

MASTERING THE ART OF PRESENCE & INFLUENCE



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TRAINING CENTER



Introduction

Two people can hold the same job title and deliver the same results, yet only one gets heard in the room. Presence and influence explain much of that difference. This Mastering the Art of Presence & Influence Training Course helps participants build the credibility, composure, and communication skill that make others listen and follow. Learners examine executive presence, body language, voice control, storytelling, and evidence-based persuasion techniques. Furthermore, the course covers stakeholder influence, ethical use of power, and handling resistance. As a result, participants speak with authority, build trust quickly, and move people toward action without formal authority.

Mastering the Art of Presence & Influence Course Objectives

- Assess personal presence using the executive presence three-pillar model: gravitas, communication, appearance.
- Project composure, confidence, and calm under pressure in high-stakes settings.
- Control voice, pace, pause, and body language intentionally.
- Structure persuasive messages with the Minto Pyramid Principle and the rule of three.
- Apply Cialdini's six principles of persuasion ethically.
- Use storytelling frameworks such as the hero's journey to make ideas memorable.
- Read audience reactions and adjust delivery in real time.
- Build trust through consistency, transparency, and active listening.
- Influence stakeholders without authority using the influence map technique.
- Manage resistance, objections, and difficult questions with composure.



Course Methodology

This course combines short lectures with intensive practice. Participants deliver three recorded presentations and receive structured feedback on presence, voice, and structure. Trainers use video review, role-play, and stakeholder simulation exercises. Group critique and peer coaching accelerate improvement. In addition, participants build a personal presence development plan with measurable practice targets.

Who Should Take This Course

- Managers and team leaders seeking greater impact
- Executives and senior specialists presenting to boards
- Sales, business development, and client-facing professionals
- Project managers influencing without authority
- Consultants and advisors pitching recommendations
- Subject experts who need to be heard in meetings
- Anyone preparing for a promotion or higher visibility role

Mastering the Art of Presence & Influence Course Outlines

Day 1: Foundations of Executive Presence

- The three pillars: gravitas, communication, and appearance
- Executive presence versus charisma: what actually matters
- Self-assessment of current presence and blind spots
- Composure under pressure and emotional regulation

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- First impressions, posture, and stance
- Building credibility through reliability and expertise
- Personal presence baseline exercise

Day 2: Voice, Body, and Delivery

- Breath support and vocal projection without strain
- Pace, pause, pitch, and intonation for emphasis
- Purposeful gestures and controlled movement
- Eye contact and engaging a room
- Managing nerves with preparation and grounding techniques
- Reading the room and adjusting in real time
- Recorded delivery practice with feedback

Day 3: Persuasive Message Design

- The Minto Pyramid Principle for clear structure
- The rule of three and message memorability
- Cialdini's six principles: reciprocity, scarcity, authority, consistency, liking, social proof
- Framing, anchoring, and evidence selection
- Storytelling with the hero's journey and the "whatso whatnow what" model
- Tailoring the message to audience values
- Message design workshop with peer review

Day 4: Influencing Without Authority

- Sources of power and influence in organizations
- Stakeholder influence mapping and coalition building



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- Building allies and managing opponents
- Negotiating interests rather than positions
- Handling resistance, objections, and hostile questions
- Ethical boundaries: influence versus manipulation
- Influence simulation with live feedback

Day 5: High-Stakes Practice and Consolidation

- Presenting to senior and skeptical audiences
- Managing interruptions and difficult participants
- Executive summaries, briefings, and impromptu speaking
- Building a personal brand and visibility plan
- Sustaining presence under sustained pressure
- Personal presence development plan
- Final assessment presentation

Conclusion

By successfully completing Mastering the Art of Presence & Influence, participants will gain a practical understanding of how credibility, composure, and communication combine to create impact. They will be able to project confidence, structure persuasive messages, read their audience, and move stakeholders toward agreement without relying on formal authority. In addition, they will know how to sustain these habits over time. Gentex Training Center designed this course so that learners return to work with a stronger voice and greater influence.





FAQs

Q1 What is the "Mastering the Art of Presence & Influence" course about?

It develops the credibility, composure, and communication skills that shape how others respond to you. Participants work on executive presence, voice and body language, persuasive structure, storytelling, and stakeholder influence through repeated recorded practice.

Q2 What are the key benefits of the "Mastering the Art of Presence & Influence" course?

Participants command attention in meetings, win support for their ideas faster, and present with confidence to senior audiences. They also handle resistance more calmly, build trust quickly, and gain the visibility that supports promotion and broader responsibility.

Q3 What skills will I gain from the "Mastering the Art of Presence & Influence" course?

You will gain executive presence and composure, voice and body language control, persuasive message design, and stakeholder influence without authority. These four skills combine to make your ideas heard and acted upon.



Q4 What tools, methods, or standards are covered in the "Mastering the Art of Presence & Influence" course?

The course covers the executive presence three-pillar model, the Minto Pyramid Principle, the rule of three, Cialdini's six principles of persuasion, the hero's journey storytelling framework, the "whatso whatnow what" model, and the stakeholder influence map.

Q5 How is the "Mastering the Art of Presence & Influence" course applied in real-world practice?

Professionals apply it in board presentations, client pitches, team briefings, budget negotiations, and cross-department initiatives. The methods transfer to any situation where a credible voice and the ability to move people decide whether an idea advances.