

## Communicating with Executive Presence

Do your team members have a confident, credible presence when they interact with others? Perhaps they have built a reputable image in their current role, but are they ready to advance?

Through this thought-provoking course, your team members will grow their confidence and credibility to foster authentic connections with diverse stakeholders. They will learn strategies to maintain their presence even in challenging situations. As a result, your organisation will enhance its reputation and increase stakeholder engagement.



Objectives	Benefits
<ul style="list-style-type: none"> <li>Communicate with confidence, credibility and impact to project executive presence in complex and challenging contexts</li> </ul>	<ul style="list-style-type: none"> <li>Participants will project confidence and credibility through a more impactful professional presence, creating a stronger impression on diverse stakeholders</li> </ul>
<ul style="list-style-type: none"> <li>Create genuine connections with people from diverse backgrounds, through engaging, inclusive, adapted communication</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholders will feel more connected to a business partner that demonstrates confidence and credibility, inspiring them to engage and sustain the relationship</li> </ul>
<ul style="list-style-type: none"> <li>Adjust patterns of negative thinking and behaving to maintain presence in challenging situations</li> </ul>	<ul style="list-style-type: none"> <li>Your organisation will enhance its professional image and reputation, increasing rapport, trust and stakeholder engagement</li> </ul>

- Developing level course: take your skills to the next level
- Experience: strong establishing level skills
- Minimum advanced (C1) level English

## Communicating Executive Presence - Course outline

Module	Competency
<b>Executive presence essentials</b> <ul style="list-style-type: none"> <li>Communicating strengths and achievements</li> <li>Evaluating your executive presence and setting personal goals</li> </ul>	<ul style="list-style-type: none"> <li>Set goals to strengthen existing executive presence skills by analysing communication against criteria for advanced performance</li> </ul>
<b>Executive presence: building your brand</b> <ul style="list-style-type: none"> <li>Establishing your brand and the impact you want to leave</li> <li>Communicating your brand</li> </ul>	<ul style="list-style-type: none"> <li>Adapt and communicate your authentic personal brand in different contexts and to different audiences</li> </ul>
<b>Executive presence: demonstrating credibility</b> <ul style="list-style-type: none"> <li>Analysing your reputation</li> <li>Using techniques to raise your profile</li> </ul>	<ul style="list-style-type: none"> <li>Use strategies to strengthen your reputation and demonstrate credibility with stakeholders</li> </ul>
<b>Executive presence: inspiring confidence</b> <ul style="list-style-type: none"> <li>Developing your non-verbal and verbal presence</li> <li>Delivering a pitch with confidence and credibility</li> </ul>	<ul style="list-style-type: none"> <li>Inspire confidence in others through your vocal and visual presence.</li> </ul>
<b>Executive presence: creating a connection</b> <ul style="list-style-type: none"> <li>Developing emotional awareness</li> <li>Connecting with diverse audiences</li> </ul>	<ul style="list-style-type: none"> <li>Create genuine connections with people from diverse backgrounds</li> </ul>
<b>Executive presence: managing challenging situations</b> <ul style="list-style-type: none"> <li>Identifying your inner critic</li> <li>Staying composed and influencing challenging situations positively</li> </ul>	<ul style="list-style-type: none"> <li>Adjust your patterns of negative thinking and behaving to enable mindful and positive responses in challenging situations</li> </ul>
<b>Online executive presence</b> <ul style="list-style-type: none"> <li>Evaluating your online presence</li> <li>Enhancing your online presence</li> </ul>	<ul style="list-style-type: none"> <li>Create an impactful online presence which engages others in an inclusive and meaningful way</li> </ul>
<b>Executive presence mini-clinic</b> <ul style="list-style-type: none"> <li>Communicating your executive presence, setting goals and action planning</li> <li>Supporting others to find their executive presence</li> </ul>	<ul style="list-style-type: none"> <li>Develop plans to achieve advanced executive presence goals in the workplace by selecting tools and techniques for effective performance</li> </ul>