



# EXECUTIVE PRESENCE MASTERY: ELEVATE YOUR IMPACT

Attend in-person / In Dubai, UAE



Mastering executive presence is not just a leadership skill; it's a game-changer. In the dynamic world of leadership, a compelling personal presence is non-negotiable for influence and engagement. Executives wielding this skill command attention and wield persuasive power effortlessly. The Executive Presence program beckons leaders to refine their persuasion prowess. Participants embark on a journey to craft an impactful presence, transcending mere communication. By doing so, they gain the ability to inspire and motivate their teams, aligning everyone with a shared vision and ambitious goals. Elevate your leadership impact – embrace and refine the art of executive presence.

## THE PROGRAM FOCUSES ON SIX CORE AREAS:

- What is Executive Presence and Why It Matters
- Relationship Management Skills
- Credibility Matters
- Confidence (Gravitas Matters)
- Crafting Memorable and Impactful Messages
- Persuasiveness

## KEY TAKEAWAYS

- **Enhanced Self-Perception and Awareness:** Develop insights into personal strengths and areas for improvement in building executive presence.
- **Build Credibility and Manage Perception:** Acquire strategies to enhance credibility by understanding how others perceive you and learn techniques to shape a positive image.
- **Master Effective Communication:** Hone compelling speaking skills and responsive listening to bolster executive presence in communication.
- **Strategic Relationship Management:** Develop narrative skills and effective networking techniques for building strong professional relationships.
- **Confidence and Gravitas Development:** Overcome social anxiety and cultivate a strong sense of gravitas, projecting confidence in various situations, thereby influencing others.

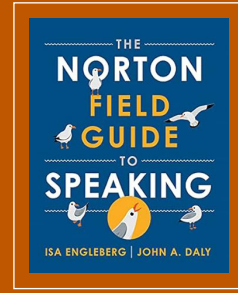
## FACULTY:



### JOHN DALY

Liddell Carter Professor  
in the College of Communication

Texas Commerce Bancshares Professor in the  
McCombs School of Business;  
University Distinguished Teaching Professor



Dr. John Daly, excels in teaching interpersonal communication, organizational behavior, and advocacy/persuasion. A distinguished educator, he's won major teaching awards and instructs executive education programs at McCombs School of Business. As a prolific author, he's published over hundred scholarly articles and nine academic books, earning recognition as a Fellow of the National and International Communication Associations. Dr. Daly's expertise extends to advocacy, leadership, crisis management, and communication, benefitting firms like Goldman Sachs, Pfizer, Apple, and governmental units, including the White House.

With a PhD from Purdue University, he brings a wealth of experience.

## PROGRAM EXPERIENCE



An immersive  
experience in-class  
and online



Pre and Post-program  
materials to support  
the learnings



Online board  
discussions



Relevant  
case studies



Workplace  
application exercises



Assessment

**PROGRAM INVESTMENT:**  
USD 4500 + 5% VAT

Enrollment Partner



### CERTIFICATE

Upon completion of  
the program,  
participants will  
receive a certificate of  
completion.

