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COURSE BROCHURE

Mini MBA in Executive Presence and Influential Leadership Course

18 – 29 October 2027
Geneva

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Registered in the United Kingdom and Saudi Arabia

Mini MBA in Executive Presence and Influential Leadership Course

Ref: 1173_44099 **Date:** 18 – 29 October 2027 **Location:** Geneva **Fees:** 11000 GBP

Mini MBA in Executive Presence and Influential Leadership is a 2-week training course for experienced managers who must win the backing of senior executives, boards and peers, and each participant leaves with an Executive Influence Portfolio. Senior decisions now turn on who can combine composure, commercial evidence and a persuasive story in a few minutes of airtime. Jupiter Prime Training delivers this mini MBA in executive presence and influential leadership course.

Why Mini MBA in Executive Presence and Influential Leadership Matters Now

Three audiences test managers more sharply than before. Executive committees give proposals less time and expect the financial logic to be clear from the first slide. Peers in matrix structures control resources a manager cannot command. Teams follow leaders whose calm under pressure signals that a plan is credible. Managers who lack presence see sound ideas stall, while those who blend gravitas with business literacy shape agendas. The course draws on emotional intelligence EI, Cialdini's principles of persuasion, the Pyramid Principle, the Thomas-Kilmann Conflict Mode Instrument TKI and the Balanced Scorecard BSC.

Who Gains Most from Mini MBA in Executive Presence and Influential Leadership

- Managers who present investment and improvement proposals to executive committees
- Leaders who must secure cooperation from peers without formal authority over them
- Specialist heads whose technical recommendations need commercial framing to win approval
- Managers who represent their unit in negotiations with partners, clients or suppliers
- Leaders preparing for a visible step up where reputation with seniors decides progress

A cohort of high-potential managers nominated by one organisation gains most when several attend together, because they can rehearse boardroom scenarios and give each other candid feedback afterwards.

Mini MBA in Executive Presence and Influential Leadership Capabilities

Participants practise carrying authority in the room and backing it with numbers senior listeners trust.

- Assess personal presence through voice, posture and composure feedback — own development priorities
- Build stakeholder influence maps showing interests, power and coalitions — sponsors and peers
- Translate financial statements into a crisp investment argument — finance partners and approvers
- Communicate recommendations answer first with evidence and narrative — executive committees
- Apply persuasion and negotiation methods ethically under resistance — partners and counterparts
- Design a change sponsorship message that keeps teams committed — affected employees

Key Mini MBA in Executive Presence and Influential Leadership Terms

- Executive Presence — The blend of gravitas, communication and appearance that leads senior audiences to trust a leader's judgement.
- Gravitas — Calm, considered authority shown through decisiveness and emotional control when stakes are high.
- Pyramid Principle — A structure that states the recommendation first, then groups supporting arguments and evidence beneath it.
- Principles of Persuasion — Reciprocity, commitment, social proof, authority, liking, scarcity and unity as levers of ethical influence.
- BATNA — Best alternative to a negotiated agreement, the fallback that sets a negotiator's walk-away point.
- Elevator Pitch — A spoken summary of a proposal and its business benefit delivered in under a minute.

Mini MBA in Executive Presence and Influential Leadership Day by Day

Day 1: Presence, Reputation and the Senior Audience

- Executive Presence Model — Gravitas, Communication and Appearance as Credibility Signals
- Reputation Audit — How Seniors Currently Describe Your Contribution
- Emotional Intelligence EI Profile — Self-Awareness Behind Composure
- First Impression Science — Warmth and Competence Judgements in Seconds
- Video Baseline Recording — Voice, Posture and Pace Starting Point

Day 2: Voice, Body and Composure Under Pressure

- Vocal Authority Drills — Pitch, Pause and Projection for Senior Rooms
- Body Language Calibration — Stance, Gesture and Eye Contact Signals
- Stress Response Regulation — Breathing and Reframing Before High-Stakes Moments
- Hostile Question Handling — Bridging, Acknowledging and Redirecting Calmly
- Virtual Presence Set-Up — Camera, Lighting and Audio for Remote Boards

Day 3: Financial Fluency for Influence

- Income Statement Storyline — Margin Drivers Executives Ask About First
- Balance Sheet and Cash Flow Signals — Liquidity Questions Approvers Raise
- Ratio Talking Points — Return, Margin and Efficiency in Plain Language
- Net Present Value and Payback — Framing Proposals in Approver Terms
- Numbers-to-Narrative Translation — One Chart That Carries the Case

Day 4: Strategic Framing of Proposals

- Porter's Five Forces — Linking Proposals to Competitive Pressure
- Strategy Alignment Test — Showing Fit With Stated Corporate Priorities
- Balanced Scorecard BSC Mapping — Benefits Across Finance, Customer and Capability
- Customer Value Evidence — Using Segment Insight to Strengthen a Case
- Option Framing — Presenting Alternatives So Approvers Can Choose

Day 5: Stakeholder Mapping and Political Savvy

- Power and Interest Grid — Ranking Whose Support Decides Approval
- Coalition Building Sequence — Pre-Wiring Allies Before the Formal Meeting
- Informal Network Analysis — Hidden Influencers and Gatekeepers
- Political Savvy Diagnostic — Reading Agendas Without Playing Games
- Manufacturing and Telecoms Cases — Proposals Won or Lost Before the Meeting

Day 6: Persuasion Psychology

- Cialdini's Principles of Persuasion — Ethical Levers for Senior Audiences
- Cognitive Bias Awareness — Anchoring and Loss Aversion in Approvals
- Audience Decision Style Profiling — Analytical, Intuitive or Consensus Leaders
- Message Framing Experiments — Gains, Losses and Risk Language
- Objection Anticipation Matrix — Preparing Answers to Likely Pushback

Day 7: Boardroom Communication

- Pyramid Principle — Answer-First Structure for Executive Papers
- Executive Summary Drafting — One Page That Secures the Decision
- Elevator Pitch Crafting — Proposal and Benefit in Under a Minute
- Data Visualisation for Boards — Charts That Clarify Rather Than Decorate
- Board Simulation Round — Presenting Under Time and Challenge Pressure

Day 8: Negotiation and Conflict at Senior Level

- Principled Negotiation — Interests, Options and Objective Criteria
- BATNA Preparation — Setting Walk-Away Points Before Talks
- Thomas-Kilmann Conflict Mode Instrument TKI — Choosing a Conflict Style
- Difficult Peer Conversations — Resolving Turf Disputes Constructively
- Banking and Healthcare Cases — Senior Negotiations Over Shared Resources

Day 9: Inspiring Through Change

- Leadership Storytelling Arc — Context, Struggle and Shared Future
- Change Sponsorship Messaging — Explaining Why, What and What Stays
- Town Hall Delivery — Holding Large Audiences With Credibility
- Resistance Conversations — Listening Techniques That Lower Defensiveness
- Personal Brand Statement — Consistent Signals Across Every Channel

Day 10: Practising the Executive Influence Portfolio

- Presence Progress Review — Applying Voice and Composure Drills on Video
- Investment Pitch Rehearsal — Applying Financial Fluency and Strategic Framing
- Stakeholder Campaign Plan — Applying Coalition and Persuasion Methods
- Peer Board Panel — Defending a Proposal Under Challenge
- Executive Influence Portfolio — Presence Goals, Pitch and Stakeholder Campaign

Applying Mini MBA in Executive Presence and Influential Leadership After the Course

- Pre-wire your next proposal with three key stakeholders using the power and interest grid before the formal meeting.
- Rewrite a pending executive paper with the Pyramid Principle and test it as a one-minute elevator pitch.

Mini MBA in Executive Presence and Influential Leadership Questions FAQ

What is a mini MBA in executive presence and influential leadership and why does it matter now?

It is an intensive course joining personal presence, persuasion and negotiation with the financial and strategic reasoning senior audiences expect. It matters now because executives give proposals little time and back leaders who combine composure with commercial evidence.

Which roles gain most from a mini MBA in executive presence and influential leadership?

Experienced managers who present to executive committees, influence peers without authority or negotiate for their unit gain most, along with specialist heads preparing for a more visible senior role.

How does a mini MBA in executive presence and influential leadership differ from a general management mini MBA?

It centres on winning backing rather than running a unit. A general management course covers operating a business; this subject builds the presence, persuasion and financial storytelling that move senior decisions.

What do you bring back from a mini MBA in executive presence and influential leadership?

You bring back recorded presence feedback, a rehearsed investment pitch tested by a peer board and a stakeholder campaign for your next proposal.

Mini MBA in Executive Presence and Influential Leadership: The Way Forward

The Executive Influence Portfolio first informs how a participant pre-wires and presents the next proposal awaiting senior approval. Sponsors, mentors and line executives use it to see where presence and persuasion are growing. After its first boardroom use, it is worth revisiting which stakeholders shifted and which objections the financial story failed to answer.