

BUILDING A STRONG EXECUTIVE PRESENCE



PROGRAM DETAILS

FACULTY

Sheila Singam

DATE/TIME

25 January 2027
9.00AM - 5.30PM

FEE*

RM2,750 |
USD688

VENUE

Asia School of
Business

Program Overview

This program develops executive presence through three interconnected pillars: Appearance, Communication and Gravitas. Participants will identify their current executive presence strengths and gaps and develop strategies to strengthen the way they look, sound and show up as leaders. Ultimately, the program helps participants align their external presence, communication effectiveness and inner leadership confidence so that they are not only seen and heard, but trusted, respected and able to influence with impact.

Learning Outcomes

At the end of the program, participants will have learned:

- Assess their executive presence across gravitas, communication and appearance, and identify specific areas to strengthen.
- Project confidence and credibility through posture, voice, composure and professional presentation.
- Communicate with clarity and impact, adapting their message to different audiences and situations.
- Build trust and influence by listening attentively, responding thoughtfully and handling challenging questions with poise.
- Apply their personal presence plan in an upcoming meeting, presentation or stakeholder conversation.

Who Will Benefit?

- All executives who want to enhance their influence

Session Outline

9:00AM - 9:30AM	Introduction to Program - Connection Exercise
9:30AM - 10:30AM	Session 1: The Executive Presence Advantage • Why do you need executive presence? What executive presence looks like in action; the three pillars of gravitas, communication and appearance; personal strengths and development priorities. Evaluating your executive presence.
10:45AM - 12:15PM	Session 2: Appearance and Non-Verbal Impact • Aligning professional appearance with role and audience; facial expression, eye contact and body language; ensuring visual and verbal messages support each other.
1:15PM - 2:15PM	Session 3: Gravitas: Showing Up with Confidence • Developing EQ; composure under pressure; posture, voice and pace; managing nerves; responding thoughtfully rather than reacting.
2:15PM - 3:45PM	Session 4: Communicating with Clarity and Impact • Leading with the main point; structuring a concise message; using examples and stories; adapting communication to the audience.
4:00PM - 5:00PM	Session 5: Influencing Stakeholders with Presence • Listening for underlying concerns; expressing a recommendation confidently; handling questions and objections; building trust in difficult conversations.
5:00PM - 5:30PM	Session 6: Action Plan to Enhance Executive Presence

Note:

- Lunch and two tea breaks are included in the program agenda.

Faculty



Sheila Singam is a dynamic professional with a passion for unleashing individual potential. For the past 20 years, she has been delivering transformative training programs to corporations across a variety of sectors. Sheila holds an Honours degree in Mathematics and Chemistry, a Diploma in Education, and certifications as a Trainer of NLP, NLP Coaching and Time Line Therapy®. Sheila also holds a Post-Graduate Diploma in Innovation and Design Thinking delivered jointly by MIT Sloan, Columbia Business School and Tuck School of Business.

In addition, she has a certificate in Circular Economy & Sustainability Strategies from Cambridge University's Judge Business School, as well as a certificate in Storytelling from IDEO U and Virtual LearnCaster certification, which equips her to deliver online programs. Sheila is certified in Game-Based Learning from DRB-Hicom University and Accelerated Learning Practice, through which she brings a learner-centric, practical approach to all her programs. She is also an artist and a published author who raises funds for charity through these skills.

Note: *

- HRD Corp's maximum claimable amount is RM1,750 per pax. Each company is allowed to register up to 9 pax only. All other Terms & Conditions imposed by HRD Corp remained applicable for this program.
- Excludes Sales & Service Tax (8%)
- Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.
- USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.
- ASB reserves the right to amend the program design, schedule, or faculty lineup without prior notice to maintain academic and delivery excellence.



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