

Presence and Influence at Senior Levels

Duration: 2 Days Course Code: FS-PIASL

Overview:

This course builds advanced skills in executive communication for high-stakes settings. Participants begin by exploring the dynamics of senior committees and boards: what senior decision-makers look for, how they receive information, and what they value in presenters. They practise storytelling for influence, learning how to frame analysis and recommendations in ways that cut through complexity and resonate with authority. The second module focuses on handling pressure: tough audiences, hostile questioning, and challenging cross[1]examinations. Leaders practise staying calm, composed, and credible even when their arguments are pushed hard. They learn rhetorical techniques to maintain control, manage tone, and use their presence to sustain influence under scrutiny. The final element focuses on tailoring: how to adapt language, style, and delivery for different settings — from internal governance committees to external regulatory forums. Participants learn when to lean into authority, when to show partnership, and how to preserve credibility and trust across different audiences.

Target Audience:

Senior leaders, experienced presenters, and supervisory managers who regularly present to committees, boards, or senior external stakeholders. The course is for those who are confident presenters but want to sharpen their impact in the most critical forums where presence, credibility, and influence are non-negotiable. It is particularly relevant for leaders who:

- Present complex supervisory analysis in governance settings
 - Handle external audiences, including regulated firms, oversight bodies, or government stakeholders
 - Need to influence without over-relying on technical detail
 - Want to sustain composure and credibility under intense scrutiny
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Objectives:

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| ■ By applying these methods and building habits for analysis and communication, participants can expect to: | ■ Stay composed and credible under critical or hostile questioning |
| ■ Persuade senior decision-makers through a blend of evidence and narrative | ■ Strengthen executive presence under scrutiny |
| ■ Adapt tone and style for internal vs external audiences | ■ Apply rhetorical techniques to enhance persuasiveness and authority |
| ■ Command attention and project presence in high-stakes forums | |
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Content:

STAGE 1	(Day 1)	STAGE 5
BASELINE ASSESSMENT	■ Programme introduction and presentation kickoff ■ Participants provided with resources, pre-reading and questions to help them prepare for ILT modules	HABIT FORMATION CYCLE
(Pre-Programme)		(Post Module Practice)
■ Pre-course diagnostic to understand confidence, challenges, and aspirations in high-stakes presenting ■ Participants submit anonymised examples of committee papers, briefing decks, or recent presentation experiences for review ■ Establish a baseline of current strengths in executive presence and influence, and identify priority areas for growth	STAGE 4	■ To embed the learning, participants commit to a short post-course habit cycle — three weeks of real-world practice and reflection. ■ Participants select one habit for presence and one for influence to implement immediately ■ Sample Habit: After every high-stakes presentation, ask yourself: “Did I project authority, stay composed, and persuade through narrative — or did I default to data alone?”
STAGE 2	FACILITATOR-LED TRAINING	
	(Module 1-3)	
	Module 1 – Storytelling for Influence in Regulatory Settings	
DESIGN	Module 2 – Handling Tough Audiences and High-Stakes	STAGE 6
(Planning Phase)	Q;A	AUDIT ; REFLECTION
■ Design review with client to tailor scenarios, examples, and exercises to the specific regulatory and governance environment ■ Define behavioural and business outcomes — e.g., more confident handling of high-stakes Q;A, improved clarity and persuasion in committees, stronger trust ■ Align course design with organisational values, decision[1]making frameworks, and external regulatory standard	Module 3 – Executive Presence, Style, and Rhetoric	(End-of-course wrap-up)
STAGE 3		■ At the end of the habit cycle, participants return for a virtual reflection session or complete a self-evaluation toolkit. ■ Review of pre-course diagnostics, peer discussion of success stories and remaining areas for development ■ Participants reflect on how they now approach high-stakes presenting and whether their communication style has become more authoritative, persuasive, and resilient under pressure.
AWARENESS		STAGE 7
		EVALUATION ; IMPACT
		■ To evaluate the results of the programme, FabricShift applies a five-stage evaluation model - Engagement, Reaction, Application, Behaviour Change ; Organisational Impact. ■ Greater trust and credibility in governance forums, more persuasive supervisory arguments leading to faster decisions, Improved composure and authority under high-stakes questioning ■ Closing Habit: Before entering a senior committee, check: “Is my message framed as a compelling story, am I ready for challenge, and will I project the authority expected of me in this room?”

Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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