

MASTERING EXECUTIVE PRESENCE AND INFLUENCE

Washington, DC - USA
29 - Jun 2026 - 03 - Jul 2026
\$8,000

GENTEX®
TRAINING CENTER





Introduction

Mastering executive presence and influence is essential for professionals who want to inspire confidence, lead effectively, and make a lasting impact. Whether engaging with stakeholders, presenting ideas, or leading teams, a strong executive presence enhances credibility and persuasiveness. This five-day course, offered by Gentex Training Center, is designed to refine leadership presence, communication skills, and influencing strategies, enabling participants to command attention and earn trust in various professional settings.

Mastering Executive Presence and Influence Course Objectives

- Understand the core components of executive presence and how to develop them.
- Enhance verbal and non-verbal communication skills to project confidence and credibility.
- Learn persuasive techniques to gain buy-in from teams, clients, and stakeholders.
- Develop emotional intelligence to build strong professional relationships.
- Strengthen leadership presence in meetings, presentations, and negotiations.
- Overcome self-doubt and refine their personal brand for a more authoritative presence.
- Master techniques to remain calm, composed, and assertive under pressure.
- Cultivate a leadership mindset that fosters trust and respect.

Course Methodology

This course employs an interactive approach, combining theoretical concepts with practical applications. It includes role-playing, case studies, group discussions, and real-world scenarios to help participants apply learned strategies in their professional environments.

Who Should Take This Course



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- Mid-to-senior-level managers and executives
- Business professionals aiming to enhance their leadership presence
- Entrepreneurs and business owners
- Professionals in client-facing roles
- Individuals seeking to refine their communication and influencing skills

Mastering Executive Presence and Influence Course Outlines

Day 1: Understanding Executive Presence

- Defining executive presence: Key traits of influential leaders
- Building self-awareness and confidence in professional settings
- The power of first impressions: Body language and vocal impact
- Identifying personal strengths and areas for improvement

Day 2: Communication Mastery

- Mastering persuasive communication techniques
- Enhancing verbal and non-verbal communication skills
- The art of storytelling in leadership
- Managing difficult conversations with poise and clarity

Day 3: Influence and Persuasion

- Psychological principles of persuasion and influence
- Building credibility and trust with stakeholders
- Strategies to gain support and drive decision-making



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- Overcoming resistance and handling objections effectively

Day 4: Executive Presence in Action

- Leading impactful meetings and presentations
- Developing a strong professional brand and reputation
- Emotional intelligence and its role in executive presence
- Strategies for staying composed under pressure

Day 5: Applying and Sustaining Executive Presence

- Practical exercises to reinforce learning
- Individual action plans for continued development
- Feedback and coaching for lasting improvement
- Final reflections and key takeaways

Conclusion

By successfully completing this course, participants will gain valuable insights and practical tools to enhance their executive presence and influence. They will develop the ability to lead with confidence, communicate effectively, and inspire trust in their professional environments. This comprehensive program, delivered by Gentex Training Center, ensures participants are equipped with the skills necessary to stand out as strong and influential leaders.

