Executive Influence Training

15 – 19 March 2027
Amsterdam (Netherlands)



Executive Influence Training

Ref: 328791_227996 **Date:** 15 – 19 March 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Why This Course

In today's complex and competitive business environment, leadership success depends not just on authority or expertise — but on the ability to influence decisions, shape perceptions, and mobilize people toward a shared vision.

The Executive Influence Training program empowers leaders to build credibility, communicate with impact, and drive organizational outcomes through strategic influence.

It blends leadership psychology, persuasive communication, and executive presence to help participants strengthen their personal brand, manage stakeholder relationships, and lead with authenticity and confidence.

Through interactive sessions, real-world case studies, and influence simulations, participants will learn how to inspire action, gain commitment, and lead change across diverse professional contexts.

What You'll Learn and Practice

By joining this program, you will:

- Understand the psychology and science of influence in executive leadership.
- Learn how to communicate strategically to build trust and commitment.
- Develop a strong, authentic executive presence and leadership persona.
- Master techniques for persuasion, negotiation, and stakeholder alignment.
- Learn to influence without authority in cross-functional and matrix environments.
- Strengthen emotional intelligence EQ for empathy-driven leadership.
- Apply storytelling and narrative framing to inspire action and purpose.
- Gain skills to manage resistance, conflict, and power dynamics effectively.

The Program Flow

Day 1: The Foundations of Executive Influence

- The difference between authority, power, and influence.
- Understanding influence psychology — credibility, trust, and perception.
- Identifying your personal leadership and communication style.
- Building influence capital: reputation, relationships, and reliability.
- Case study: How influential leaders drive change through strategic communication.



Day 2: Persuasive Communication and Leadership Presence

- Crafting messages that move people to action.
- Nonverbal influence — body language, tone, and charisma.
- Storytelling as a tool for executive persuasion and vision-setting.
- The art of executive listening and framing responses effectively.
- Workshop: Developing your personal influence narrative and communication plan.

Day 3: Stakeholder Engagement and Strategic Alignment

- Mapping key stakeholders and understanding influence networks.
- Building alliances and coalitions within and beyond your organization.
- Influencing upward — managing relationships with boards and senior executives.
- Cross-cultural influence and global communication nuances.
- Simulation: Negotiating and influencing in a high-stakes leadership scenario.

Day 4: Emotional Intelligence and Conflict Management

- Emotional intelligence is the foundation of sustainable influence.
- Recognizing and managing emotional triggers in yourself and others.
- Navigating difficult conversations with tact, clarity, and empathy.
- Turning conflict into collaboration and shared ownership.
- Group activity: Influence through empathy and emotional awareness.

Day 5: Leading Change and Sustaining Impact

- Influencing through transformation and uncertainty.
- Communicating vision and purpose during organizational change.
- Maintaining consistency, credibility, and authenticity as a leader.
- Measuring your influence — from perception to performance outcomes.
- Final project: Designing a personal executive influence action plan.

Individual Impact

- Build a powerful executive presence grounded in authenticity and confidence.
- Strengthen your communication, persuasion, and emotional intelligence.
- Develop the ability to influence decisions across hierarchies and cultures.
- Gain tools for handling high-pressure situations with authority and poise.
- Enhance your credibility and visibility as a strategic, influential leader.



Work Impact

- Improve organizational alignment and stakeholder collaboration.
- Increase leadership effectiveness across departments and regions.
- Drive engagement, commitment, and performance through strategic influence.
- Strengthen decision-making and negotiation outcomes.
- Foster a culture of trust, respect, and persuasive leadership within the organization.

Training Methodology

This program integrates leadership coaching, communication exercises, and real-world simulations to ensure transformational learning and measurable behavioral change.

Learning methods include:

- Influence and communication simulations with peer and facilitator feedback.
- Case studies on leadership influence in business, government, and diplomacy.
- Role-playing exercises on persuasion and negotiation.
- Emotional intelligence and storytelling workshops.
- Personal reflection tools and 360° influence assessment templates.

Beyond the Course

Upon completion, participants will be equipped to lead with influence, inspire confidence, and drive action across any organizational or cultural setting.

Graduates of this program will emerge as executive influencers — leaders who combine strategic communication, emotional intelligence, and presence to create lasting impact and organizational success.

