COURSE SYLLABUS

Executive Presence for Government Leaders

Executive presence in government encompasses the communication style, credibility, confidence, and leadership behaviors that shape how senior leaders are perceived. This topic explores practical approaches to influencing others, leading under pressure, and navigating cross-agency and executive-level environments.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/executive-presence-for-government-leaders



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Course Outline

Module 1: What Executive Presence Actually Is

- Gravitas, communication, and appearance — government-style
- Common myths and misconceptions
- Self-assessment: How am I perceived today?

Module 2: Communicating with Executive Clarity

- Leading with the bottom line
- Bridging strategy and operational detail
- Activity: Rewrite a briefing for a senior audience

Module 3: Composure Under Pressure

- Staying steady in difficult meetings and hearings
- Recovering from missteps without losing credibility
- Managing visible stress signals

Module 4: Presence in the Room and on Screen

- In-person, hybrid, and virtual presence
- Owning the room without dominating it
- Reading and responding to senior audiences

Module 5: Building Credibility with Senior Stakeholders

- Managing up across multiple levels
- Influence without authority across agencies
- Activity: Stakeholder credibility map

Module 6: Capstone — Your Executive Presence Plan

- Capstone Activity: 90-day Executive Presence Plan
- Closing: Feedback loops and continued growth