

# THE EXECUTIVE PRESENCE EDGE

## SPEAK, LEAD, AND INFLUENCE WITH PERSONAL CHARM

The Executive Presence Edge



23 July 2026 (Thursday)  
9:30am – 5:30pm  
CPD Hours: 7



HKIHRM



Cantonese



Dr Chester Tsang  
EdD, MBA, PCC,  
HIHRM, CGMT

## Overview

Technical skills are expected—but executive presence sets you apart. This programme introduces a unique Speak, Lead, Influence model that embeds personal charm into every interaction.

### Ask yourself:

- ✓ Ever been ignored in a meeting - even when you had a good idea?
- ✓ Struggle to say no to requests - without guilt or damaged relationships?
- ✓ Put off giving honest feedback - because you don't want to upset people?
- ✓ Want to seem confident but friendly - not too passive or too aggressive?



## Programme Highlights



**SPEAK** - Communicate with clarity, impact and charm



**LEAD** - Build alignment, manage relationships and inspire trust



**INFLUENCE** - Read people, shape outcomes and connect authentically

## What You Will Learn

- **Command attention** and project confidence with both authority and warmth
- Communicate effectively to **gain buy-in and alignment** while building rapport
- Handle **tough conversations and difficult people** with confidence and charm
- Assert yourself clearly while **maintaining trust and positive relationships**
- Read the room and adapt using **body language and unspoken cues**



Member

HK\$2,600

**New Member**

(Inclusive of new membership joining fee)

HK\$3,845

## Who Should Attend

- Supervisors and Managers
- Team Leaders
- High-potential professionals preparing for senior roles
- Professionals who want to communicate with confidence and influence

Enrol Now

