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COURSE BROCHURE

Advanced Commanding Presence and Executive Communication Training Course

11 – 22 January 2027
Madrid

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Registered in the United Kingdom and Saudi Arabia

Advanced Commanding Presence and Executive Communication Training Course

Ref: 346_12007 **Date:** 11 – 22 January 2027 **Location:** Madrid **Fees:** 9500 GBP

Commanding Presence and Executive Communication is a 2-week training course for managers, HR leaders and professionals who present to senior audiences, and each participant leaves with a rehearsed board presentation portfolio and a personal presence plan. Decisions are increasingly won or lost in short boardroom slots and video calls, where credibility forms in seconds. Jupiter Prime Training offers this course on Commanding Presence and Executive Communication.

Why Commanding Presence and Executive Communication Matters Now

Three shifts raise the stakes for anyone who speaks upwards: boards and executive committees that give presenters minutes rather than hours, hybrid meetings where voice and framing must carry authority through a screen, and stakeholders who expect leaders to explain change with clarity and calm. Professionals who communicate with presence secure approvals, budgets and trust for their teams; those who do not see sound proposals stall or get rewritten by others. The course rests on answer-first message structuring, the classical rhetorical appeals of ethos, pathos and logos, deliberate voice and body-language practice, and structured rehearsal with recorded feedback.

Who Gains Most from Commanding Presence and Executive Communication

- Managers who present proposals, results and risks to executive committees
- HR leaders who brief boards on people matters and organisational change
- Specialists whose technical recommendations need sponsorship from senior decision-makers
- Professionals who chair or speak in high-stakes meetings with clients or partners
- Leaders who address large internal audiences during announcements or change

A senior management group gains most when several members attend together and agree a shared standard for briefing papers and board presentations.

Commanding Presence and Executive Communication Capabilities

Participants leave able to hold a senior room, make the point early and keep authority when the questions turn hard.

- Design answer-first messages that state the recommendation in the opening minute — board members
- Apply voice, pace and pause to project calm authority — executive audiences
- Build stories and evidence that make data persuasive — decision committees
- Specify a ten-minute board presentation with a clear request — chair and directors
- Test responses to hostile or unexpected questions — sceptical stakeholders
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Assess personal presence through recorded rehearsal and peer feedback — the presenter's own development

Key Commanding Presence and Executive Communication Terms

- Executive presence — the combination of composure, clarity and credibility that leads senior people to trust a speaker's judgement.
- Answer-first structure — a message design that opens with the recommendation, then gives the supporting reasons and evidence.
- Ethos, pathos and logos — the classical persuasive appeals to credibility, emotion and logic.
- Vocal variety — deliberate changes in pace, pitch, volume and pause that keep an audience engaged.
- Bridging technique — a method for moving from a difficult question back to the key message honestly.
- Board paper — a concise written briefing that sets out a decision request, options, risks and a recommendation.

Commanding Presence and Executive Communication Day by Day

Day 1: Presence and Credibility

- Executive Presence Self-Assessment — Baseline Strengths and Blind Spots
- Audience Expectations Map — What Senior Listeners Look For
- First Impressions Research — Credibility Formed in Seconds
- Recorded Baseline Presentation — Starting Point for Feedback
- Personal Presence Goals — Behaviours to Change Over Two Weeks

Day 2: Voice and Delivery

- Breathing and Projection Drills — Steady Voice Under Pressure
- Vocal Variety Practice — Pace, Pitch, Volume and Pause
- Articulation Exercises — Clarity in Second-Language Delivery
- Emphasis Marking on Scripts — Stress on Words That Matter
- Voice Recording Review — Habits to Remove

Day 3: Body Language and Space

- Posture and Stance — Grounded, Open and Confident Positions
- Gesture Purpose — Movements That Support Meaning
- Eye Contact Patterns — Connecting With Each Decision-Maker
- Stage and Room Use — Positioning Around Screens and Tables
- Camera Presence for Virtual Meetings — Framing, Light and Eye Line

Day 4: Structuring Persuasive Messages

- Answer-First Message Design — Recommendation Before Background
- Three-Point Argument Frame — Reasons Senior People Remember
- Ethos, Pathos and Logos Balance — Appeals Suited to the Audience
- Headline Writing for Slides — One Message per Page
- Elevator Summary Drafting — Two-Minute Version of Any Proposal

Day 5: Storytelling and Evidence

- Story Structure for Business — Situation, Complication and Resolution
- Data Into Narrative — Numbers That Support the Story
- Case Example Selection — Healthcare and Banking Illustrations
- Analogy and Metaphor Use — Making Complex Ideas Clear
- Opening and Closing Lines — Moments Audiences Recall

Day 6: Presenting to Boards

- Board Paper Structure — Decision Request, Options and Risks
- Ten-Minute Board Slot Planning — Timing and Priorities
- Pre-Meeting Briefings With the Chair — Avoiding Surprises
- Visual Discipline for Board Slides — Fewer, Clearer Exhibits
- Board Simulation Round One — Delivery Under Observation

Day 7: Handling Challenging Questions

- Question Anticipation Grid — Likely Challenges by Stakeholder
- Listen, Acknowledge, Answer Method — Calm Responses Under Fire
- Bridging Technique — Returning Honestly to Key Messages
- Saying I Do Not Know Well — Credible Follow-Up Commitments
- Hostile Question Role-Plays — Composure With Difficult Directors

Day 8: Meeting Presence and Influence

- Meeting Entry and Positioning — Early Contribution Timing
- Concise Intervention Technique — Speaking Once With Impact
- Chairing Skills — Steering Discussion Towards Decisions
- Reading the Room — Signals of Agreement and Resistance
- Follow-Up Notes After Meetings — Securing Agreed Actions

Day 9: Managing Nerves and Resilience

- Performance Anxiety Physiology — What Happens Under Stress
- Pre-Presentation Routines — Preparation That Steadies the Mind
- Reframing Techniques — Turning Nerves Into Energy
- Recovery From Mistakes — Continuing Calmly After Errors
- Peer Coaching Pairs — Ongoing Support After the Course

Day 10: Practising the Board Presentation Portfolio

- Answer-First Structure Applied — Final Board Paper Draft
- Voice and Body Language Applied — Recorded Final Delivery
- Question Handling Applied — Live Challenge From a Mock Board
- Peer and Facilitator Feedback Panel — Progress Against Baseline
- Board Presentation Portfolio — Final Version With Personal Presence Plan

Applying Commanding Presence and Executive Communication After the Course

- Rewrite the next proposal due for senior approval in answer-first form and rehearse it on video, checking voice, pace and the opening recommendation.
- Build a question anticipation grid with a colleague before the next executive meeting and practise bridging answers to the three hardest likely questions.

Commanding Presence and Executive Communication Questions FAQ

What is Commanding Presence and Executive Communication and why does it matter now?

Commanding Presence and Executive Communication is the ability to project credibility and convey clear, persuasive messages to senior audiences. It matters now because boards give presenters little time and hybrid meetings make authority harder to establish.

Which roles gain most from Commanding Presence and Executive Communication training?

Managers, HR leaders and specialists who present to boards and executive committees gain most. You benefit if you need approvals, budgets or sponsorship from senior people and want to stay composed when challenged.

How does Commanding Presence and Executive Communication differ from a general presentation skills course?

It works at senior-audience level rather than general public speaking. A general presentation course covers slide design and basic delivery; this one adds board papers, answer-first structure, hostile questioning and presence in high-stakes meetings.

What do you bring back from Commanding Presence and Executive Communication training?

You bring back a rehearsed board presentation portfolio and a personal presence plan based on recorded feedback. You also return with question-handling, storytelling and voice routines you can use in your next senior meeting.

Commanding Presence and Executive Communication: The Way Forward

The board presentation portfolio is the work product participants take home. Its first use is in the next proposal put to an executive committee, where the presenter and sponsor decide how to frame the request. After that meeting, the personal presence plan is worth revisiting with feedback from the chair or a trusted colleague to set the next development focus.