

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Executive Presence and Influence

5 days | Classroom training | English

SMART HORIZON

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Explore current programmes

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Course content

Why attend

Senior roles depend as much on how leaders are perceived as on what they know. This five-day course helps managers and executives build the credibility, composure and influence needed to lead meetings, win support for ideas and represent their organisation with confidence. Participants work on how they communicate under pressure, how they read and engage different stakeholders, and how they build trust across functions and levels. Practical exercises, peer feedback and recorded practice turn concepts into habits that can be applied immediately at work.

Many capable professionals are overlooked for senior responsibilities because their ideas do not land with decision-makers. This course helps you understand the components of executive presence, from gravitas and clarity to listening and composure, and gives you practical techniques to influence without formal authority. You will leave with a personal presence and influence plan built around the real situations you face.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course combines short facilitator inputs with practical exercises, recorded presentation practice, stakeholder mapping, role plays of difficult conversations and structured peer feedback. Participants apply each technique to scenarios from their own role and build a personal development plan over the five days.

Course objectives

By the end of this course, participants will be able to:
• Explain the behaviours and signals that shape executive presence
• Communicate key messages clearly and concisely to senior audiences
• Map stakeholders and plan influence strategies for important decisions
• Stay composed and credible in high-pressure meetings and challenging conversations
• Use storytelling and evidence to win support for ideas and proposals
• Create a personal plan to strengthen presence and influence at work



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Target audience

This course is suitable for:
- Managers preparing for senior or executive roles
- Heads of department and functional leaders
- Project and programme leaders who work across functions
- Technical specialists who present to senior stakeholders
- High-potential professionals in leadership development programmes

Target competencies

Participants will develop competencies in:
- Executive communication
- Stakeholder influence
- Composure under pressure
- Persuasive storytelling
- Active listening and rapport
- Personal brand and credibility

Course outline

Day 1: Understanding Executive Presence

09:00–09:54	Defining executive presence: gravitas, communication and appearance
09:54–10:48	How senior stakeholders form judgements about credibility
10:48–11:00	Self-assessment of current strengths and development areas
11:00–11:30	**Coffee break**
11:30–12:12	Self-assessment of current strengths and development areas (continued)
12:12–13:06	The link between presence, trust and influence
13:06–14:00	Practical exercise: First-impression analysis using recorded introductions

Day 2: Communicating with Clarity and Impact

09:00–09:54	Structuring messages for senior audiences: the answer-first approach
09:54–10:48	Using voice, pace and body language to reinforce key points
10:48–11:00	Making complex information simple and memorable



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11:00–11:30	**Coffee break**
11:30–12:12	Making complex information simple and memorable (continued)
12:12–13:06	Handling questions and interruptions with confidence
13:06–14:00	Practical exercise: Delivering a three-minute executive briefing

Day 3: Influence Without Authority

09:00–09:54	Principles of persuasion and how decisions are made in organisations
09:54–10:48	Stakeholder mapping: interests, influence and concerns
10:48–11:00	Building coalitions and gaining early support for ideas
11:00–11:30	**Coffee break**
11:30–12:12	Building coalitions and gaining early support for ideas (continued)
12:12–13:06	Adapting influence style to different personalities
13:06–14:00	Case study: Securing approval for a cross-functional initiative

Day 4: Composure in Challenging Situations

09:00–09:54	Managing pressure, nerves and emotional reactions
09:54–10:48	Disagreeing constructively with senior colleagues
10:48–11:00	Handling conflict, push-back and difficult questions
11:00–11:30	**Coffee break**
11:30–12:12	Handling conflict, push-back and difficult questions (continued)
12:12–13:06	Maintaining credibility when delivering unwelcome news
13:06–14:00	Role play: Navigating a tense executive meeting

Day 5: Building Your Leadership Brand

09:00–09:54	Defining the reputation you want to build
09:54–10:48	Visibility, networking and strategic relationships
10:48–11:00	Using storytelling to communicate vision and values



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11:00–11:30	**Coffee break**
11:30–12:12	Using storytelling to communicate vision and values (continued)
12:12–13:06	Creating habits that sustain presence over time
13:06–14:00	Capstone: Personal executive presence and influence plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,890.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,860.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Singapore Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,820.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
London Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,650.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,940.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Paris Confirmed dates	3 May 2027	7 May 2027	**€2,860.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Istanbul Confirmed dates	17 May 2027	21 May 2027	**€2,650.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Amsterdam Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,540.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,890.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Singapore Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,820.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
London Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**€3,150.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,840.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,860.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,540.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Singapore Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,820.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Frankfurt Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,450.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online