



THE INFLUENCE BUSINESS

Raise your level of influence

EXECUTIVE PRESENCE FOR WOMEN

Overview

This interactive **half-day** programme for up to **10 participants** will look at the specific challenges female executives face, offer you practical techniques to develop your Executive Presence and positively enhance how you are seen by others.

As an executive, confident communication skills and personal impact are vital in developing a strong personal brand. Executive Presence, the winning combination of confidence, poise and authenticity has been identified as one of the key areas in which female executives can differentiate themselves and raise their level of impact and influence.

In the world of professional services, being technically competent is assumed. However, to be successful, you need to be remembered for the right reasons and also for what you can offer others. Having an authentic, engaging presence and strong personal brand are two of the most important contributors to your ultimate success.

Research suggests that women tend to struggle with Executive Presence because of what's been described as an intrinsic tension between conforming to corporate culture and remaining true to themselves.

Aim

To help you define and develop your personal impact and Executive Presence.

Outcomes

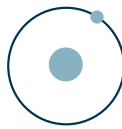
At the end of the programme you will:

- Understand the three pillars of Executive Presence
- Understand how strong female leaders embody confidence
- Understand how your dominant female archetype influences how you are perceived at work
- Understand the meaning of 'gravitas' and how you can enhance yours
- Know how to build your status and presence
- Learn how to project confidence and gravitas when it matters
- Discover new strategies for influencing others
- Understand how to define your 'brand promise'
- Know how to communicate your brand message
- Have practical ways to increase the reputation and reach of your brand

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Methodology

The session will be interactive with a mixture of tutorial, thought provoking discussions and exercises. Delegates will come away with practical actions. The course tutor is one of our female executive coach associates.

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