

learningm!nds

EXECUTIVE PRESENCE & COMMUNICATION

Turn Every
Interaction
into an
Impression.



NADIA SAYEED

date

12 NOVEMBER 2025

time & location

0900 - 1700 HOURS

MARRIOTT HOTEL, KARACHI

Building Professionals Who Speak Success

OVERVIEW

Executive presence and communication are vital for projecting professionalism, building credibility, and shaping a strong workplace culture. Professionals – especially customer-facing staff, relationship officers, and managers – must demonstrate poise, confidence, civility, and social intelligence to build lasting relationships and drive business success.

This program is designed to help participants understand the value of professional behavior, business etiquette, and grooming, while fostering self-awareness, authenticity, and influence in workplace interactions.

PROGRAM BENEFITS

This program enables participants to develop their personal brand through image and etiquette, projecting credibility and professional presence with the 3As – Appearance, Actions, and Attitude. Participants will learn to manage their image as a dynamic process, building confidence, influence, and executive presence through personal grooming and self-management. The result is professionals who embody poise and professionalism in every aspect of work, driving both career growth and stronger organizational branding.

WHO SHOULD ATTEND?

Emerging leaders

High-potential employees

Middle to senior managers

Professionals aspiring to enhance their executive presence

METHODOLOGY

- Interactive presentations
- Self-assessment exercises
- Group discussions and peer feedback
- Real-world simulations and role-playing
- Personal action planning

From Poise to Power: Elevate Your Executive Presence.

WORKSHOP OUTLINE

Personal Grooming and Self-Development

Introduction to The Self

- Self- Assessment: Identifying your strengths and skills
- Personal Grooming: a mix of how you present yourself and how others see you.
- Personal Branding: its advantages in personal and professional lives

Creating a Personal Profile

- Recording experiences relevant to professional career and interests
- Connecting to audiences using these accomplishments

Self-Management for a Credible Impression

- The role of emotional intelligence and self-awareness
- Managing emotions and reactions in stressful situations
- Authenticity and consistency in behaviour
- Building resilience and confidence

Evaluate Self and Identify Perception Gaps to Enhance Professionalism

- Recognize the importance of professional image and projecting a good first impression
- Realize the power of perception
- Understand the importance of first impressions and maintaining a professional image

The 3As - Appearance, Actions and Attitudes

- Review your personal appearance, actions and attitude
- Narrow perception gaps between your image and your organization's identity for brand and image consistency

Adapting the Dressing Principles

- Principles in color, prints, fabric, style and accessories to project a consistently professional image
- Define the global professional image and how people in your industry should dress
- Dress right, dress smart, guide to present yourself well in every situation

Etiquettes in Personal Grooming

- Time and personal space, creating respect in workspaces
- Apply the golden principles for good etiquette and adapt to cultural differences and situational challenges
- Exude greater professional presence, charisma and influence through your actions
- Enhance personal grooming from top-to-toe to look appropriate in different situations
- Assess your top-to-toe image consistency by applying a 3-point Image Reality Check

Executive Presence and Impact

- Communicating in Person • Making a great first impression
- How to be a more engaging individual
- Connecting with people for impact
- Managing social challenges

Interpersonal Skills: Creating a Culture of Understanding

- Techniques for incorporating active listening and empathetic body language into everyday communications
- Regulating emotions and boundaries to be more receptive
- Demonstrating compassion and creating psychological safety nets
- Understanding how empathy plays a role in the self, team dynamics, and the organization

Impactful Communication: If you can speak, you can influence and create impact

- Strategies for assertiveness in communication: behavior rehearsal, repeated assertion, fogging, negative enquiry
- C's of assertive communication: confidence, clarity and control

TRAINER PROFILE

A business person by education, with an experience in academia for the last twenty-six years at the Institute of Business Administration (IBA). Over the years, she has made her mark in the field of corporate training by interacting with a diverse set of audiences. A corporate trainer at the Centre for Executive Education, IBA with 20 years of experience as a training and development consultant. From the public sector to NGOs from Multinational FMCGs to local banks, she has had an exposure to a variety of training situations. Her expertise is business and managerial communication, both written and verbal, as well as soft skill training, personal grooming, professional and leadership development. With the change in corporate dynamics and managerial roles, she has engaged with many teams on topics on workplace diversity and safety, cultural and gender inclusivity, women leadership and empowerment and assertive communication. The need for personalized coaching and development led to training interventions in Executive Mentoring and Coaching programs.

She is certified in Korn Ferry, Styles & Climate Accreditation for Leadership Development and Leadership Solution She designs her programs to meet the needs of the audience and create learning environments where individuals feel capable and empowered to lead successful personal and professional lives. Her inspiration comes from the freedom to be creative in the work place, the potential for spontaneity and the goal of creating an impact.



REGISTRATION DETAILS

Program fee: **PKR 35,000/-** per participant
10% discount on **Group of 3**

The program fee covers tuition, program manual, certificate of participation, exclusive training activities book, lunch, refreshment and networking.

Cancellations can be sent 7 days before the program, after which NO cancellations will be accepted.

For more information contact

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Professionalism Redefined:
The 3As of Presence — Appearance, Actions, Attitude.