Leading with Executive Presence

*Project Poise, Confidence and Authenticity in Every Interaction*

Executive presence is more than the ability to attract attention every time you enter a room or virtual workspace. It is how you make an impression of leadership and capability with a variety of stakeholders. It is also how you relate with the people you work with. When you have presence, you are more likely to inspire motivation and confidence in others.

This workshop explores the relationship between yourself and your audience, and the impact this has on your executive presence. Enhance your ability to connect authentically with others. Develop a persuasive communication style that inspires people to action. Turbocharge meetings and social interactions with the poise and confidence of a seasoned leader.

**Takeaways**

- Build communication skills that span the entire professional landscape: presentations, client meetings, digital connections, formal boardroom forums and networking events
- Project confidence and an authentic leadership presence in front of in-person and virtual audiences
- Host productive meetings
- Create lasting first impressions
- Embody the tools of persuasion in your public speaking and verbal communication
- Apply creative communication techniques to your brand
- Employ storytelling to distinguish yourself

**Audience**

This program is specifically designed for professionals who seek to motivate others through enhanced influence, persuasion and communication skills.
Program Content

Core Elements of Presence

• Public-speaking basics: script, memorization, physical presence and timing
• Focus on the audience as a key pillar for all decisions
• Making positive first and final impressions

Presence in Context

• Scanning the landscape of leadership presence in a professional context
• Exploring the context of presence in virtual and in-person spaces
• Tools and techniques for leveraging presence
• Basics of hosting and facilitation in group settings
• Storytelling as a vital creative communication tool

Practicing Presence

• Skill-building exercises: scripting, memorizing and presenting a speech or introducing a hosted session
• Receiving feedback for improvement
• The art of listening and its relationship to presence
• Techniques for projecting an air of confidence and fostering confidence in other people

Adapting to Context

• Attending to presence in your event planning
• Editing and revising your presence for in-person and virtual contexts
• Trouble-shooting when things go sideways

Special Features

The interactive format provides opportunities for you to practice the ideas, techniques and tools you are learning, and to receive guided feedback on your leadership presence. You will leave well-equipped with real-world skills you can apply immediately back at work.

Program Leader

Dr. Kari Marken is a faculty member at the UBC Sauder School of Business, where she teaches courses in public speaking and communication. She also leads the creativity curriculum for Sauder’s graduate programs, highlighting critical thinking, innovating in teams and problem-solving processes. Her specific expertise is in the application of leadership presence and critical thinking to bring out the creative capacity in groups facing complex challenges. In addition to her academic work, she runs an educational design consultancy that helps organizations improve their learning and team-building strategies.
To Register

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