotiations, and daily professional interactions.

5. Does executive presence mean changing my personality?

No. The focus is on developing an authentic professional presence while strengthening communication, confidence, emotional intelligence, and leadership behaviors.

