



Consulting and Training | Reach New Heights

**Course Name**

# **Executive presence and communicating with impact**

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**Sector Name**

Interpersonal Skills and Self Development

**Document Type**

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## Executive presence and communicating with impact

### Course Introduction

A leader's presence is a mixture of personal and interpersonal skills that, when combined, exude one's presence and authority. It is made up of several facets – the ability to take command of a room, assume a leadership role amongst various audiences, share your thinking and opinion with confidence, and strike a balance between talking and listening such that your communication style is both persuasive and impactful.

This training Program is designed to help participants display a deeper sense of professionalism and carry themselves with poise and grace to establish their presence and authority and master communicating with impact.

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## Executive presence and communicating with impact

### Target Audience

Senior leaders, executives, and high-potential professionals are looking to enhance their executive presence and improve their ability to communicate with confidence and influence.

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## Executive presence and communicating with impact

### Learning Objectives

- ✓ Understand 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 communicating with impact 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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## Executive presence and communicating with impact

### 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.
- ✓ The Secrets of Charisma and Confidence.

## Executive presence and communicating with impact

### 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 art 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.

## Executive presence and communicating with impact

### 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.
- ✓ Practical Project.

## Executive presence and communicating with impact

### Confirmed Sessions

| FROM          | TO            | DURATION | FEES       | LOCATION             |
|---------------|---------------|----------|------------|----------------------|
| Jan. 17, 2027 | Jan. 19, 2027 | 3 days   | 3250.00 \$ | KSA , Riyadh         |
| Sept. 7, 2026 | Sept. 9, 2026 | 3 days   | 3250.00 \$ | UAE , Dubai          |
| Oct. 12, 2026 | Oct. 14, 2026 | 3 days   | 4950.00 \$ | switzerland , Geneva |
| May 3, 2027   | May 5, 2027   | 3 days   | 3250.00 \$ | UAE , Dubai          |

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