

Purposeful Executive Presence: Personal Brand, Authentic Credibility and Meaningful Connection

Core skills developed



Decision making & judgement



Leading self & others



Analytical thinking & problem solving



Collaboration & teamwork



Productivity & personal effectiveness



Adaptability & learning agility



Relationship & stakeholder management



Emotional Intelligence (EQ)



Effective communication



Digital literacy & tool confidence

Benefits

Professional reputation, impactful presence and composed intent

Executive presence shapes how people are known, trusted and relied on at work. As professionals move into more visible and complex roles, their reputation depends on how consistently they communicate judgement, confidence and intent across interactions.

This course develops skills in navigating professional interactions that involve building a personal brand, establishing credibility and connecting with diverse audiences while keeping composure strong. Participants work on staying present, choosing behaviours with intent and guiding dialogue so interactions remain productive across both physical and virtual contexts. They practise adapting their approach as situations shift and engaging others in ways that maintain collaboration and mutual respect. The result is greater confidence in demanding discussions, a steadier professional presence and the ability to sustain progress while protecting working relationships.

- ✓ Course participants will be recognised for a consistent professional reputation where judgement, credibility and intent stay visible during complex and high-visibility interactions.
- ✓ Stakeholders will secure more productive and constructive working relationships grounded in trust, respect and sustained progress as situations shift.
- ✓ Your organisation will see stronger professional reputation and collaboration driven by high-quality interactions that protect relationships while enabling progress across physical and virtual contexts.

Modules

The presence audit

1

- Identifying the reputation signals that matter most in your role and context
- Assessing current habits to set clear goals for professional growth

Competency: Set specific development targets by identifying how current presence habits impact professional reputation and career trajectory

Shaping your authentic personal brand

2

- Defining the messages and behaviours that represent your professional brand
- Delivering an elevator pitch to strengthen recognition and professional standing

Competency: Project an authentic personal brand that resonates with audiences to ensure your contribution is recognised and relied on

Credibility and visibility that count

3

- Reviewing how credibility is currently perceived in your role and context and identifying priority areas to strengthen
- Increasing professional visibility with stakeholders to reinforce credibility and trust

Competency: Assess professional credibility and visibility in context and take deliberate action to improve stakeholder perception

Non-verbal presence that carries impact

4

- Aligning appearance body language and voice with spoken messages to signal confidence clarity and intent
- Applying non-verbal strategies to increase impact across high-visibility interactions

Competency: Integrate appearance, body language and voice to project confident clear and impactful presence appropriate to context.

Presence that connects

5

- Regulating personal presence and energy to support trust and connection
- Using micro-behaviours and social awareness to connect authentically with different people

Competency: Use presence thoughtfully to build trust and connection through regulated emotional signals and appropriate behavioural responses.

Poise under pressure

6

- Recognising personal patterns and internal reactions that disrupt presence in challenging situations
- Regulating thinking and behaviour to remain calm intentional and steady under pressure

Competency: Sustain executive presence under pressure by regulating internal responses and maintaining composure in challenging situations.

Online executive presence

7

- Evaluating where and how professional presence is expressed across online spaces over time
- Applying planned and sustained approaches to interact virtually in ways that reinforce credibility and inclusion

Competency: Project professional presence online through deliberate choices to engage across virtual spaces.

Sustaining executive presence over time

8

- Reinforcing understanding of executive presence by supporting others to develop
- Clarifying personal presence priorities and committing to focused goals and action plans

Competency: Sustain executive presence through focused goal setting, deliberate action and support of others' development.

Outcomes

- ★ Project an intentional personal brand that aligns with role requirements and resonates across different professional contexts.
- ★ Build meaningful connections with diverse stakeholders through communication choices that deepen trust and facilitate collaboration.
- ★ Maintain composed intent during demanding interactions to guide dialogue toward productive results while protecting working relationships.