

Leadership Presence and Effective Communication Training

Duration: 2 Days · **Training format:** Virtual Classroom / Online

Description

Leadership Presence and Effective Communication Training is a practical workshop designed to help managers communicate with greater clarity, confidence and influence. The program enables participants to build trust, increase their visibility and demonstrate an authentic leadership presence across different levels of the organization.

Participants explore how verbal communication, body language, active listening, emotional awareness and strategic relationship management shape the way leaders are perceived. They also practise communicating complex messages, handling difficult conversations and responding confidently to senior executives.

The workshop goes beyond presentation techniques. It helps participants understand their personal communication patterns, regulate their responses and develop a leadership style that is credible, composed and aligned with organizational goals.

What Is Leadership Presence?

Leadership presence is the ability to inspire trust, communicate purpose and positively influence others through consistent behaviour. It is not based solely on charisma or seniority. A strong leadership presence combines confidence, authenticity, emotional awareness, communication skills and sound judgement.

Leaders with a credible presence can articulate their ideas clearly, remain composed under pressure and adapt their communication to different stakeholders. These skills become particularly valuable during executive meetings, organizational change, challenging conversations and important decision-making processes.

Why Is Effective Leadership Communication Important?

Technical expertise alone may not be enough for managers who need to align teams, gain stakeholder support or influence strategic decisions. The way a leader listens, asks questions, delivers feedback and frames a message directly affects trust and organizational impact.

This workshop helps participants transform communication from a daily managerial task into a strategic leadership capability. It supports leaders in communicating with teams, peers and senior management in a clearer, more constructive and influential way.

Who Should Attend?

This leadership communication workshop is suitable for:

- Newly appointed and experienced managers
- Team leaders and department heads
- Middle and senior-level managers
- Professionals preparing for leadership responsibilities
- Managers who regularly communicate with boards or C-level executives
- Leaders who want to strengthen their visibility and organizational influence
- Organizations seeking to develop a shared leadership communication culture

Organizational Needs Addressed by the Workshop

The program can support organizations experiencing challenges such as:

- Managers struggling to communicate with confidence and clarity
- Inconsistent leadership communication across departments
- Difficult conversations being postponed or handled ineffectively
- Limited collaboration between management levels
- Leaders finding it difficult to influence senior stakeholders
- Low trust, visibility or engagement within teams
- Managers needing stronger communication skills during change

Learning Outcomes

By the end of the workshop, participants will be able to:

- Understand the key elements of authentic leadership presence
- Recognize how their communication style affects others
- Communicate messages with greater confidence and clarity
- Use verbal and non-verbal communication more intentionally
- Listen actively and ask strategic questions
- Approach difficult conversations with greater composure
- Communicate more effectively with senior management
- Build trust and develop strategic relationships
- Create a personal leadership communication action plan

Corporate Leadership Communication Training

The workshop can be planned for organizations according to participant profiles, leadership

levels, development priorities and business needs. Examples, discussions and workshop exercises can be aligned with situations managers encounter in their own working environment.

Organizations may integrate the program into leadership academies, management development initiatives, talent programs or broader communication development projects.

Explore our other leadership training programs and professional skills training programs.

To discuss participant numbers, delivery options, scheduling and corporate pricing, please contact BlueMark Academy and request a proposal.

Outline

Leadership Presence and Effective Communication Training Outline

1. Discovering Leadership Presence

- What is leadership presence and why does it matter?
- The relationship between communication and leadership impact
- Balancing confidence, charisma and authenticity
- Recognizing one's sphere of influence
- Understanding how leaders are perceived by others

2. Communicating with Myself First

- Building a stronger connection with oneself
- Understanding emotional and behavioural responses
- Recognizing the relationship between emotions, thoughts and actions
- Identifying personal needs and communication triggers
- Supporting calm and intentional communication through nervous-system awareness
- Practising non-judgemental, peaceful and inclusive dialogue

3. Building Trust and Influence

- How trust is established through communication
- Communicating with credibility and consistency
- Expressing opinions without becoming defensive or aggressive
- Balancing authority, empathy and openness
- Adapting communication to different people and situations

4. Power and Influence in Communication

- Developing a strong verbal and non-verbal presence
- Using tone, pace, posture and body language intentionally
- Active listening and empathetic communication
- Asking strategic and thought-provoking questions
- Making complex messages clear and memorable

5. Managing Difficult Conversations

- Preparing for sensitive or challenging conversations
- Managing emotional responses under pressure
- Addressing disagreement in a constructive way
- Communicating boundaries and expectations clearly
- Giving and receiving feedback effectively
- Maintaining trust while discussing difficult issues

6. Effective Communication with Senior Management

- Understanding the expectations of board members and C-level executives
- Presenting information from a strategic perspective
- Delivering concise, clear and decision-oriented messages
- Connecting recommendations with business priorities
- Preparing for challenging questions
- Responding with confidence and composure

7. Strategic Relationships and Organizational Visibility

- Developing a communication style that builds trust
- Strengthening relationships across functions and management levels
- Balancing self-promotion with meaningful contribution
- Building a strategic internal network
- Increasing visibility through value-focused communication

8. Personal Leadership Communication Roadmap

- Defining one's authentic leadership communication style
- Identifying strengths and development areas
- Selecting behaviours that should be continued, changed or strengthened
- Setting practical development goals
- Creating an individual action plan for stronger communication and leadership presence

Training Methodology

The program combines short theoretical explanations with individual reflection, facilitated discussions, practical exercises, case examples and action planning. The methodology is designed to help participants connect leadership communication concepts with situations they encounter in the workplace.

Duration and Delivery

The workshop is generally delivered as a two-day program. The scope and schedule can be adapted according to the organization's needs, participant profile and development objectives.

Delivery details, participant numbers and scheduling are determined during the corporate training planning process.

Prerequisites

There are no formal prerequisites for this workshop. Participants are encouraged to attend with examples of communication or leadership situations they would like to improve.

Frequently Asked Questions

Who is this leadership communication workshop designed for?

The workshop is designed for team leaders, managers, department heads, senior managers and professionals preparing for leadership responsibilities. It is also suitable for leaders who regularly communicate with senior executives or strategic stakeholders.

What is the difference between leadership presence and presentation skills?

Presentation skills focus mainly on delivering information to an audience. Leadership presence is broader and includes credibility, confidence, emotional awareness, listening, decision-making, body language and the ability to build trust across different situations.

Can the workshop be customized for our organization?

Yes. The content, examples, exercises and emphasis can be adapted according to the organization's leadership levels, participant profiles, communication challenges and development objectives.

How long is the leadership presence training?

The workshop is generally delivered as a two-day program. Its duration and schedule can be adjusted according to the organization's needs and the scope of the requested training.

Is the workshop suitable for newly appointed managers?

Yes. Newly appointed managers can use the workshop to develop confidence, communication awareness and practical leadership behaviours. It is also valuable for experienced managers who want to strengthen their influence and executive communication skills.

Does the training cover communication with senior executives?

Yes. The program includes understanding board and C-level expectations, delivering concise strategic messages, preparing for challenging questions and responding with confidence.

How can we receive corporate pricing information?

Corporate pricing is determined according to the participant number, delivery format, schedule and customization requirements. Organizations can contact BlueMark Academy to discuss their needs and request a tailored proposal.

Are there any prerequisites for attending the workshop?

There are no formal prerequisites. Participants are encouraged to bring examples of leadership or communication situations they would like to improve.