
Executive Presence and Influence Masterclass

8 – 12 February 2027
Casablanca





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Ref: 1005_299 **Date:** 8 – 12 February 2027 **Location:** Casablanca **Fees:** 4000 GBP

Programme Summary

Executive Presence and Influence governs how high-level corporate directors project authority, command respect in high-stakes environments, and sway strategic stakeholder consensus without formal mandates. This five-day executive development masterclass investigates the core pillars of gravitas, non-verbal somatic control, persuasive rhetorical framing, and strategic reputation alignment. Participants unpack behavioral science research, rehearse pressurized boardroom interactions, and refine their executive communication footprint to achieve measurable stakeholder alignment. This structured professional programme is facilitated by Mars Training Centre UK.

The Business Case

Organisations frequently witness high-calibre functional heads falter when navigating enterprise politics, investor scrutiny, or multi-stakeholder governance panels due to an absence of authoritative presence. Equipping directors with refined gravitas and persuasive influence safeguards corporate credibility, accelerates strategic buy-in, and aligns divergent boardroom coalitions behind organizational mandates.

- **Stakeholder Alignment Velocity:** Accelerates agreement across matrixed organizational divisions and complex external partner networks.
- **Boardroom Impact and Authority:** Enhances confidence and poise during volatile shareholder briefings, regulatory inquiries, and governance debates.
- **Reputational Capital Protection:** Establishes a disciplined corporate persona that sustains institutional trust during corporate transformations.
- **Informal Persuasion Efficacy:** Enables directors to steer critical decisions and secure project backing in the absence of hierarchical authority.

Principles and Evidence Base

- **Sylvia Ann Hewlett Executive Presence Model:** Anchors the core curriculum around the three empirically verified dimensions of presence: gravitas, communication, and appearance.
- **Robert Cialdini Principles of Ethical Influence:** Provides the behavioral architecture for interpersonal persuasion, stakeholder reciprocity, and cognitive alignment in matrix structures.
- **Aristotelian Rhetorical Framework Ethos, Pathos, Logos:** Structures spoken and written executive discourse to optimize credibility, emotional resonance, and logical cohesion.



Intended Participants

- Corporate vice presidents, managing directors, and department heads who must steer enterprise outcomes across matrix structures.
- Functional directors preparing for enterprise executive committees, investor roadshows, or supervisory board scrutiny.
- Heads of corporate relations, strategic communications, and legal affairs representing organisations before external authorities.
- Enterprise transformation sponsors and programme directors who must mobilise cross-functional buy-in without direct reporting lines.

Learning Outcomes

1. Participants will be able to project authentic executive gravitas and emotional composure during pressurized corporate inquiries.
2. Participants will be able to apply structured rhetorical frameworks to influence multi-stakeholder governance committees.
3. Participants will be able to modulate non-verbal somatic signals, vocal projection, and micro-expressions to convey authority.
4. Participants will be able to deploy behavioral persuasion principles to negotiate matrix alliances without relying on formal power.
5. Participants will be able to construct an authoritative professional brand profile aligned with enterprise reputation objectives.
6. Participants will be able to defuse combative stakeholder challenge and dissenting viewpoints while preserving executive poise.

Programme Structure

Day 1: Demystifying Executive Gravitas and Poise Under Pressure

How do corporate executives project intellectual depth, emotional steadiness, and command when navigating severe boardroom scrutiny?

- The Hewlett Triad: Deconstructing Gravitas, Communication, and Professional Demeanor
- Emotional Self-Regulation and Somatic Control in High-Pressure Environments
- Demonstrating Decisiveness and Intellectual Rigour Without Arrogance
- Navigating Ambiguity and Complex Governance Dynamics with Composure
- Baseline Presence Assessment and Stakeholder Perception Profiling

Day 2: Somatic Impact and Non-Verbal Executive Authority

How do subtle physiological markers, physical positioning, and vocal dynamics shape executive perception?



- Physiological Alignment, Spatial Command, and Executive Posture in Meeting Rooms
- Vocal Modulation: Cadence, Pitch, Diaphragmatic Breath, and Deliberate Pauses
- Micro-Expressions, Eye Tracking, and Eliminating Low-Power Behavioral Tics
- Translating In-Person Presence to High-Definition Virtual Boardrooms and Media Feeds
- Real-Time Video Diagnostic and Physical Presence Feedback Lab

Day 3: Persuasive Rhetoric and Board-Level Articulation

How do top directors structure spoken contributions to secure immediate consensus and strategic assent?

- Aristotelian Rhetoric in Modern Corporate Governance: Balancing Ethos, Pathos, and Logos
- The Executive Summary Paradigm: Bottom-Line First Messaging Under Time Scarcity
- Translating Intricate Operational Realities into Concise Strategic Arguments
- Framing High-Stakes Proposals for Disparate Stakeholder Agendas
- Boardroom Simulation: Pitching Enterprise Capital Allocations to Hostile Committees

Day 4: Stakeholder Influence Across Matrix Governance Structures

How do executives sway outcomes, forge coalitions, and dissolve resistance without direct line authority?

- Cialdini Ethical Influence Mechanics in Enterprise Decision Arenas
- Stakeholder Power Mapping and Informal Network Navigation
- Pre-Wire Strategy: Securing Informal Alignment Prior to Formal Governance Votes
- Overcoming Dissent, Scepticism, and Passive Resistance in Cross-Functional Initiatives
- Interactive Coalition Simulation: Assembling Cross-Departmental Support

Day 5: Strategic Reputation, Boundary Defence, and the Influence Roadmap

How do leaders protect their corporate standing and maintain influence across long-term enterprise transitions?

- Designing a Cohesive Professional Persona Aligned with Corporate Identity
- Handling Inappropriate Pushback, Interruptions, and Status Games with Tact
- Ethical Boundary Management and Protecting Professional Credibility
- Formulating the Executive Influence Roadmap for Post-Programme Implementation
- Capstone Presentation: High-Stakes Strategic Briefing and Final Peer Review

Methodology

The course employs an experiential immersion model combining video-recorded behavioral diagnostics, rigorous boardroom simulations, and instructor critiques. Participants confront high-stakes scenarios, analyzing playback of their physical carriage, vocal delivery, and persuasion tactics to institute targeted adjustments.



- Suggested activity: Participating in a recorded simulated committee hearing followed by forensic review of vocal inflection and posture.
- Suggested activity: Conducting an enterprise influence mapping audit to locate hidden coalition partners and resistance nodes.
- Suggested activity: Rehearsing a concise strategic proposal under strict two-minute limits against aggressive counter-arguments.

Capstone Output

Each participant formulates an Executive Influence Portfolio, incorporating an individual gravitas diagnostic profile, a structured stakeholder influence roadmap for active enterprise initiatives, and a refined boardroom communication blueprint. This operational asset equips participants to execute strategic stakeholder alignment and project authority immediately upon returning to corporate governance responsibilities.

Frequently Asked Questions

How does this course differ from conventional public speaking workshops?

While public speaking focuses primarily on stage delivery and slide presentation, this curriculum concentrates on boardroom authority, non-verbal somatic control, interpersonal power dynamics, and cross-functional political influence.

Are the diagnostic video reviews handled confidentially?

Yes. All video evaluations and behavioral feedback sessions take place within small closed cohorts under strict non-disclosure conventions, ensuring an environment of psychological safety and professional discretion.

Is this masterclass suitable for technical or financial functional heads?

Yes. Technical, financial, and operational directors benefit significantly by mastering methods to translate complex technical expertise into concise, persuasive narratives that command boardroom assent.

Can the influence frameworks be utilized in matrix and international organisations?

Yes. The behavioral influence models and stakeholder mapping systems are engineered specifically to navigate indirect reporting lines, cross-border corporate cultures, and complex enterprise governance hierarchies.