



Consulting and Training | Reach New Heights

Course Name

Building Executive Presence and Authority

Sector Name

Management And Leadership

Document Type

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Building Executive Presence and Authority

Course Introduction

The Building Executive Presence and Authority course equips leaders, managers, and professionals with the skills needed to project confidence, credibility, and influence in their organizations. Executive presence is critical for effective leadership, career advancement, and inspiring teams to achieve strategic goals.

This course focuses on communication skills, leadership demeanor, strategic influence, personal branding, and professional gravitas. Participants will learn how to present themselves with confidence, handle high-pressure situations, and establish authority in meetings, presentations, and executive interactions.

By completing this course, learners will develop the ability to build executive presence and authority, enhance interpersonal influence, and strengthen professional reputation. It is ideal for executives, team leaders, managers, and high-potential professionals seeking to elevate their leadership impact and credibility in corporate environments

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Building Executive Presence and Authority

Target Audience

- ✓ Senior Executives and C-Suite Leaders.
- ✓ Vice Presidents and Directors.
- ✓ High-Potential Leaders and Emerging Executives.
- ✓ Sales and Marketing Leaders.
- ✓ Human Resources Executives.
- ✓ Operations and Project Management Leaders.
- ✓ Industry-Specific Executives.
- ✓ Newly Appointed Executives.
- ✓ Experienced Executives Seeking Growth.

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Learning Objectives

- ✓ Identify the importance of establishing presence and authority as a leader or executive.
- ✓ Recognize the importance of behavioral versatility in leadership
- ✓ Master the art of influencing others and understand the power of relationships in being a leader.
- ✓ Exemplify confidence and presence while presenting in a professional and persuasive manner.
- ✓ Create powerful and memorable messages.
- ✓ Plan and execute the perfect presentation
- ✓ Handle media and the media.
- ✓ Develop the skills that create charisma and model them

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Building Executive Presence and Authority

Course Outline

✓ 01 Day One

Establishing Authority

- ✓ The role of power in leadership
- ✓ Formal authority
- ✓ Becoming a known expert
- ✓ Becoming a systems builder
- ✓ The power of relationship
- ✓ Influencing others

Influencing with Integrity

- ✓ The Art of Building Lasting Rapport
- ✓ How to Identify Behavioural Traits and React to Them
- ✓ Audience Focused SMART Objectives
- ✓ Researching the Audience and Responding to Behavioural Patterns
- ✓ Create Trust and Commitment in Colleagues and Clients
- ✓ The Secrets of Charisma and Confidence

Building Executive Presence and Authority

Course Outline

✓ **02 Day Two**

Creating the Right Message

- ✓ What makes a speaker appear powerful?
- ✓ Harnessing and Controlling Nerves in a Creative Way
- ✓ Techniques to Influence Others
- ✓ The Techniques and Secrets of Top Presenters
- ✓ Improving the Power of Your Message
- ✓ The Rule of Three – Using a Message House
- ✓ Conscious and Subconscious Messages

The Importance of Body Language

- ✓ Assertiveness: The Importance of Good Eye Contact, Stance, and Confidence
- ✓ Body Language and the Part It Plays in Presentations
- ✓ The Non-verbal Impact of Presentations
- ✓ Using the Body to Create Impact
- ✓ The Importance of Gestures
- ✓ Rehearsal, Notes and Memorisation

Building Executive Presence and Authority

Course Outline

✓ 03 Day Three

Effective Use of Voice and Tone

- ✓ The Vocal Skills of Top Presenters
- ✓ Increased Emphasis, Tonality, and Tonal Marking
- ✓ Breathing, Vocal Resonance, Projection, and Pitch
- ✓ The Power of the Pause and Speed Variation
- ✓ Language Patterns and Mutual Respect
- ✓ Keeping Your Audience Interested, Engaged and Onside

Perfecting the Planning Process

- ✓ Venue Considerations and Why They Are So Important
- ✓ The Differing Skills For Small or Platform Presentations
- ✓ Content and the Message the Audience Receives
- ✓ Visual Aids: What Are They and How Should They Be Used
- ✓ Presenting for Maximum Impact
- ✓ How to Handle the Media

Building Executive Presence and Authority

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 28, 2027	June 30, 2027	3 days	3250.00 \$	UAE , Abu Dhabi
March 15, 2027	March 17, 2027	3 days	3950.00 \$	Spain , Barcelona
Sept. 13, 2026	Sept. 15, 2026	3 days	3250.00 \$	KSA , Riyadh
Jan. 4, 2027	Jan. 6, 2027	3 days	3250.00 \$	UAE , Dubai

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