

# Advanced Executive Presence and Strategic Influence Training Course

2 – 6 August 2027
Frankfurt

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Training Center

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## Overview

The Advanced Executive Presence and Strategic Influence Training Course is a one-week course for senior managers, corporate directors, and operational leaders who leave with a strategic executive influence playbook to govern high-stakes governance interactions and enterprise decision-making. Fragmented communication, diminished personal gravitas, and ineffective stakeholder alignment often undermine strategic initiatives and erode boardroom credibility. This course resolves leadership communication vulnerabilities through structured application of Sylvia Ann Hewlett's executive presence framework, the Bates Executive Presence Index model, and French and Raven's power taxonomy. Agile Leaders Training Center delivers the Advanced Executive Presence and Strategic Influence Training Course.

## Who Should Attend

- Senior functional directors responsible for cross-departmental capital allocation and strategic initiative delivery.
- Corporate officers managing boardroom reporting, committee presentations, and shareholder relations.
- Operations executives leading enterprise transformation programs and complex organizational restructuring.
- General counsel and governance specialists advising management boards on compliance and fiduciary communication.
- Commercial vice presidents negotiating high-value corporate partnerships and joint venture commitments.

The course assumes participants actively lead organizational units or present before executive governance committees, and it leaves out introductory public speaking drills and entry-level supervisory techniques.

## Departments and Industries

The course draws operational cases from regulated infrastructure and corporate enterprise sectors.

- Commercial banking and financial services investment divisions
- Energy exploration, refining, and industrial processing operations
- Telecommunications infrastructure and digital enterprise management
- Supply chain logistics and international transportation authorities
- Healthcare systems and pharmaceutical manufacturing organizations

## Learning Objectives

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

- Apply Sylvia Ann Hewlett's gravitas and communication criteria to evaluate executive interactions.
- Build multi-stakeholder influence architectures utilizing French and Raven's bases of social power.
- Diagnose personal presence strengths and behavioral blind spots using the Bates Executive Presence Index framework.
- Evaluate executive boardroom presentations under rigorous committee inquiry and adversarial questioning.
- Prioritize emotional intelligence self-regulation techniques to maintain poise during organizational crises.
- Formulate a strategic executive influence playbook governing executive committee interventions and enterprise change.

## Course Agenda

### Day 1: Executive Gravitas and Behavioral Poise

- Sylvia Ann Hewlett's three-pillar presence model: Gravitas, Communication, and Comportment
- Daniel Goleman's emotional intelligence competencies: Self-Awareness and Self-Regulation under pressure
- Command presence indicators and non-verbal composure in high-stakes governance forums
- Reputational risk management and executive decision-making under operational ambiguity
- Distinction between executive oversight boundaries and operational execution responsibilities

### Day 2: Multi-Stakeholder Influence and Power Taxonomies

- French and Raven's bases of social power: Positional authority versus personal influence
- Expert, referent, and informational power cultivation across matrixed organizations
- Stakeholder political mapping and coalition architecture for strategic capital proposals
- Executive persuasion frameworks tailored to non-executive directors and committee chairs
- Intervention strategies for handling board interruptions, pushback, and conflicting agendas

### Day 3: Strategic Boardroom Communication and Messaging

- Structured executive narrative design using the top-down communication pyramid
- Executive summary formulation for board audit and remuneration committee packs
- Communication delivery mechanics: Tone modulation, pacing, and visual framing
- Managing adversarial inquiries and hostile stakeholder cross-examinations
- Bates Executive Presence Index assessment across Character, Substance, and Style dimensions

## Day 4: Trust Architecture, Reputation, and Enterprise Alignment

- Trust mechanics and relational credibility during transformational corporate change
- Alliance cultivation across autonomous business units and corporate support divisions
- Strategic message framing to align competing operational priorities with long-term strategy
- Executive presence during organizational restructuring and operational turnaround scenarios
- Diagnostic review of executive presence communication assets and governance portfolios

## Day 5: Executive Presence and Strategic Influence Practice

- Suggested activity: Diagnose executive presence deficits using Bates Executive Presence Index criteria
- Suggested activity: Evaluate stakeholder resistance maps using French and Raven's power bases
- Suggested activity: Execute a high-stakes board presentation simulation under committee challenge
- Suggested activity: Critique executive communication video recordings against gravitas standards
- Capstone exercise: Assemble a strategic executive influence playbook governing enterprise interventions

## Practical Exercises

The course uses governance board packs, stakeholder relationship matrices, and high-stakes simulation records.

- Suggested activity: Evaluate stakeholder alignment profiles using French and Raven's bases of social power.
- Suggested activity: Analyze boardroom video interactions against Sylvia Ann Hewlett's gravitas benchmarks.
- Capstone exercise: Formulate a strategic executive influence playbook to resolve governance and operational hurdles.

## FAQs

## Who suits the Advanced Executive Presence and Strategic Influence Training Course?

The Advanced Executive Presence and Strategic Influence Training Course suits senior directors and corporate managers leading strategic initiatives. The course assumes participants regularly report to governance boards or executive committees, leaving out basic public speaking and entry-level communication techniques.

## How does this course differ from general public speaking training?

General public speaking training emphasizes stage delivery, basic speech writing, and audience entertainment. The Advanced Executive Presence and Strategic Influence Training Course concentrates on boardroom gravitas, governance alignment, power dynamics, and structured stakeholder influence during high-stakes strategic negotiations.

## Which frameworks guide the Advanced Executive Presence and Strategic Influence Training Course?

The Advanced Executive Presence and Strategic Influence Training Course applies Sylvia Ann Hewlett's executive presence research, the Bates Executive Presence Index model, Daniel Goleman's emotional intelligence framework, and French and Raven's bases of social power taxonomy.

## How does the course address high-pressure boardroom interactions?

The Advanced Executive Presence and Strategic Influence Training Course evaluates emotional self-regulation, structured response framing, and non-verbal composure techniques to successfully navigate hostile inquiries, executive committee interruptions, and complex stakeholder skepticism.

## Conclusion

Participants return to their organizations equipped with a practical strategic executive influence playbook to guide high-stakes boardroom interactions and cross-functional leadership. This operational asset establishes authoritative communication and reinforces personal gravitas across governance committees. Executive teams immediately secure stakeholder alignment and drive strategic initiatives with sustained organizational credibility.