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COURSE BROCHURE

Advanced Executive Presence and Gravitas Training Course

22 March – 2 April 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

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Ref: 919_34734 **Date:** 22 March – 2 April 2027 **Location:** Casablanca **Fees:** 6800 GBP

Executive Presence and Gravitas is the subject of this 2-week training course for senior managers and newly appointed executives, who leave with a Personal Executive Presence Plan rehearsed under simulated scrutiny. Boards, investors and frontline staff now judge leaders in seconds, across live meetings, video calls and recorded statements, so composure and clarity shape whether decisions are trusted. Jupiter Prime Training runs this Executive Presence and Gravitas course for leaders stepping into visible roles.

Why Executive Presence and Gravitas Matters Now

Three forces raise the stakes on how senior people show up: hybrid leadership, where authority must carry through a camera as well as across a table; sharper stakeholder scrutiny from boards, shareholders and the media; and flatter organisations in which newly promoted executives must earn standing quickly with former peers. Leaders who handle this well gain faster endorsement for proposals and steadier teams during uncertainty; those who handle it badly see good ideas stall and credibility erode. The course draws on Emotional Intelligence EI models, 360-degree feedback, situational leadership and stakeholder mapping as its working lenses.

Who Gains Most from Executive Presence and Gravitas

- Leaders who present strategy and results to boards, committees and investors
- Newly appointed executives who must establish authority with former peers
- Heads of function who represent their unit in cross-functional leadership forums
- Senior managers who speak for the organisation with regulators, clients or the media
- Leaders steering teams through restructuring, crisis or sensitive announcements

An executive committee or leadership cohort that attends together gains most, because its members can agree shared standards for briefings, meetings and difficult conversations.

Executive Presence and Gravitas Capabilities

Participants move from relying on instinct and rank to deliberately shaping how authority, warmth and composure are perceived in each high-stakes setting.

- Assess personal presence through 360-degree feedback and recorded simulations — development priorities agreed with a sponsor
- Design a concise executive message using the pyramid principle — board and committee decisions
- Apply vocal pace, pause and pitch control — credibility in briefings and town halls
- Calibrate posture, gesture and eye contact across in-person and virtual rooms — first impressions with senior stakeholders
- Test composure techniques under hostile questioning — media, investor and crisis encounters

- Build a stakeholder influence map with tailored presence strategies — sponsorship for major proposals

Key Executive Presence and Gravitas Terms

- Gravitas — the perceived weight, seriousness and judgement that lead others to trust a leader's view in decisive moments.
- Executive Presence — the combined impression of character, substance and style that signals a person is ready for senior responsibility.
- Pyramid Principle — a message structure that states the answer first, then groups supporting arguments beneath it.
- Vocal Authority — control of pace, pitch, volume and pause that conveys calm confidence to listeners.
- Amygdala Hijack — a stress reaction in which emotion overrides reasoning, often triggered by challenge or surprise.
- Bridging Technique — a method of acknowledging a difficult question and steering the answer back to a core message.

Executive Presence and Gravitas Day by Day

Day 1: How Senior Audiences Read Leaders

- Character, Substance and Style Model — Where Perceived Authority Comes From
- First Impression Research — Warmth Versus Competence Judgements
- Status Signals in Hierarchies — Earning Standing With Former Peers
- Cultural Variation in Presence Norms — Leading Multinational Teams
- Recorded Baseline Simulation — Personal Starting Point Captured

Day 2: Self-Insight and Feedback

- 360-Degree Presence Feedback — Gaps Between Intent and Perception
- Emotional Intelligence EI Self-Assessment — Triggers and Blind Spots
- Personal Values Inventory — Authentic Rather Than Performed Authority
- Strengths Overuse Analysis — When Confidence Reads as Arrogance
- Development Priority Matrix — Choosing Two Shifts That Matter Most

Day 3: Vocal Authority

- Breath and Resonance Drills — Steady Voice Under Pressure
- Pace, Pause and Emphasis Mapping — Landing Key Messages
- Pitch and Downward Inflection — Sounding Decided Rather Than Tentative
- Filler Word Reduction — Cleaner Delivery in Boardroom Updates
- Voice Recording Review — Measuring Change Against the Baseline

Day 4: Non-Verbal Command

- Posture and Grounded Stance — Calm Physical Authority
- Gesture Range and Purpose — Reinforcing Rather Than Distracting
- Eye Contact Patterns — Engaging Small Committees and Large Rooms
- Space and Seating Choices — Signalling Status in Meetings
- Video Body Language Review — Matching Words and Physical Signals

Day 5: Executive Messaging and Brevity

- Pyramid Principle Structuring — Answer-First Board Papers and Briefings
- Three-Point Message House — Consistency Across Audiences
- Elevator Summary Drafting — Ninety-Second Updates for Busy Seniors
- Storytelling With Evidence — Balancing Narrative and Numbers
- Jargon and Hedging Audit — Removing Language That Dilutes Authority

Day 6: Presence in Board and Committee Settings

- Board Dynamics Mapping — Reading Chairs, Sceptics and Allies
- Agenda Positioning Tactics — When and How to Intervene
- Disagreeing With Seniors Constructively — Protecting Relationships and Position
- Decision Request Framing — Clear Asks That Invite Approval
- Silence and Listening as Authority — Restraint in Senior Forums

Day 7: Composure Under Scrutiny

- Amygdala Hijack Recognition — Early Signs of Stress Reactions
- Box Breathing and Reset Routines — Recovery Within Seconds
- Bridging Technique — Steering Hostile Questions to Core Messages
- Q&A Preparation Grid — Anticipating the Ten Hardest Questions
- Crisis Statement Rehearsal — Holding Steady in Public Moments

Day 8: Virtual and Hybrid Presence

- Camera Framing, Light and Sound Set-Up — Credibility on Screen
- Energy Projection Through Video — Sustaining Attention Remotely
- Hybrid Meeting Chairing — Equal Voice for Room and Remote Participants
- Recorded Message Delivery — Town Hall and Investor Clips
- Digital Footprint Review — Consistency of Leadership Voice Online

Day 9: Influence and Stakeholder Presence

- Stakeholder Influence Mapping — Prioritising Sponsors and Blockers
- Situational Leadership Styles — Adjusting Presence to the Audience
- Persuasion Principles in Practice — Reciprocity, Consistency and Social Proof
- Executive Sponsorship Conversations — Securing Backing for Major Proposals
- Reputation Capital Planning — Building Visibility Beyond the Function

Day 10: Practising the Personal Executive Presence Plan

- Board Briefing Simulation — Applied to an Energy or Healthcare Case
- Hostile Media Interview Drill — Composure and Bridging Under Pressure
- Virtual Investor Update — Vocal and On-Screen Delivery Combined
- Peer and Coach Feedback Round — Comparing Final Recording to Baseline
- Personal Executive Presence Plan — Completed With Ninety-Day Practice Commitments

Applying Executive Presence and Gravitas After the Course

- Restructure your next board or committee paper using the pyramid principle and ask the chair for feedback on clarity of the decision request.
- Run a second 360-degree presence check with three senior stakeholders after one month and compare results with the baseline.

Executive Presence and Gravitas Questions FAQ

What is executive presence and gravitas, and why does it matter now?

Executive presence and gravitas is the ability to convey judgement, composure and clarity that makes senior audiences trust your view. It matters now because hybrid meetings, board scrutiny and flatter structures give leaders less time to establish credibility.

Which roles gain most from executive presence and gravitas training?

Newly appointed executives and senior managers who brief boards, investors or the media gain most. Heads of function representing their unit in leadership forums, and leaders guiding teams through restructuring or crisis, also benefit strongly.

How does executive presence and gravitas training differ from a public speaking course?

It goes well beyond delivery technique. A public speaking course polishes presentations, while this course builds the judgement, composure, stakeholder reading and boardroom conduct that shape how senior people are perceived across every setting, including unscripted and hostile ones.

What do you bring back from executive presence and gravitas training?

You bring back a Personal Executive Presence Plan with baseline and final recordings, feedback evidence, a stakeholder influence map and ninety-day practice commitments that your sponsor or coach can follow up with you.

Executive Presence and Gravitas: The Way Forward

The Personal Executive Presence Plan first informs how a leader prepares for the next board appearance or major announcement. Participants, their sponsors and executive coaches use it to agree practice goals and track progress. After its first use, revisit the stakeholder influence map: shifts in sponsors and sceptics often reveal where presence needs to adapt next.