

Queen's  
Executive Education

# Developing Your Leadership Presence

Sell yourself and your ideas with poise, power and passion

 2 DAYS IN TORONTO

You've gained valuable experience  
and you have higher aspirations.  
Take the next step. We're ready  
when you are.



**Smith School of Business** is renowned for excellence, innovation and leadership in business education. From establishing the first undergraduate business degree a century ago, to founding the first university-level Executive Education Centre in the Canadian market, Smith School of Business is at the forefront of preparing participants and students for the marketplace.

## SMITH SCHOOL OF BUSINESS BY THE NUMBERS

**3,200**

STUDENTS  
ANNUALLY

**28,000+**

ALUMNI ACROSS  
THE GLOBE

**120**

AWARD-WINNING  
FACULTY AND  
PROFESSORS

**8,000**

APPLICATIONS RECEIVED  
ANNUALLY FOR **500**  
SEATS IN CANADA'S  
MOST PRESTIGIOUS  
UNDERGRAD PROGRAM

**15**

GRADUATE  
PROGRAMS  
AND ONE PHD  
PROGRAM

**120+**

PARTNERSHIPS  
WITH INTERNATIONAL  
BUSINESS SCHOOLS

## Developing Your Leadership Presence

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**As a leader, your ability to make things happen is contingent on how much your influence inspires and motivates those around you.**

The best communicators understand that exhibiting a strong presence goes well beyond the analytical content of their message. Building the story and communicating it with clarity, inspiration and inclusion is equally important.

This highly interactive experiential program will stretch you to think differently. You'll first learn concepts using topics not found in a typical work context, encouraging creativity and experimentation. Then you'll apply new skills to address real workplace challenges, including how to establish an authentic and engaging presence when communicating.

Expert facilitators work in groups and personalized one-on-one coaching sessions to help you deepen your awareness of personal strengths and development areas, and address your real business communication challenges.

*Enrollment for this program is limited to maintain low student-facilitator ratios.*

### **In this program you will learn to:**

- Present yourself and your ideas with authenticity, authority and inspiration by integrating the four core areas of your own unique personal communication style: voice, body, mind and emotion
- Build and maintain trust, social capital and influence with your teams and stakeholders by generating connection and engagement at every interaction
- Leverage your full toolkit of personal presence and storytelling skills in order to heighten your presence and effectively influence your audiences
- Tap into and effectively articulate your most important personal and organizational values in order to craft a fulfilling and meaningful identity as a leader in a rapidly changing world

### **Available Via Live, In-Person Delivery**

Attend the program in an immersive, in-person environment at SmithToronto, located at 200 Front Street West, in the heart of Toronto's downtown financial district.



**This program is designed for managers and business professionals who rely heavily on relationships for success and must motivate, influence, and connect with a diverse group of people through verbal communication.**



# This program is built on a 4-part model for Leadership Presence Mastery

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## Module 1

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### **Honing Personal Style for Projecting Confidence and Competence**

- Deepen your awareness and skills with practice and personal coaching in emotion, imagination, spontaneity, passion and energy to develop a powerful and authentic leadership presence brand and style
- Experience our best-in-class immersive, entertaining and interactive video conference social learning curriculum
- Identify and explore your own professional communication goals and aspirations that will form the blue-print of your learning journey

### **Building Trust and Relationship through Self-Reflection, Listening and Empathy**

- Explore and identify your own personal and professional values in order to build a foundation for your leadership communication brand
- Learn and practice a toolkit of techniques for managing work-life balance, personal energy, "zoom fatigue" and authentic social engagement in the virtual world
- Strengthen your ability to listen deeply and build authentic relationships with clients and customers, internal teams, and external stakeholders in order to facilitate engaged and collaborative creative processes

## Module 2

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### **Narrative Intelligence, Business Storytelling and Consultative Dialogue with Clients and Teams**

- Refine your use of dynamic and creative language choices as an effective tool for sharing personal experiences and building relationships, as well as for delivering analytical information in a compelling way
- Engage in the practice of employing storytelling skills such as the use of vivid images, speaking in snapshots, recognizing the need for strong beginnings and endings, and using body and voice to convey key messages
- Develop the art of consultation, collaboration, and coaching with your colleagues in order to more effectively drive change and influence your clients and teams

### **Application Clinic: Feedback and Coaching on Applying Presence and Communication Skills to Real Workplace Scenarios**

- Practice the skills of communicating in high-stakes, challenging internal and client situations that require careful problem-solving techniques and solutions grounded in emotional intelligence
- Work closely with your learning team to apply skills, rehearse scenarios and receive individualized coaching and feedback on your style and effectiveness as a team leader in your own real-time situations
- Envision a future learning path for your growth and mastery of Leadership Presence as a set of skills that will support your evolution and success in your life and career

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## Location

SmithToronto is located at 200 Front Street West and is in the heart of Toronto's downtown financial district. This location provides an immersive, in-person environment for participants to learn and network.

## Pricing

\$3,900 *plus HST*

This fee includes a continental breakfast, lunch, and snacks each day, all programming materials, and post-program support.



## A Recognized Symbol of Excellence

Participants who complete the program earn the Developing Your Leadership Presence digital badge credential.



## Personal Benefits

- Inspire, motivate and lead more effectively
- Build more positive relationships
- Deliver succinct, clear and articulate messages
- Get more buy-in from your team, colleagues, and clients
- Learn how to use your authentic, unique personality to connect more strongly to those around you
- Learn how to be persuasive and influential

## Organizational Benefits

- More effective and inspiring leaders
- Improved motivation amongst employees
- More authentic communicators in your leadership team

# SmithToronto

## WORLD-CLASS LEARNING

**SmithToronto is located on the 30th floor, 200 Front Street West in the heart of Canada's financial centre and is easily accessible by GO, subway and the PATH system.**

Smith School of Business delivers many programs and classes at SmithToronto, home to the Master of Finance, Master of Management Analytics, Master of Management in Artificial Intelligence, and Master of Financial Innovation & Technology programs. The site includes classrooms, meeting rooms, staff offices, special events spaces, and a variety of multi-media presentation systems.

As well, it includes three Boardroom Learning Centres with fully interactive videoconference capabilities. These rooms are used to deliver classes for Smith's Executive and Accelerated MBA programs.



## Session Leader

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### **Christopher von Baeyer**

*Instructor,  
Queen's Executive Education*

Christopher began his research and professional practice over 35 years ago as an undergraduate at Harvard University. He has since developed an international reputation as a thought leader and expert practitioner in the field of Leadership Presence. Chris is deeply committed to employing the arts as a creative tool for promoting dialogue on issues of social and civic concern. For 10 years he served as the Artistic Director for Toronto Playback Theatre, which he founded with the mission of providing improvisational and audience-interactive theatre for diverse communities in the Toronto area.



*Session leaders are subject to change.*



## QUEEN'S EXECUTIVE EDUCATION BY THE NUMBERS

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**37,000+**

ALUMNI OF OUR EXECUTIVE  
EDUCATION PROGRAMS

**95%**

OF PARTICIPANTS WOULD  
RECOMMEND TO A  
COLLEAGUE OR FRIEND

**7,000+**

ORGANIZATIONS HAVE SENT  
MANAGERS AND EXECUTIVES  
TO OUR PROGRAMS

**70+**

COUNTRIES FROM WHICH  
MANAGERS AND EXECUTIVES HAVE  
PARTICIPATED IN OUR PROGRAMS

# Queen's Executive Education

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**Canadian Centre for Diversity and Inclusion**  
**Centre canadien pour la diversité et l'inclusion**

*Information in this brochure is accurate at time of publication.*

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