
Executive Presence and Influence

25 - 29 Jan 2027
Madrid





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Ref.: 1005_324 **Date:** 25 - 29 Jan 2027 **Location:** Madrid **Fees:** 5700 **GBP**

Executive Presence and Influence is a 5-day course delivered by Mars Training Centre in London, Dubai, Milan, Geneva, and New York — designed for senior leaders who want to strengthen the way they show up and influence outcomes at the highest levels of their organisation.

Executive presence is often described as something you either have or you don't. The research disagrees. Presence is a learnable combination of how you carry yourself, how you communicate, and how you influence others — and senior leaders who deliberately develop these elements progress faster, lead more confidently, and command attention when it matters.

Across five days, you will examine the components of presence in detail, practise high-stakes communication scenarios, and build the personal habits that strengthen influence over time.

What You Will Learn

By the end of this programme, you will be able to:

- Identify the three components of executive presence and your current strength in each.
- Communicate with authority in boardrooms, all-hands meetings, and high-stakes one-to-ones.
- Influence stakeholders across matrix and political environments without formal authority.
- Adapt your presence to different audiences without losing authenticity.
- Manage your physical and vocal impact in person, on video, and on stage.
- Handle difficult conversations and pushback without losing composure.
- Build long-term influence through credibility, consistency, and reciprocity.
- Build a personal presence-development plan you can apply in the 90 days after the course.

How You Will Benefit

You will leave with a sharper understanding of how you currently come across and a structured plan to strengthen it, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can speak for the organisation with confidence — in front of boards, regulators, investors, and the workforce.



Who This Programme Is For

This programme is designed for:

- Senior directors and vice presidents
- General managers and country managers
- Heads of communication, public affairs, and investor relations
- Senior project and programme directors
- Family-business principals
- Senior public-sector executives

The seniority floor is director level and above.

How the Course Is Delivered

- Facilitator-led interactive sessions, balancing teaching with discussion and applied exercises.
- A balanced mix of theory, regional case studies, and applied exercises.
- Validated diagnostic and self-assessment tools.
- Applied exercises and personalised coaching throughout the week.
- A personal action plan built progressively across the week.
- Continuous personal feedback from your lead faculty.

The course runs in two separate single-language editions: an English edition delivered in English, and an Arabic edition delivered entirely in Arabic by native-Arabic faculty at every host venue. Sessions run in London, Dubai, Milan, Geneva, and New York.

Your Mars Certificate and Fee

On successful completion of Executive Presence and Influence you will receive a Mars Certificate of Completion, issued by Mars Training Centre, our London-headquartered training provider. The certificate confirms the programme attended, the dates, the host city, and the lead faculty, and is presented to delegates on the final day of the course.

The standard fee is £4,950 per delegate for this 5-day programme, quoted and invoiced in pounds sterling. The fee covers all training and faculty time, course materials in digital and printed form, the Mars Certificate of Completion, daily refreshments and a buffet lunch, and a complimentary airport pickup and return transfer for delegates flying in to the host city. Group and early-booking discounts are available. Flights, visas, and hotel accommodation are not included, though Mars provides booking guidance and preferred-rate partner links.