



Smurfit Executive Development

UCD Michael Smurfit Graduate Business School

# EXECUTIVE PRESENCE AND INFLUENCE



EXECUTIVE  
EDUCATION  
2025 RANKING



IN IRELAND  
FOR OPEN ENROLMENT



GLOBALLY  
FOR OPEN ENROLMENT



GLOBALLY  
FOR CUSTOM PROGRAMMES

# EXECUTIVE PRESENCE AND INFLUENCE

3 DAY COURSE

## PROGRAMME OVERVIEW

In today's complex, hybrid workplace, executive presence is no longer about polish - it's about authenticity, connection, and the ability to influence in every interaction. Executive Presence & Influence is an experiential programme for executives who want to communicate with greater clarity, confidence, and impact across every context including one-to-one, group, and virtual settings. Grounded in self-awareness, the journey begins with your authentic leadership brand, helping you build credibility from the inside out. Through immersive learning and our AI Coaching Portal, you will develop the skills to engage any audience with presence and purpose. Over three dynamic days, you will learn to craft concise, compelling messages, use emotion effectively, and influence with or without authority. Learning continues beyond the classroom with ongoing access to the coaching portal and a virtual masterclass to strengthen your communication in digital and hybrid environments.

## WHO IS IT FOR?

This programme is designed for experienced professionals who want to elevate their executive presence and influence across all communication contexts. It is particularly suited to:

- Executives and senior managers with at least five years' professional experience who rely on strong communication to drive performance.
- Leaders responsible for managing teams or stakeholders, who want to develop an authentic style that inspires trust, alignment, and commitment.
- Professionals in client-facing or public-facing roles who need to communicate with clarity, confidence, and impact.
- Individuals preparing for senior leadership roles and seeking to strengthen their presence in high-stakes conversations, presentations, and decision-making forums.
- Participants from all sectors - private, public, and nonprofit - where influence, connection, and credible leadership communication are essential.

## LEARNING JOURNEY

This unique, experiential learning journey blends the latest in executive presence coaching with cutting-edge technology - an advanced, speech-powered application used by leaders worldwide to enhance their communication impact.

### DAY 1



#### Presence and Authenticity (Awareness)

The journey begins with a focus on your *authentic self* - the foundation of true executive presence. You'll explore how to build credible and lasting confidence, raise self-awareness, and align your communication with your values and personal leadership brand. This inside-out approach provides the tools to project authenticity, clarity, and credibility in every interaction.

### DAY 2



#### Engaging with Impact (Presence & Congruence)

Learn to craft and deliver compelling, persuasive messages that connect with your audience. Through the art of storytelling, you'll develop the ability to navigate diverse situations, demonstrate adaptability, and use emotional intelligence to engage others - even under pressure. By the end of the day, you'll be equipped to communicate your vision and inspire others to action.

### DAY 3



#### Concise Communication (Vision & Persuasion)

Learn to communicate with clarity, brevity, and influence. Explore practical techniques for crafting strong openings and closings, adapting your message to different audiences, and persuading others — with or without authority. You'll also examine the role of emotion in business communication and how to use it authentically to build connection and impact. The day covers the nuances of influence across channels, from email and one-to-one conversations to group presentations.

### Virtual Masterclass

#### Virtual Executive Presence

Six weeks after the in-person programme, participants reconvene for a virtual masterclass designed to reinforce learning and strengthen communication effectiveness in virtual settings. This session helps modern leaders maintain executive presence, influence, and facilitation skills across hybrid and virtual platforms.

## LEARNING APPROACHES

The programme is delivered through a highly interactive and immersive learning experience designed to help participants develop lasting behavioural change and confidence in real-world settings. Participants will learn through a blend of dynamic learning methods, including:

- **Theoretical Frameworks:** Ground your learning in proven models of communication, presence, and influence, helping you understand what drives impact and credibility in diverse professional contexts.
- **Experiential Simulations:** Apply new insights immediately through realistic scenarios and role plays that mirror the communication challenges faced by leaders in today's complex environments.
- **Video-Recorded Presentations:** Refine your delivery style by observing yourself in action, identifying strengths, and receiving targeted feedback on tone, body language, and presence.
- **One-on-One Feedback and Coaching:** Benefit from personalised coaching to help you unlock your authentic style and build the confidence to communicate with clarity and conviction.
- **Peer Feedback and Collaboration:** Learn from fellow participants through structured peer review and group exercises that enhance mutual understanding and support growth.
- **Self-Reflection:** Deepen self-awareness through guided reflection, helping you connect your authentic self to your professional presence and influence.
- **AI-Powered Coaching:** Access the AI coaching portal, an advanced digital tool that provides immediate, objective feedback to accelerate learning and sustain improvement long after the programme concludes.

This combination of experiential, reflective, and technology-enabled learning ensures participants not only understand executive presence but can demonstrate it - confidently and authentically - across every professional context.

## KEY BENEFITS

By participating in the programme, you will:

- Build the foundations of true executive presence and influence
- Align your communication with your values and leadership brand
- Communicate with confidence, clarity, and persuasion
- Navigate diverse situations with adaptability and emotional intelligence
- Harness the power of storytelling to inspire and influence
- Develop executive presence and influence across multiple channels
- Engage in experiential learning and expert coaching
- Receive personalized, multi-source feedback

## PROGRAMME DIRECTOR

### PAUL A. SLATTERY

Based in Dublin, Paul A. Slattery is the Founder of NxtGen Executive Presence. He is one of only five Certified Master Instructors (iCMI) worldwide and the only one in Europe accredited by iSpeak, a global leader in communication and presentation skills training. Paul is Programme Director with UCD Smurfit Executive Development, where he leads the *Executive Presence & Influence* short executive programme, and serves as Expert Facilitator on the UCD Smurfit MBA Leadership Development Programme, delivering a distinctive team-based communication and presentation skills module. With over 25 years of international experience in strategic sales, business development, and leadership, Paul has held senior roles including Global Account Director, Regional Sales Director, and Country Manager within the technology sector. Since 2004, he has run his own successful business providing executive education, mentoring, and coaching to organisations worldwide. A dynamic keynote speaker and executive coach, Paul brings deep expertise in leadership communication, influence, and executive presence.



## APPLICATION INFORMATION

### STRUCTURE

This short course is delivered over three consecutive days on campus at UCD Michael Smurfit Graduate Business School, Blackrock, Co. Dublin, followed by a virtual masterclass six weeks after the in-person component.

This course utilises a number of highly dynamic and interactive teaching methods, including individual feedback sessions, classroom discussions, lectures and practical exercises. Participants are typically divided into groups designed to foster a high level of trust between participants and faculty, thereby creating a powerful and enriching learning environment.

### FEES

The fee of €4,250 / €3,825\* (\*UCD Business Alumni Discount) is a comprehensive cost that includes your tuition, all course related materials, lunches and refreshments while on campus etc. There are no additional overheads. Please note that fees must be paid in advance in order to secure a place.

### APPLICATION PROCEDURE

A completed application form and digital photograph are required.

### HOW TO APPLY

To learn more and apply for this programme, contact our Business Development team at [exec.dev@ucd.ie](mailto:exec.dev@ucd.ie) or reach us on +353 1 716 8889.

### ADMISSIONS CRITERIA

Participants should have a minimum of five years of professional experience. All candidates must apply to ensure a qualified, executive-level cohort.

### CERTIFICATE OF COMPLETION\*

This course provides participants with a hard and soft copy of their "Certificate of Completion in Executive Presence and Influence" awarded by UCD Smurfit Executive Development.

\* Non accredited certification



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Please note that every effort has been made to ensure the information in this publication is correct. However, details may be subject to change without notice.