

Executive Presence

Developing Powerful Presence for Corporate Impact

A brand new workshop co-developed and facilitated by *Bluepoint Leadership Development* and *The Actors Institute*.

Executive Presence is a brand new workshop co-developed by ***Bluepoint Leadership Development*** and ***The Actors Institute***. It combines the very best of research-based leadership development with the experiential approach of the performing arts. A potent blend of scientific inquiry and rich, deep stage presence helps participants bring their full individual uniqueness to the fore, resulting in impact and presence in their respective corporate settings.

Throughout the two-day workshop, participants are immersed in a rich experiential learning process. Day 1 focuses on YOU, the individual – your unique personal presence and authenticity. Day 2 focuses on WE, meaning how the individual executive forges greater cohesiveness, inspiration, and dynamism for the group he or she leads (even the entire organization).

The workshop follows a logical four part model that explores:

Character	Who are you as a leader? Are you genuine? Are you credible? What sort of presence do you have? What is presence?
Craft	How does the range of communication abilities enhance your presence?
Content	What is your message? Is it the right one? Does it resonate?
Context	Do you retain presence across all contexts? Does your presence incite commitment to strategy, values, or brand imperatives?

Additionally, it incorporates a strong “how to” component for communications practice. This is based upon a powerful **Three Channel Model** (factual, emotional, symbolic) from ***The Leader’s Voice***. Participants learn how using facts, emotions and symbols in communications enhances their effectiveness and ability to get things done.

Who Should Attend

Executive Presence is designed for:

- Executives and managers seeking to improve their presence.
- Professionals who need to impart key leadership messages with impact.
- Sales executives wanting to be more successful in selling to the C suite.

Participant Benefits

1. Develop the ability to establish your credibility, integrity and unique character rapidly and effectively.
2. Practice articulating your most important, high leverage leadership messages with in the moment coaching to add impact.
3. Increase your visibility, profile and impact as a leader both internally and externally.
4. Focus on your unique personal presence and bring out your very best leadership characteristics.

Organizational Benefits

1. Develop clarity, consistency and unity around your corporate vision and key strategic initiatives.
2. Build powerful senior executive team role models equipped to coach, grow and groom the next generation of strong leaders in your organization.
3. Impact the overall profile of your organization in the eyes of customers, shareholders the financial community.
4. Have the presence and impact to win in key business and sales opportunities.

Features

- All communications practice focuses on real and current business imperatives and participants receive coaching in the moment from the program leaders and the other participants.
- A unique venue at The Actors Institute in Manhattan. No Powerpoint – an “in the moment”, total immersion development experience.
- World-class faculty leading and coaching the experience.
- Class limited to a maximum of twelve participants.