



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



# Executive Presence, Influence, and Story Telling Programme

**Command greater influence through  
refined executive presence and storytelling**

12 Weeks | Online | Combined with Live Sessions by Faculty at IIM Kozhikode

**#4**

#70 Global Rank #4 India, Financial  
Times Open Enrolment Rankings 2024

**#3**

NIRF India Ranking 2025,  
Management

## Programme Summary

### Executive Presence, Influence, and Story Telling

 <b>Institute Name</b> IIM Kozhikode	 <b>Programme Duration</b> 12 weeks	 <b>Cost</b> INR 1,24,900 + GST
 <b>Learning Mode</b> Pre-recorded videos with 3 live-online sessions by IIMK faculty	 <b>Weekly effort</b> 5-6 hours per week	 <b>Faculty</b> IIM Kozhikode
 <b>Payment Options</b> Basic Instalment Plans	 <b>Special Pricing</b> Special pricing up to 10% discount is available for corporate plans	 <b>Guest Faculty/Industry Experts</b> Mid-Senior Industry Practitioners
 <b>Programme/Course Leaders</b> Subject Matter Experts/ Mid-Senior Industry Practitioners	 <b>Eligibility</b> Minimum Graduate or Diploma Holder (10+2+3)	<b>Certificate</b> Upon successful completion of the programme, participants will be awarded a verified digital certificate from IIM Kozhikode

### Learning Experience

- **Pre-recorded videos - Flexibility** - Learn at your own pace, around your busy schedule
- **World-class faculty** - Learn from the Best faculty and industry practitioners
- **High quality Videos** - Great learning experience, even while on-the-move
- **Cohort-based learning** - Networking & Community Interaction by using discussion boards
- **On Demand learning** - Re-watch any lesson/ concept for deeper understanding

### Frequently Asked Questions

#### Are there any LIVE sessions with the institute faculty in this course?

This course contains high-quality pre-recorded videos with the globally renowned faculty from IIMK along with live-online masterclasses by faculty at IIMK.

#### What is the role of the Programme Leader? Are they institute faculty?

Programme leaders are Industry Practitioners/ Subject Matter Experts who help with doubt clearing, cover specific topics deeper and share real-world examples wherever needed. They are not faculty of the institute.

#### Who grades/ gives inputs on the assignments and projects?

The assignment grading frameworks are created in collaboration with the institute faculty and Emeritus grading team.

#### Is there a qualifying mark/ grade to get the final certification in this course?

Yes, the qualifying mark is 70%.

#### What if I miss the assignments for a particular week? Can I attempt them later?

It is upon the faculty's discretion if any re-attempt would be allowed of the quiz or assignment and the evaluation methodology.

#### Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt Clearing sessions?

Doubt-clearing sessions are carried out by the Programme Leaders, as they monitor individual student progress.

#### What if I don't find the course appropriate for me after starting the sessions? Can I seek a refund?

We encourage our learners to complete the programme to fully understand the concepts and derive valuable learning outcomes. Should you still feel the need to stop your learning journey, a refund request can be initiated before the programme commencement. However, after the programme commences, fee becomes non refundable.

#### What type of certificate will I receive?

Upon successful completion of the programme, you will receive a smart digital certificate. The smart digital certificate can be shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your LinkedIn profile. The digital certificate will be sent approximately two weeks after the programme, once grading is complete.

#### How long will I have access to the learning materials?

You will have access to the online learning platform and all the videos and programme materials for 12 months following the programme end date. Access to the learning platform is restricted to registered participants per the terms of agreement.

# The IIM Kozhikode Advantage

## From The Director's Desk

Businesses today have seen a complete transition than they used to run a decade ago. Thus, it is imperative for business heads today to expand their knowledge across domains and proactively make decisions to become effective drivers of organisational growth. IIM Kozhikode programmes are designed by world-class faculty with industry-leading insights that empower participants to manage and overcome complex business challenges confidently. Our growing global footprint is acknowledged and accredited by top institutions and is a testimony to growth we have achieved in our 30-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, and to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope and potential impact that India will have on 21st-century business makes us believe that this is a legitimate aspiration.

IIM Kozhikode's Executive Presence, Influence, and Storytelling Programme offers learning through recorded online sessions taught by renowned faculty available in the comfort of your home. It equips mid-to-senior professionals with critical skills to elevate their corporate presence to master their gravitas and perfect their personal brand. Along the journey, they will deepen their understanding of body language, communication techniques, emotional intelligence, persuasion, and narrative development. The programme's expertly curated, comprehensive modules empower professionals to drive real collaboration and decision-making at their organisations.

Invest in your potential and start the journey of future-proofing your career growth by enrolling in the IIM Kozhikode Executive Presence, Influence, and Storytelling Programme.

Wishing you all the very best!



**Prof. Debashis Chatterjee**

Director,  
Indian Institute of Management Kozhikode



# What is Executive Presence, and Why Does It Work?

Imagine walking into a room of decision-makers, your ideas at the forefront of the conversation. Everyone listens, but as the discussion wraps up, someone else leaves a lasting impact, gets buy-in and drives action forward. What made the difference?

**It was not just the data—it was their executive presence in action.**

Executive presence is the subtle but powerful ability to inspire confidence, build trust, and command attention. It's not just about what you say but how you say it—your charisma, clarity, and connection with the audience.

**Why it works?** Because it helps you create a professional brand that exudes stability and reliability. And that is what a growing organisation needs. It is about projecting not just who you are, but what you want to be seen as.

It's a science that you can learn, and it includes aspects such as self-awareness, understanding of verbal and nonverbal cues, storytelling skills, persuasion techniques, and more.

The curriculum of the **Executive Presence, Influence, and Storytelling Programme by IIM Kozhikode** emphasises polishing these skills over its 12-week duration, and it can help you irrespective of where you are in your professional journey.

Whether you're a CxO, an aspiring executive, or a senior manager, a strong executive presence enables you to articulate your vision with precision, create a tangible impact, remain level-headed when facing challenges, and set elevated benchmarks of success.

Here's a comparison between expectations from key stakeholders and how the programme can benefit them.

Functional Areas	Key Expectations	Programme Outcomes for Stakeholders
Executive Management	<ul style="list-style-type: none"><li>• Maintaining credibility while driving vision</li><li>• Balancing diverse stakeholder interests</li><li>• Inspiring across levels</li></ul>	<ul style="list-style-type: none"><li>• Strong executive presence to project confidence</li><li>• Strategic storytelling to align stakeholders</li><li>• Clear, decisive communication</li></ul>
Senior Management	<ul style="list-style-type: none"><li>• Translating strategic vision into actionable goals</li><li>• Driving team alignment</li><li>• Managing change effectively</li></ul>	<ul style="list-style-type: none"><li>• Ability to influence cross-functional teams</li><li>• Narrative development to cascade vision</li><li>• Navigating uncertainty effectively</li></ul>

# What is Executive Presence, and Why Does It Work?

Functional Areas	Key Expectations	Programme Outcomes for Stakeholders
Sales	<ul style="list-style-type: none"><li>• Building trust quickly with clients</li><li>• Differentiating products/services in competitive markets</li><li>• Inspiring teams to meet their goals</li><li>• Crafting a compelling sales roadmap to influence senior management</li></ul>	<ul style="list-style-type: none"><li>• Strong executive presence to project confidence</li><li>• Strategic storytelling to align stakeholders</li><li>• Clear, decisive communication</li></ul>
Marketing	<ul style="list-style-type: none"><li>• Crafting compelling brand narratives</li><li>• Connecting with diverse audiences</li><li>• Staying relevant in a fast-changing landscape</li></ul>	<ul style="list-style-type: none"><li>• Creative storytelling for audience engagement</li><li>• Clear, impactful communication strategies</li><li>• Data-driven narrative refinement</li></ul>
Operations	<ul style="list-style-type: none"><li>• Presenting complex data in an understandable way</li><li>• Gaining buy-in for budgetary decisions</li></ul>	<ul style="list-style-type: none"><li>• Simplified storytelling for financial insights</li><li>• Clarity in communication to non-finance stakeholders</li><li>• Executive presence for credibility</li></ul>
Information and Technology	<ul style="list-style-type: none"><li>• Bridging the technical and business gap</li><li>• Explaining the value of IT investments to non-technical stakeholders</li></ul>	<ul style="list-style-type: none"><li>• Simplified, impactful narratives for technical ideas</li><li>• Strategic communication to highlight IT's role</li><li>• Driving digital transformation effectively</li></ul>
Human Resources	<ul style="list-style-type: none"><li>• Driving cultural transformation</li><li>• Addressing diverse employee needs</li><li>• Gaining trust during sensitive discussions</li></ul>	<ul style="list-style-type: none"><li>• Empathy-driven communication</li><li>• Storytelling to align employees with organisational values</li><li>• Influence to shape workplace culture</li></ul>

# Programme Overview



Leaders with strong executive presence can significantly influence company culture, creating a positive and productive work environment.

(Harvard Business Review)

Ever feel the discussion shifting away towards someone with authority when it matters? Effective managers have gravitas and a confident presence that automatically makes them the center of the room. Their voice matters. What they think matters because qualities like executive presence, influence, and storytelling are at the heart of business communication. This **IIM Kozhikode Executive Presence, Influence, and Storytelling Programme** focuses on helping you cultivate a presence that resonates in every interaction, whether you're managing teams, presenting to senior executives, or navigating complex challenges. By refining your ability to influence, you'll be equipped to steer conversations, drive decisions, and make a meaningful impact within your organisation.

The programme also delves into the art of storytelling, an indispensable skill for building authentic connections and influencing others. You'll learn how to craft narratives that resonate with diverse audiences—whether peers, superiors, or external stakeholders—and leverage these stories to create lasting, meaningful relationships. Through practical techniques, case studies, and interactive sessions, you'll gain the tools to elevate your communication and drive growth with a compelling presence, both in person and in virtual settings.

## Starts on

March 31, 2026\*

## Duration

12 weeks

## Programme Fee

INR 1,24,900 + GST

## Format

Pre-recorded Videos +  
Live-Online Sessions

\*Begins with introduction to platform

# Programme Overview



Empower teams and organisation by learning strategic persuasion techniques



Understand how to build stronger and authentic relationships with external stakeholders



Join exclusive sessions to enhance your storytelling, networking, and communication skills

## Programme Highlights



**12 Weeks** of Pre-recorded Videos for Self-paced Learning from Top IIMK Faculty



**3 Masterclasses** by Top IIMK faculty



**10 Debriefing Sessions by Programme Leader** Filled with Peer Learning



**Certificate of Completion** from IIM Kozhikode



**1-Day** Optional Campus Immersion at IIM Kozhikode



**2 Masterclasses** and **1 Workshop** by Industry Experts

Note: This is a self-paced online programme. There will be live-online sessions with a top faculty at IIM Kozhikode for this programme. We have also curated a panel of eminent industry practitioners who will be conducting the weekly live doubt-clearing sessions.

Also, the optional on-campus networking event is a one-day programme that allows learners to connect with peers from different cohorts at the IIMK Campus. The fee for this event is ₹9000 + GST per day.

# Key Takeaways



Peer-to-peer networking with like-minded individuals



Certificate of Completion from IIM Kozhikode



Doubt-solving sessions with SMEs



Enhanced communication for better persuasion



Improved stakeholder influence with practical strategies



Mastery of strategic storytelling to simplify complex ideas



# Who is this Programme for?

This programme is designed for mid-to-senior professionals ready to elevate their influence and drive transformative change within their organisations. Whether you're a seasoned executive, head of a business unit, or leading a functional division, this course is tailored to help you harness your executive potential.

- **Senior Executives and Functional Heads:** Ideal for aspiring CXOs who want to enhance their impact and foster a culture of empowerment within their teams through the skill of strategic storytelling and persuasion techniques.
- **Client-Facing Roles & Consultants:** Perfect for executives in client-facing roles who aim to build and sustain long-term, meaningful relationships with key external stakeholders, make the right strategic decisions, and influence key decision-makers.
- **CXOs, New CEOs, and Founders:** For professionals aiming to craft impactful narratives and use modern storytelling to authentically engage internal and external stakeholders and drive organisational success.



# Programme Coordinator



## **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).

## **Awards**

## **Publications**

- Effect of Technostress on Academic Productivity: E-Engagement Through Persuasive Communication. *Journal of Global Information Management*, 30(5):1-19.
- The role of perceived risk and information security on customers' acceptance of service robots in the hotel industry. *International Journal of Hospitality Management*, 117(103641):1-12.
- Indian Mental Healthcare Act, 2017: CBR Matrix for Inclusive Implementation. *Statute Law Review*, 42(1):88-100.

# Programme Modules

## Pillar - I:

## Executive Presence Foundations

### Module 1: Introduction to Executive Presence

- Understand the concept of Executive Presence
- Key characteristics of senior executives with Executive Presence
- Importance of Executive Presence in organizational success

### Module 2: Self-Awareness

- Assessing your current presence & impact
- Techniques to enhance self-awareness
- Cultivating a growth mindset for personal development

## Pillar - II:

## Communication & Storytelling

### Module 3: Verbal & Non-Verbal Communication Skills

- Handling difficult conversations
- Gestures, posture and eye contact
- Building rapport through nonverbal cues
- Public Speaking Techniques

### Module 4: Toolkit for Effective Storytelling

- Managing presence in virtual settings
- Effective Storytelling & Narrative building

### Module 5: Persuasion Techniques & Influencing Strategies

- Framework of Persuasion
- Building alliance & coalitions
- Navigating organizational politics
- Influencing strategies

Note:

- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

- Recordings from live sessions will be available to the participants till two weeks after the live session is conducted, based on the discretion of the Programme Directors/Faculty.

# Programme Modules

## Pillar - III:

## Networking & Personal Branding

### Module 6: Building Authentic Connections

- Networking Skills
- Relationship-building with peers, superiors & subordinates
- Soliciting & Providing Constructive feedback
- Leveraging Social Capital

### Module 7: Emotional Intelligence & Resilience

- Managing emotions under pressure
- Building resilience
- Empathy & active listening

### Module 8: Personal Branding & Reputation Management

- Crafting compelling narratives
- Aligning personal values with organizational goals
- Reflecting on personal growth
- Handling feedback & criticism

## Pillar - IV:

## Managing Critical Relations

### Module 9: Adaptive Behaviours

- Steering through change & uncertainty
- Agility & Flexibility in decision-making
- Fostering collaboration & trust
- Balancing short-term results with long-term vision

#### Note:

- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

- Recordings from live sessions will be available to the participants till two weeks after the live session is conducted, based on the discretion of the Programme Directors/Faculty.

# Programme Modules

## Module 10: Ethical Perspectives

- Ethical dilemma and decision making
- Role modelling integrity & accountability
- Creating an ethical organizational culture

## Module 11: Executive Presence in Cross-Cultural Contexts

- Cultural intelligence
- Adapting communication styles
- Global Impact considerations

## Module 12: Stakeholder Management

- Engaging with diverse stakeholders
- Influencing without authority
- Conflict resolution

Note:

- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

- Recordings from live sessions will be available to the participants till two weeks after the live session is conducted, based on the discretion of the Programme Directors/Faculty.



# Masterclasses and Workshop for Application-Based Learning

This programme offers an immersive experience, beyond pre-recorded modules, with a series of faculty masterclasses, masterclasses by industry experts, and an exclusive workshop—all designed to enhance your executive presence and strategic communication.



**Masterclasses with Senior Professor at IIM Kozhikode:** Engage directly in insightful masterclasses, where real-world scenarios are explored to demonstrate how executive presence can be the catalyst for career advancement into pivotal roles. These lectures will provide you with practical frameworks to elevate your influence within your organisation.

## Masterclasses on the Art of Storytelling and Building Networks:



**The Art of Storytelling:** Discover the essential building blocks of compelling narratives, enriched with case studies that reveal how storytelling shapes successful careers.



**Building Meaningful Networks:** Delve into expert guidance on fostering authentic relationships across all levels—peers, superiors, and subordinates. From mastering the art of networking to leveraging social capital, these sessions equip you to build long-term, strategic connections.

# Masterclasses and Workshop for Application-Based Learning

## Verbal & Non-Verbal Communication Workshop



A comprehensive, hands-on workshop that hones your public speaking and communication skills, both verbal and non-verbal. Learn how to:

- Construct impactful narratives
- Command presence in difficult conversations
- Use gestures, posture, and eye contact to build rapport
- Master virtual communication and presence in a digital world



# Programme Certificate

IIM Kozhikode will award a certificate of successful completion to participants who complete the programme successfully with 70% of the score in the evaluation. A participant with less than 70% of the score in the overall evaluation will not be awarded any certificate.



Note: The certificate shown above is for illustrative purposes only and may not be an exact prototype of the actual certificate. IIM Kozhikode reserves the right to change the certificate and specifications without notice.

# Learning Outcomes



Develop a strong executive presence that commands respect and attention



Build credibility and trust with colleagues, stakeholders, and clients



Influence and persuade others through effective communication strategies



Master the art of storytelling to engage audiences and drive change



Tailor communications to different audiences and situations



Enhance personal branding and reputation

# Programme Details

Programme Start Date	March 31, 2026
Programme Fee	INR 1,24,900 + GST

Note:

\*GST (currently @ 18%) will be charged extra on these components.

\*Instalment payment options available.

\*Additional convenience charges will be applicable on instalment payments.

\*For detailed information on instalment payments reach out to your programme advisor.

## Eligibility

- Minimum Graduate or Diploma Holder (10+2+3)

## Programme Format

- Pre-recorded video lectures with Live-online sessions\*

## Admission Criteria

- Open Enrolments

\*Three Live-Online Sessions with Senior Professor at IIMK

## Programme Application Link

[Click here](#) to apply to the programme.

For more information, please email at [iimk.execed@emeritus.org](mailto:iimk.execed@emeritus.org).

Note: Admissions are on a first-come, first-serve basis.

# About IIM Kozhikode

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering a wide range of academic programmes in the field of management education. These include the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Info park, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic programmes such as the one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind start-up incubation programme and the Indian Business Museum.

IIM Kozhikode has retained its 3rd position in the NIRF India Rankings 2025 (Management) — marking a third successive year among India’s Top 3. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in the QS World University Rankings. The institute has leapfrogged 100 spots to be placed in the Top 151-200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. In a remarkable boost for IIM Kozhikode's growing global credentials, newly launched programmes like PGP-BL (started in 2019) and PGP-Fin (started in 2020) have now also entered the Top 151+ programmes worldwide in their respective QS Rankings. IIM Kozhikode is also globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive program providers globally for the year 2024. The feat has further consolidated the 28- year’s IIM’s footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #77 for FT Masters in Management (MIM) 2023 Rankings, for its full time MBA programme. IIM Kozhikode has successfully delivered close to 1450 MDP programmes over the past two decades, training more than 55,000 participants from 200+ organisations, which also includes several Fortune 500 companies in the process.

#4

#70 Global Rank #4 India, Financial Times Open Enrolment Rankings 2024

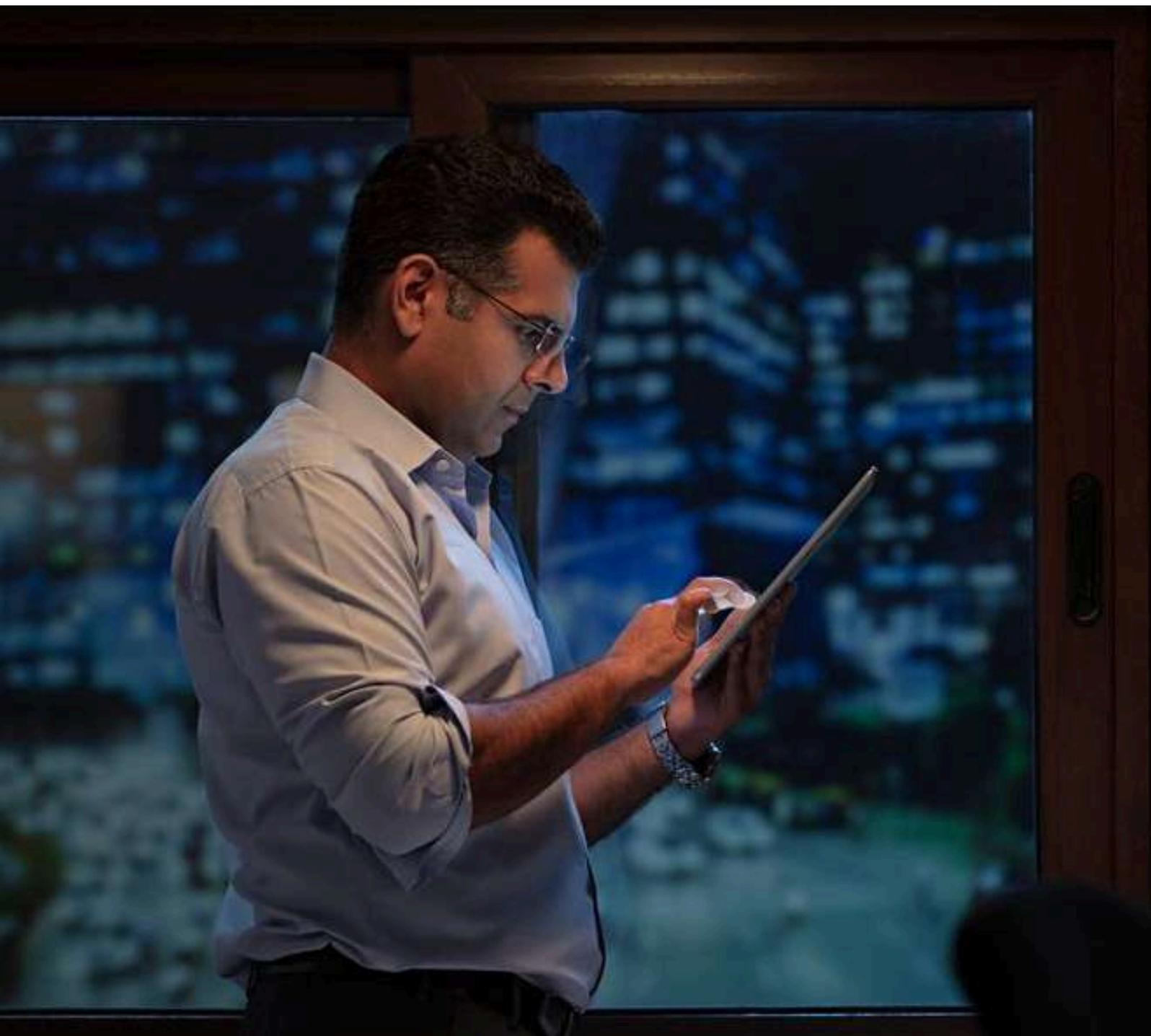
#3

NIRF India Ranking 2025, Management



# About Emeritus

Emeritus is committed to teaching the skills of the future by making high-quality education accessible and affordable to individuals, organizations, and governments worldwide. It does this by collaborating with more than 80 top-tier universities across the United States, Europe, Latin America, Southeast Asia, India, and China. Emeritus' short courses, degree programs, professional certificates, and senior executive programs help individuals learn new skills and transform their lives, companies, and organizations. Its unique model of state-of-the-art technology; curriculum innovation; and hands-on instruction from senior faculty, mentors, and coaches has educated more than 350,000 individuals across 80+ countries.



# Master Your Gravitas: Build an Executive Brand that Radiates Influence

Apply for the programme here

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Refer your colleague and earn benefits

[REFER NOW](#)



WhatsApp an advisor on **+91 86570 38243\***

\*This number does not accept any calls. Please message your queries.

For registration and any other information, please get in touch with us at [\*\*iimk.execed@emeritus.org\*\*](mailto:iimk.execed@emeritus.org)



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