



*Training Course:
Executive Presence*

*27 - 27 September 2026
Alexandria (Egypt)*

Training Course: Executive Presence

Training Course code: LS236650 From: 27 - 27 September 2026 Venue: Alexandria (Egypt) - Training Course Fees: 2000
€ Euro

Introduction

Executive Presence is the ability to project confidence, credibility, professionalism, and leadership influence through communication, behavior, and personal impact.

This intensive one-day program is designed to help professionals strengthen their executive presence and communicate with greater confidence and influence across different organizational levels. Through practical exercises, role plays, discussions, and real-world business scenarios, participants will develop the skills required to make a stronger professional impact and represent themselves and their organization effectively.

Objectives

By the end of this program, participants will be able to:

- Understand the key elements of effective Executive Presence.
- Build greater confidence, credibility, and professional impact.
- Communicate ideas clearly and confidently with senior stakeholders.
- Strengthen verbal and non-verbal communication skills.
- Deliver concise and impactful executive-level presentations.
- Develop greater influence and persuasion skills.
- Adapt their communication style to different audiences and situations.
- Handle challenging conversations with confidence and professionalism.
- Build a strong and authentic professional image.
- Apply Executive Presence techniques in real workplace situations.

Target Audience

This program is suitable for:

- Managers and Team Leaders
- Department Heads
- Supervisors and Senior Professionals
- High-Potential Employees
- Professionals preparing for leadership roles
- Employees who regularly interact with senior management, clients, or key stakeholders

Training Methodology

The program uses a highly interactive and practical approach, including:

- Facilitated discussions
- Business case studies
- Individual and group exercises
- Role plays and simulations
- Executive communication practice
- Presentation exercises
- Peer feedback
- Workplace scenarios

Course Outlines

Module 1: Understanding Executive Presence

- What is Executive Presence?
- The three dimensions of Executive Presence: [Appearance](#), [Communication](#), and [Gravitas](#)
- The connection between confidence, credibility, and leadership impact
- Identifying personal strengths and areas for improvement
- Common behaviors that weaken executive presence

Module 2: Building Confidence, Gravitas & Credibility

- Developing authentic executive confidence
- Demonstrating authority without appearing aggressive
- Managing nervousness and pressure
- Projecting credibility in high-stakes situations
- Building trust and professional confidence
- Developing a calm and composed executive demeanor

Module 3: Executive Communication

- Communicating with clarity, brevity, and impact
- Structuring messages for senior-level audiences
- Getting to the point and communicating key messages effectively
- Using powerful language and executive vocabulary
- Active listening and strategic questioning
- Communicating complex information in a simple and compelling way

Module 4: Powerful Presentation & Non-Verbal Communication

- Executive-level presentation techniques
- Voice, tone, pace, and presence
- Body language and professional posture
- Eye contact and facial expressions
- Reading and responding to audience reactions

- Handling questions and challenging audiences
- Practical executive presentation exercise

Module 5: Influence, Persuasion & Stakeholder Impact

- Building influence without relying solely on authority
- Understanding different stakeholder expectations
- Persuading and gaining commitment
- Managing executive-level interactions
- Building strong professional relationships
- Communicating effectively across different personalities and levels

Module 6: Executive Presence in Challenging Situations

- Managing difficult conversations
- Responding confidently under pressure
- Handling disagreement and challenging questions
- Communicating during conflict
- Maintaining professionalism in high-pressure situations
- Role Play: Executive Conversation Simulation

Module 7: Personal Executive Brand & Action Plan

- Creating a consistent professional image
- Identifying your unique leadership strengths
- Increasing visibility and professional impact
- Building an authentic executive brand
- Personal Executive Presence assessment
- Developing an individual action plan for continued improvement

Practical Activities

Participants will take part in practical activities including:

- Executive Presence self-assessment
- Executive communication exercises
- Business scenario discussions
- Presentation simulation
- Challenging conversation role play
- Influence and persuasion exercise
- Peer feedback
- Individual Executive Presence Action Plan

Expected Outcomes

Following the program, participants will have a practical understanding of how to:

- Project greater confidence and credibility.
- Communicate effectively with senior stakeholders.
- Present ideas with clarity and authority.
- Influence others more effectively.
- Manage challenging professional interactions.
- Strengthen their leadership image and professional impact.
- Apply Executive Presence techniques immediately in their workplace.

Registration form on the Training Course: Executive Presence

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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