

DEVELOPING LEADERSHIP PRESENCE AND POWER



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TRAINING CENTER



Introduction

Developing Leadership Presence and Power examines how leaders earn attention, credibility, and influence without relying on job titles. Presence is the effect a leader has in a room, a video call, or a written message; power is the capacity to move decisions and people. This Developing Leadership Presence and Power Training Course treats both as learnable skills rather than personality traits. Participants examine executive presence, body language, voice, storytelling, and the sources of personal and positional power. Furthermore, the course covers influencing without authority, managing upwards, and handling high-stakes moments such as boardrooms and media interviews. It also addresses reputation, ethics, and the responsible use of influence. As a result, participants leave able to lead with greater weight and integrity.

Developing Leadership Presence and Power Course Objectives

- Apply executive presence behaviours that build credibility and attention.
- Use body language, posture, and eye contact deliberately in leadership settings.
- Control vocal delivery with pace, pause, and emphasis.
- Structure messages with the pyramid principle and clear headlines.
- Identify and use the five bases of power from French and Raven's framework.
- Influence stakeholders without formal authority using Cialdini's principles.
- Build a credible personal brand and leadership narrative.
- Manage upwards and communicate effectively with senior executives.
- Perform confidently in high-stakes settings such as boardrooms and interviews.
- Apply ethical standards and integrity in the use of influence and power.

Course Methodology



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The course applies interactive, practice-based methods:

- Facilitated workshops with recorded presence practice.
- On-camera and in-room delivery exercises with peer feedback.
- Role-play of boardroom, interview, and stakeholder scenarios.
- Case studies of leaders with strong and weak presence.
- Self-assessment of power sources and influence style.
- Action planning that converts each technique into a leadership habit.

Who Should Take This Course

- Managers and team leaders.
- Department heads and business unit leaders.
- Executives preparing for board or public-facing roles.
- Technical experts moving into leadership positions.
- Sales, client, and partnership leaders.
- Professionals who present to senior stakeholders.

Developing Leadership Presence and Power Course Outlines

Day 1: Foundations of Presence and Power

- Defining leadership presence, executive presence, and power.
- Distinguishing positional power from personal power.
- Reviewing French and Raven's five bases of power.
- Understanding how credibility forms and erodes.
- Recognizing status, confidence, and warmth signals.



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- Assessing your current presence and power profile.
- Setting personal presence development goals.

Day 2: Non-Verbal Presence and Vocal Delivery

- Reading and controlling body language.
- Using posture, stance, and movement with purpose.
- Managing facial expression, eye contact, and gesture.
- Controlling voice: pace, pitch, pause, and emphasis.
- Managing nervousness and physical tension.
- Adapting presence across in-person and virtual settings.
- Practising delivery with recorded review.

Day 3: Message Structure and Persuasive Communication

- Structuring messages with the pyramid principle.
- Leading with headlines and bottom-line conclusions.
- Using the rule of three and message repetition.
- Building persuasive arguments with evidence and framing.
- Applying storytelling structures for leadership messages.
- Handling questions and challenges with composure.
- Delivering a structured leadership message.

Day 4: Influence, Power, and Stakeholder Leadership

- Applying Cialdini's principles of influence ethically.
- Influencing without formal authority across functions.



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- Mapping stakeholders with powerinterest analysis.
- Managing upwards and briefing senior executives.
- Negotiating priorities with interest-based methods.
- Building coalitions and support for initiatives.
- Practising influence scenarios in role-play.

Day 5: High-Stakes Moments and Responsible Power

- Performing in boardrooms, panels, and media interviews.
- Managing hostile questions and challenging audiences.
- Building a credible personal brand and leadership narrative.
- Understanding reputation risk in a digital environment.
- Applying ethics and integrity in the use of power.
- Sustaining presence through feedback and reflection.
- Finalizing a personal leadership presence action plan.

Conclusion

By successfully completing Developing Leadership Presence and Power, participants will have acquired practical knowledge of executive presence, non-verbal and vocal delivery, message structuring, influence, and the responsible use of power. They will have gained skills in leadership communication, stakeholder influence, high-stakes performance, and ethical power use, plus a personal action plan. Gentex Training Center designed this program to help leaders command attention and trust.

FAQs





Q1 What is the "Developing Leadership Presence and Power" course about?

It develops the way leaders are perceived and how they influence outcomes. Participants study executive presence, body language and voice, message structuring, sources of power, influencing without authority, and performing in high-stakes settings.

Q2 What are the key benefits of the "Developing Leadership Presence and Power" course?

Participants gain stronger credibility, clearer and more persuasive communication, and greater confidence in senior settings. Leaders also influence decisions more effectively, handle pressure and hostile questions better, and build a reputation that supports their career.

Q3 What skills will I gain from the "Developing Leadership Presence and Power" course?

You will develop four core skills: executive presence and non-verbal communication, persuasive message structuring, stakeholder influence without formal authority, and high-stakes performance with ethical power use.



Q4 What tools, methods, or standards are covered in the "Developing Leadership Presence and Power" course?

The course covers French and Raven's five bases of power, the pyramid principle, the rule of three, Cialdini's principles of influence, power/interest stakeholder mapping, interest-based negotiation, storytelling structures such as the hero's journey, and vocal and non-verbal delivery techniques.

Q5 How is the "Developing Leadership Presence and Power" course applied in real-world practice?

Participants apply the methods to live situations, such as opening a leadership meeting, briefing an executive committee, handling a hostile question, and influencing a peer who does not report to them. Each module ends with an action commitment, so learning transfers directly into daily leadership.