



Course Title:

# Building Executive Charisma and Influence

**Duration: 4 Weeks / Price: \$2,160.00**

## Course Overview:

"Building Executive Charisma and Influence" is a dynamic 4-week course designed for professionals aspiring to enhance their leadership presence and influence within their organizations and beyond. This course delves into the core elements of executive charisma, including communication skills, personal branding, emotional intelligence, and the art of persuasion. Participants will explore practical strategies to develop a commanding presence, foster trust, and build lasting influence. Through a combination of expert insights, interactive exercises, and real-world case studies, this course equips leaders with the tools to inspire and drive impactful change.

## Module 1: Foundations of Executive Charisma

- Understanding Charisma and Influence
  - Defining executive charisma and its role in leadership.
  - Key characteristics and behaviors of charismatic leaders.
- Self-Awareness and Authenticity
  - Exploring self-awareness as a cornerstone of charisma.
  - Strategies to cultivate authenticity and personal integrity in leadership.

## Module 2: Mastering Communication and Personal Branding

- Powerful Communication Skills
  - Techniques for effective verbal and non-verbal communication.
  - The impact of tone, body language, and presence in executive interactions.
- Crafting a Strong Personal Brand
  - Developing a compelling personal brand that reflects your values and strengths.
  - Aligning your personal brand with your professional goals and organization's vision.

## Module 3: Enhancing Emotional Intelligence and Persuasion

- Emotional Intelligence in Leadership
  - Understanding the components of emotional intelligence (EQ).
  - Applying EQ to build stronger relationships and foster a positive work environment.
- The Art of Persuasion and Influence
  - Techniques for persuasive communication and negotiation.
  - Leveraging storytelling and empathy to influence and inspire others.

## Module 4: Building and Sustaining Influence

- Networking and Relationship Building
  - Strategies for effective networking and creating meaningful connections.
  - Building and maintaining a network of influence within and outside your organization.
- Sustaining Long-Term Influence
  - Techniques for maintaining influence and leadership presence over time.
  - Adapting your influence strategies to different contexts and audiences.

## Additional Information:

- Interactive Learning: Engage in discussions, Q&A, and hands-on activities to deepen your understanding.
- Certification: Upon completion, receive a certificate recognizing your proficiency in startup finance strategies.