



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought



Executive Presence, Influence And Storytelling (EPIS)

December 08 - 10, 2025

Program Overview

In today's fast-paced and competitive business environment, the ability to project a strong executive presence and master the art of storytelling is crucial for professionals aiming to stand out and influence others effectively. IIM Kozhikode's 3-day programme, "Executive Presence, Influence and Storytelling" is meticulously designed to provide individuals with the skills needed to excel in their roles, elevate their professional impact, and navigate complex organizational dynamics with confidence.



Programme Objective:

Participants will learn how to:

1. Create a powerful presence that inspires confidence and commands respect from peers, subordinates, and senior management.
2. Focus on developing key aspects such as body language, tone of voice, and presentation skills that contribute to a professional image that reflects authority and competence.
3. Craft engaging stories that capture the attention of diverse audiences, clearly communicate complex ideas, convey vision, drive motivation, facilitate organizational change and support strategic objectives.
4. Present stories in a way that resonates with listeners, influences decisions, and motivates action, ensuring that your message is impactful and memorable.
5. Navigate both formal and informal power structures within an organization, and gain insights into the strategic use of influence to achieve objectives, build strong relationships, and manage stakeholder expectations.
6. Forge strong network of diverse professional contacts which is essential for career advancement and organizational success.



Pedagogy

Interactive Learning: Engage in hands-on exercises and real-world case studies to apply the skills learned in practical scenarios. This approach ensures that participants can effectively translate theoretical concepts into actionable strategies in their own work environments.

Feedback and Refinement: Receive constructive feedback and refine techniques to enhance effectiveness in real-world applications, ensuring that participants are well-prepared to implement their new skills immediately.

Key Topics Covered

I. Develop a Powerful Executive Presence:

- **Communication and Demeanour:** Techniques for developing a confident professional demeanour, mastering body language, honing communication skills, managing first impression, engaging in small talk and refining communication style, and overall behaviour that projects authority and inspire trust.
- **Perception Management:** Strategies for managing how you are perceived by others, aligning your personal brand with organizational goals and expectations.

II. Crafting Impactful Stories:

- **Story Structure:** Methods for constructing stories with a clear beginning, middle, and end that engage and persuade audiences.
- **Audience Engagement:** Techniques for tailoring stories to different audiences to ensure they are relevant and compelling.

III. Leveraging Power Dynamics:

- **Formal vs. Informal Power:** Understanding the balance between official authority and informal influence, and how to use both effectively to achieve goals.
- **Influence Strategies:** Practical approaches for negotiating, persuading, and managing conflicts and relationships within organizational hierarchies.

IV. Networking and Relationship Management:

- **Building Networks:** Strategies for creating and maintaining a network of contacts that support career growth and organizational success.
- **Relationship Building:** Techniques for fostering meaningful professional relationships that can provide support and open opportunities.

Facilitator:



Prof. Deepa Sethi

Executive Chair, GLOBE
(Global Linkages, Outreach,
Branding, and Evaluation), IIM Kozhikode

Prof. Deepa Sethi is a distinguished academic and trendsetter with a passion for shaping impactful communication practices. At IIM Kozhikode, she serves as Executive Chair of GLOBE, driving global linkages, outreach, branding, and evaluation. With rich experience in teaching, research, training, and consulting, Prof. Sethi specializes in Managerial Communication, Executive Presence, and the behavioral dimensions of organizations. Trained at Harvard Business School and Harvard University, she brings a global perspective to her work, blending academic rigour with practical insights.

Her areas of expertise include Verbal and Nonverbal Communication, Cross-Cultural Communication, Storytelling and Influence, Inclusive Communication, Soft Skills for Interpersonal Effectiveness, Health Communication, and impactful Presentation Skills. Recognized among the Prof. Indira Parikh "50 Women in Education Leaders" in 2019, Prof. Sethi has also published extensively in leading international journals of the highest repute (A* and A category).

Who should attend

This programme is ideal for professionals at various stages of their careers who aspire to enhance their ability to make a significant impact and influence others. It is especially suited for individuals aiming to advance their careers by developing a stronger executive presence and mastering the art of storytelling.

By the end of the MDP on Executive Presence and Storytelling, participants will be equipped with practical skills and strategic insights to drive meaningful change and excel in today's dynamic and challenging business environment.

Programme Fee:

Rs. 60000 (Residential) |
Rs. 50000 (Non-Residential)
GST @ 18%

Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



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Management Development Programme

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