



Impactful Executive Presence

“Pleasure in the job puts perfection in the work.” – Aristotle



“Impactful Executive Presence”

Day 1: Building the Foundation

Session – 1: Registration and Networking Breakfast

- **Activity:** Participants register, receive materials, and engage in light networking over breakfast.

Session – 2: Welcome and Introduction

- **Welcome:** Overview of the workshop objectives and agenda.
- **Icebreaker Activity:** Participants introduce themselves and share their expectations.

Session – 3: Understanding Professional Presence

- **Definition and Importance:** What is professional presence and why it matters.
- **Key Components:** Confidence, communication, appearance, behavior, and digital presence.
- **Group Discussion:** Examples of strong professional presence.

10:30 AM - 10:45 AM: Morning Break

Session – 4: Effective Verbal Communication

- **Verbal Communication Skills:** Clarity, tone, pitch, and articulation.
- **Active Listening:** Techniques and importance.
- **Practical Exercise:** Role-playing scenarios to practice verbal communication skills.
- **Feedback Session:** Constructive feedback from peers and facilitators.

Lunch Break

Session – 5: Non-Verbal Communication and Body Language

- **Body Language:** Posture, gestures, facial expressions.
- **Eye Contact:** Techniques for effective eye contact.
- **Practical Exercise:** Non-verbal communication role-play.
- **Video Analysis:** Review and analyze video clips of effective and ineffective body language.

Afternoon Break

Session – 6: Building Confidence and Assertiveness

- **Confidence Building Techniques:** Visualization, positive affirmations, and preparation.
- **Assertiveness Training:** Difference between assertiveness and aggression.
- **Practical Exercise:** Assertiveness scenarios and role-playing.
- **Group Discussion:** Share personal experiences and strategies.

Session – 7: Reflection and Action Planning

- **Activity:** Participants reflect on the day's learnings and begin developing a personal action plan.

Day 2: Enhancing and Applying Skills

Session – 1: Networking Breakfast

Session – 2: Review and Day 1 Recap

- **Activity:** Brief review of key learnings from Day 1.
- **Discussion:** Participants share insights and reflections.

Session – 3: Cultivating a Professional Image

- **Personal Grooming and Attire:** Importance of appearance in professional settings.
- **Digital Presence:** Managing your online presence and social media profiles.
- **Branding Yourself:** Developing a personal brand statement.
- **Practical Exercise:** Participants create and share their personal brand statement.

Morning Break

Session – 4: Effective Networking Skills

- **Importance of Networking:** Building and maintaining professional relationships.
- **Effective Networking Techniques:** How to introduce yourself, start conversations, and follow up.
- **Practical Exercise:** Networking role-play and practice session.

Lunch Break

Session – 5: Advanced Communication Skills

- **Persuasive Communication:** Techniques for influencing and persuading others.
- **Conflict Resolution:** Strategies for managing and resolving conflicts professionally.
- **Practical Exercise:** Role-playing different communication scenarios.

Afternoon Break

Session – 6: Leadership Presence

- **Leading with Presence:** How professional presence impacts leadership.
- **Practical Exercise:** Leadership scenarios and role-play.
- **Group Discussion:** Share experiences and lessons learned
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Session – 7: Final Action Plan and Commitments

- **Activity:** Participants finalize their personal action plans and set specific, measurable goals.
- **Commitment:** Each participant shares one key takeaway and their commitment to applying it.

Session – 8: Wrap-Up and Q&A

- **Summary:** Recap of the workshop's key points.
- **Q&A Session:** Open floor for any remaining questions or concerns.
- **Closing Remarks:** Thank participants and provide information on additional resources or follow-up sessions.

Methodology

Big Brain's training design and delivery methodology support how adults learn.

We believe that adult learning is most effective when presented in a relevant context so that the skills, strategy, and knowledge are meaningful to participants and can be applied directly in the training. Therefore, our design philosophy is to customize our core programs using our effective and efficient proprietary customizing process and tools. We incorporate participants' real-world challenges, sales tools, and processes into developing cases/exercises.

Regards

Team – BIG BRAIN