

ADVANCED EXECUTIVE PRESENCE



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TRAINING CENTER



Introduction

Senior professionals are often judged less on their analysis than on how they carry themselves when it matters. The Advanced Executive Presence Training Course develops that quality deliberately rather than leaving it to chance. Participants learn to project confidence without arrogance, speak with structure and conviction, and hold a room during high-stakes moments. Furthermore, the course covers storytelling, body language, vocal control, and handling difficult questions. In addition, it addresses gravitas, emotional regulation, and influence with senior stakeholders. As a result, participants return able to present, persuade, and lead conversations with the credibility their position requires.

Advanced Executive Presence Training Course Objectives

- Define executive presence across gravitas, communication, and appearance.
- Apply the pyramid principle to structure persuasive arguments.
- Build and deliver a compelling narrative using storytelling frameworks.
- Control vocal delivery, pace, and emphasis for clarity and authority.
- Use body language, posture, and eye contact deliberately.
- Manage nerves and emotional regulation before and during high-stakes moments.
- Handle hostile, speculative, and unstructured questions confidently.
- Adapt communication style to boards, executives, and external audiences.
- Apply influence techniques to build alignment with senior stakeholders.
- Build a personal executive presence development plan.

Course Methodology

- Instructor-led sessions combining presence theory with recorded practice.

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- Video-recorded speaking exercises with structured individual feedback.
- Case studies of executive communication in board and crisis settings.
- Role-play exercises on hostile questions, panels, and media-style pressure.
- Group workshops on narrative building and argument structuring.
- Continuous knowledge checks and a final assessed executive presentation.

Who Should Take This Course

- Senior managers and heads of function.
- Executives preparing for board or public appearances.
- Technical experts moving into leadership positions.
- Professionals presenting to senior committees.
- Spokespeople and subject-matter representatives.
- High-potential staff preparing for executive roles.

Advanced Executive Presence Training Course Outlines

Day 1: Understanding Executive Presence

- What executive presence is and what it is not.
- The three pillars: gravitas, communication, and appearance.
- How presence is perceived by senior audiences.
- Self-assessment of current presence strengths and gaps.
- Confidence versus arrogance: finding the balance.
- Personal brand, credibility, and consistency.
- Workshop: completing a personal presence diagnostic.





Day 2: Structuring Messages That Persuade

- The pyramid principle: answer first, then support.
- Building clear arguments with evidence and logic.
- Framing recommendations for decision-makers.
- Executive summary writing and one-page briefs.
- Anticipating objections and preparing responses.
- Adapting depth for boards, peers, and specialists.
- Workshop: restructuring a real message using the pyramid principle.

Day 3: Voice, Body, and Delivery

- Vocal projection, pace, pause, and emphasis.
- Eliminating filler words and verbal habits.
- Body language, posture, gesture, and eye contact.
- Using space, movement, and stance in a room.
- Managing slides as support rather than a script.
- Virtual delivery on platforms such as Microsoft Teams and Zoom.
- Workshop: recorded delivery practice with feedback.

Day 4: Pressure, Questions, and Difficult Audiences

- Managing nerves with breathing and preparation routines.
- Staying composed when challenged or interrupted.
- Answering hostile, speculative, and loaded questions.
- The bridge technique for redirecting to key messages.
- Handling panel questions and rapid-fire sessions.

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- Recovering from mistakes without losing credibility.
- Workshop: hostile question and panel simulation.

Day 5: Influence, Storytelling, and Development

- Storytelling structures for executive audiences.
- Using narrative to make data memorable.
- Influence techniques for alignment with senior stakeholders.
- Reading an audience and adjusting in real time.
- Personal resilience and long-term presence habits.
- Building a personal executive presence development plan.
- Workshop: final assessed executive presentation.

Conclusion

By successfully completing the Advanced Executive Presence Training Course, participants will have acquired the knowledge to structure persuasive messages, deliver them with vocal and physical control, hold their composure under pressure, and influence senior audiences with credibility. They will also gain the ability to handle hostile questions and adapt their style to boards, executives, and external settings. Furthermore, the course prepares professionals to be heard rather than merely present in the room. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready executive communication.

FAQs





Q1 What is the "Advanced Executive Presence" course about?

It is a practical programme on how senior professionals are perceived and heard. It covers the three pillars of presence, message structuring with the pyramid principle, storytelling, vocal and physical delivery, managing nerves, handling hostile questions, and influencing senior audiences.

Q2 What are the key benefits of the "Advanced Executive Presence" course?

Participants gain the confidence and control to be persuasive in high-stakes settings, which improves how their ideas are received by decision-makers. The course raises the quality of presentations and briefings, strengthens credibility with boards and clients, reduces nervousness under pressure, and supports progression into more senior roles.

Q3 What skills will I gain from the "Advanced Executive Presence" course?

Message structuring and persuasive argument building; vocal, physical and virtual delivery control; composure and hostile question handling; and storytelling and influence with senior stakeholders.



Q4 What tools, methods, or standards are covered in the "Advanced Executive Presence" course?

The course covers the pyramid principle for structured messaging, storytelling frameworks, executive summary and one-page brief formats, vocal projection and pause techniques, body language and eye contact practice, breathing and preparation routines for nerves, the bridge technique for redirecting to key messages, audience reading techniques, and influence and alignment methods.

Q5 How is the "Advanced Executive Presence" course applied in real-world practice?

Graduates apply it by restructuring their board papers around the answer first, preparing opening lines and key messages before meetings, and controlling pace and pause during delivery. They also stay composed when challenged, bridge hostile questions back to their message, and adapt depth and tone for executives, peers, or external audiences.