MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

THE VOICE OF LEADERSHIP

"Mastering Executive Presence, Influence, and Communication to Lead with Impact"

Schedule

Date	Venue	Fees (Face-to-Face)
18 – 22 May 2026	Barcelona, Spain	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Leadership is not just about what you say—it's about how you say it. Influential leaders must project confidence, clarity, and credibility in every interaction, from boardroom briefings to team meetings. The ability to command attention, earn trust, and align people through spoken communication is a defining trait of effective leadership.

This transformative course focuses on developing executive presence and powerful leadership communication. Participants will learn to shape their message, adjust their delivery, and engage diverse audiences with authenticity and confidence. Through individual coaching, video feedback, and dynamic exercises, participants will elevate their presence and become more compelling, strategic communicators.

Objectives

By the end of this course, participants will be able to:

- Cultivate executive presence and gravitas in formal and informal settings
- Deliver persuasive messages aligned with leadership intent
- Adapt communication style to different audiences and contexts
- Use voice, tone, and body language to increase impact
- Manage difficult conversations and inspire through storytelling

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Why Attend

- Enhance your ability to influence stakeholders at every level
- Strengthen credibility and trust through confident delivery
- Learn advanced techniques for impactful public speaking and presentations
- Gain tools to manage nerves, handle challenges, and think on your feet
- Receive personalized coaching and feedback to improve communication style

Target Audience

This program is designed for:

- Senior managers and executives
- Team leaders and high-potential professionals
- Business development and client-facing professionals
- Change agents, project leaders, and decision-makers
- Anyone looking to strengthen leadership influence through communication

Individual Benefits

Key competencies that will be developed include:

- Executive presence and non-verbal communication mastery
- Strategic storytelling and message framing
- Active listening and emotional intelligence in leadership dialogue
- Articulation of complex ideas clearly and persuasively
- Resilience and composure in high-stakes conversations

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved clarity and consistency in leadership messaging
- Stronger alignment between leadership vision and team execution
- Higher levels of engagement and motivation across teams
- More effective leadership representation in external forums and negotiations
- Reduced miscommunication and improved collaboration

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Communication styles, influence dynamics, and leadership presence
- Case Studies – Real-world leadership communication failures and successes
- Workshops – Storytelling, difficult conversation practice, and feedback loops
- Peer Exchange – Structured role plays, group feedback, and dialogue labs
- Tools – Voice projection techniques, message templates, body language diagnostics

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Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Leadership Identity and Executive Presence

- Module 1: Defining the Voice of a Leader (07:30 – 09:30) • Understanding presence, purpose, and perception
- Module 2: Body Language and Non-Verbal Influence (09:45 – 11:15) • Posture, gestures, eye contact, and alignment
- Module 3: Voice Control and Vocal Presence (11:30 – 01:00) • Resonance, tone, volume, and modulation techniques
- Module 4: Workshop – Leadership Communication Diagnostic (02:00 – 03:30) • Video practice and peer analysis

Day 2: Messaging and Audience Impact

- Module 1: Framing the Leadership Message (07:30 – 09:30) • Clarity, brevity, and structure
- Module 2: Adapting Communication for Different Audiences (09:45 – 11:15) • Leading up, down, and across functions
- Module 3: Strategic Storytelling Techniques (11:30 – 01:00) • Building narratives that inspire action
- Module 4: Workshop – Delivering a Vision Message (02:00 – 03:30) • Live feedback on message delivery

Day 3: Influence, Feedback, and Alignment

- Module 1: Influencing Without Authority (07:30 – 09:30) • Persuasion techniques and stakeholder engagement
- Module 2: Giving and Receiving Feedback (09:45 – 11:15) • Constructive feedback models and emotional agility
- Module 3: Handling Resistance and Difficult Audiences (11:30 – 01:00) • Techniques for de-escalation and conflict navigation
- Module 4: Workshop – Feedback Simulation Exercise (02:00 – 03:30) • Role play and coaching

Day 4: Public Speaking and Spontaneous Communication

- Module 1: Speaking in High-Stakes Settings (07:30 – 09:30) • Boardrooms, panels, negotiations, and crisis moments
- Module 2: Managing Q&A and Thinking on Your Feet (09:45 – 11:15) • Techniques for spontaneous clarity and confidence
- Module 3: Leadership in the Media and Online Space (11:30 – 01:00) • Virtual presence and online delivery skills
- Module 4: Workshop – Leadership Presentation Challenge (02:00 – 03:30) • Team challenge with group scoring

Day 5: Leadership Influence in Action

- Module 1: Communication for Change and Transformation (07:30 – 09:30) • Framing messages for buy-in during transition
- Module 2: Building a Personal Communication Strategy (09:45 – 11:15) • Signature style and visibility mapping
- Module 3: Final Practice and Peer Review (11:30 – 01:00) • Refining delivery and presence
- Module 4: Wrap-Up and Certification (02:00 – 03:30) • Closing reflections, feedback, and certificate ceremony

Certification

Participants will receive a Certificate of Completion in The Voice of Leadership, confirming their ability to communicate with clarity, confidence, and executive presence in diverse leadership settings.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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