



# *Executive* **PRESENCE**

The secret to increase your magnetism,  
charm and effortless influence



## EXECUTIVE PRESENCE

Leaders who master executive presence are capable of handling challenges with dignity and grace and have tendency to go far in their careers and in life. Executive presence combines aspects of appearance, demeanor, charm and communication skills in order to persuade people and accomplish goals.

At its core, executive presence is the ability to portray the three keys of charisma and influence; to connect, to communicate and to convince.

## PROGRAM OBJECTIVES

- **Build Authentic Connections That Leave a Lasting Impression**  
Learns how to connect with others in a way that feels genuine, engaging, and makes you a leader people naturally gravitate toward.
- **Enhance Your 3Vs for Charismatic Leadership and extraordinary presence**  
Refines your Visual (appearance), Vocal (tone), and Verbal (word choice) communication to project charisma in every interaction.
- **Influence Through Presence, Not Pressure**  
Discovers how to inspire collaboration and buy-in by letting your unique personality and presence do the convincing—building trust and enthusiasm naturally.