

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Executive Presence and Leadership Impact

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

Executive presence is the combination of confidence, clarity and credibility that makes others listen and follow. This course helps leaders strengthen how they show up in meetings, presentations and difficult conversations: communicating with authority, managing pressure, building a personal brand and influencing senior stakeholders authentically.

Technical excellence alone rarely earns a seat at the top table. You will learn how others perceive you and how to increase your impact without losing authenticity.

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

Video-recorded practice, feedback from peers and facilitators, self-assessments, role plays with senior stakeholders and personal coaching plans.

Course objectives

By the end of this course, participants will be able to:
- Explain the components of executive presence
- Assess how others perceive your leadership style
- Communicate with clarity, brevity and confidence
- Manage composure under pressure and challenge
- Influence senior stakeholders and boards
- Build a credible personal leadership brand

Target audience

This course is suitable for:
- Senior managers preparing for executive roles
- Directors and heads of department
- High-potential leaders
- Technical experts moving into leadership
- Women and men in leadership development programmes



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Target competencies

Participants will develop competencies in:

- Confident communication
- Influence
- Composure
- Personal branding
- Stakeholder management

Course outline

Day 1: What Is Executive Presence

09:00–10:08	Gravitas, communication and appearance
10:08–11:00	How first impressions form
11:00–11:30	**Coffee break**
11:30–11:45	How first impressions form (continued)
11:45–12:53	Self-assessment and feedback
12:53–14:00	Exercise: personal presence profile

Day 2: Communicating with Authority

09:00–10:08	Clear and concise messages
10:08–11:00	Voice, posture and pace
11:00–11:30	**Coffee break**
11:30–11:45	Voice, posture and pace (continued)
11:45–12:53	Storytelling for leaders
12:53–14:00	Video practice and feedback

Day 3: Composure Under Pressure

09:00–10:08	Handling tough questions
10:08–11:00	Managing emotions and stress
11:00–11:30	**Coffee break**



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11:30–11:45	Managing emotions and stress (continued)
11:45–12:53	Disagreeing constructively
12:53–14:00	Role play: challenging meeting

Day 4: Influencing Senior Stakeholders

09:00–10:08	Understanding executive priorities
10:08–11:00	Building alliances
11:00–11:30	**Coffee break**
11:30–11:45	Building alliances (continued)
11:45–12:53	Presenting to boards
12:53–14:00	Simulation: board briefing

Day 5: Personal Brand and Plan

09:00–10:08	Defining your leadership brand
10:08–11:00	Visibility and networking
11:00–11:30	**Coffee break**
11:30–11:45	Visibility and networking (continued)
11:45–12:53	Sustaining progress
12:53–14:00	Personal development 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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Rome Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,840.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Vienna Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,940.-**



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.–**
Rome Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Paris Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,860.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Vienna Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,940.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Dubai Confirmed dates	26 Apr 2027	30 Apr 2027	**€3,150.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	17 May 2027	21 May 2027	**€2,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Dubai Confirmed dates	7 Jun 2027	11 Jun 2027	**€3,150.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,840.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,890.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,540.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Frankfurt Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,890.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Istanbul Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,650.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

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

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online