



# EXECUTIVE PRESENCE

Developing Executive Presence: Leading with the Heart and Mind

## Program Overview

This module is designed to offer you a practical overview of the dynamics of executive presence, the “It” factor. The skills necessary to have “Executive Presence” and to inspire trust are increasingly in demand as Hong Kong and Chinese organizations expand into global markets. It is therefore critical to display strong leadership that authentically engages others. Moreover, in this session, we will introduce you to the power of storytelling and other communication techniques to help you build trust, credibility and influence.

## Program Objectives

- Equip you with skills to build trust, credibility, and influence throughout your organization.
- We will look at cultural aspects of executive presence and differences between Asian and western or Non-Asian cultures.
- Provide an opportunity for you to use storytelling as a platform to demonstrate/cultivate executive presence.
- We will move beyond presentation skills development and help advance your communication skills with the goal to engage and inspire people to act, and deal with differences or conflict effectively.

## Who should attend?

Mid- to senior-level leaders who desire to master powerful influencing and persuasion skills which guarantee new levels of leadership, presence and high-impact communication.

DATES	FEE
March 28(am), 29(am), 30(full day), 2023*	USD 2,400

*\*Tentative and subject to change.*

# PROGRAM CONTENT

- Identify the key components of Executive Presence.
- Using storytelling as a tool for powerful communication.
- Techniques for enhancing your voice and professional presence.
- Communicating authentically: using emotion, passion, and energy to develop a powerful personal style.
- Individual videotaped presentations with facilitator and group feedback.
- Understand the neuroscience behind trust and distrust.
- Learn and practice ways to communicate to inspire trust and collaboration with others.
- Understand cultural dimensions and how these affect how you are perceived by others.

*This is an elective module that can be taken in conjunction with the Ivey Consortium Executive (ICE) Program and Accelerating Management Talent (AMT) Program.*

*This module is subject to sufficient enrollment.*

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## Getting Started

The Executive Education team will be happy to answer your questions and arrange a meeting to discuss your development needs.

Phone: +852-2135-2242

Email: [executives@ivey.com.hk](mailto:executives@ivey.com.hk)

Ivey Business School at Western University

Cheng Yu Tung Management Institute

Hong Kong Convention and Exhibition Centre, Phase 1

Room S320A, Level 3, 1 Harbour Rd., Wanchai, Hong Kong

[www.ivey.com.hk](http://www.ivey.com.hk)