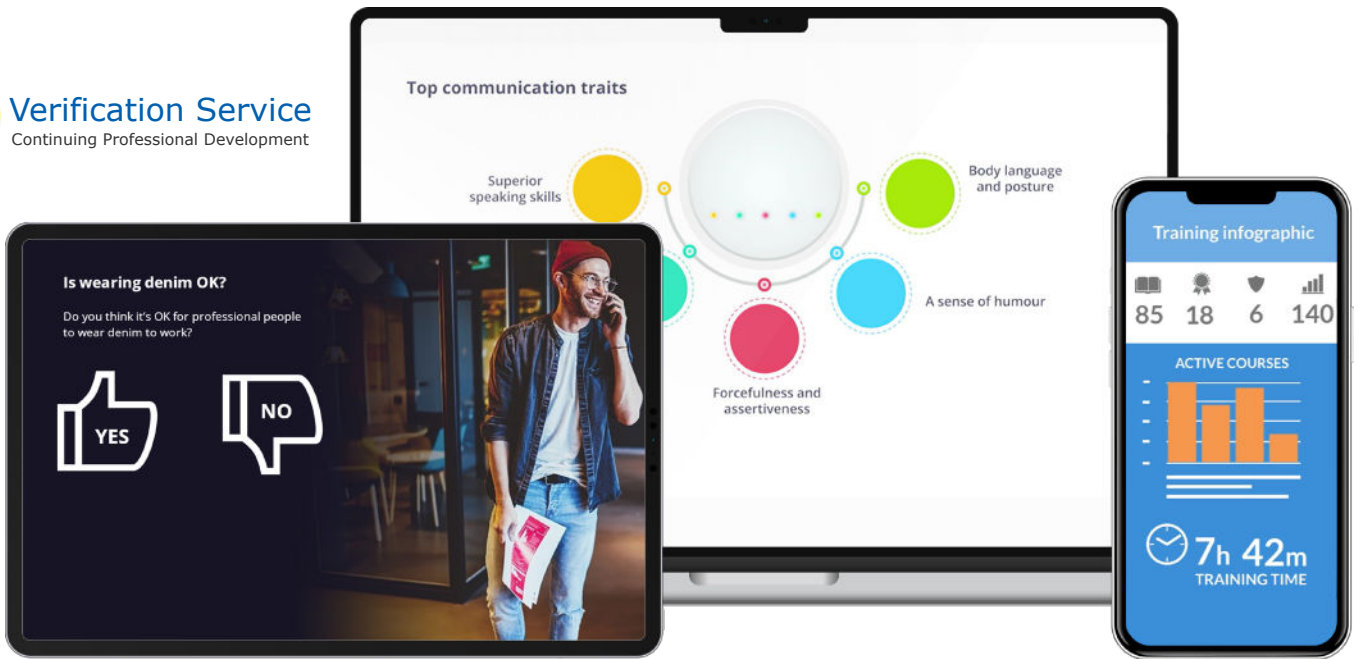
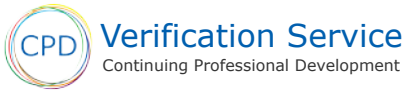


EXECUTIVE PRESENCE



OVERVIEW

OBJECTIVES

Executive presence reflects your combination of gravitas, communication and appearance, which help you influence others and get results in the business world by portraying a personal brand and persona that others respect and admire.

In these image conscious days, how we are perceived by others counts. Whether it's in person, or via social media, we all project a personality and often this can be the difference between success and failure. Seasoned leaders and those that hope to rise to this role will all benefit from developing their personal brand and a strong presence in the workplace.

This executive presence e-learning course sets out to provide learners with all the skills and knowledge they need to effectively develop their executive presence, helping them to project an air of confidence and the assurance that they are in control.

- Review the key elements of executive presence in order to better understand what it is and its value.
- Explore the concept of gravitas and the fundamental principles that support it.
- Examine the role communication plays in presenting yourself effectively and developing a strong executive presence.
- Review the role that your appearance plays in demonstrating your suitability for your current role or the one you intend to fulfil.
- Establish what a personal brand is and how you can develop one.



DURATION

50 minutes. Including interactions and videos.



AUDIENCE

Existing leaders or those that have future aspirations would benefit from the content provided within this course and the chance to develop their executive presence.



CERTIFICATION

Upon completion of the course the learner will receive a CPD certificate.

