



# Enhancing Your Leadership Presence

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A unique, practical and impactful leadership development immersion that will deliver visible and lasting results for your leadership practice and performance



**WIG**

The Whitehall & Industry Group  
connecting the sectors





# Why is now the time for a dedicated development programme to enhance your leadership presence?



Never more so than now has the spotlight shone as brightly on leadership. On the corporate as well as public sector stages, we have seen this translate into some inspirational leadership, but also, sadly, spectacular failures, often involving organisations acting in diametric opposition to their espoused values.

At international levels, there has been a notable contrast between the poor performance of sometimes authoritarian and “heroic” leaders, focussed on the levers of command-and-control, and the eye-catching success of emotionally intelligent, compassionate and unforgettable leader role models.

In time, a backlash against poorer behaviours may well herald a movement for more ethical, humanistic and inclusive leadership. Leaders will be required to have highly honed abilities in leadership presence in order to communicate and empathise with their people. This quality becomes an essential for the hybrid leader in the so-called “next normal”. We know that Leadership presence is the critical asset that will enable leaders to continue to inspire and engage their key talent to achieve beyond what they thought might be possible.



# Who is the programme for?

The ‘Enhancing Your Leadership Presence Programme’ designed by The Whitehall & Industry Group (WIG), prepares senior leaders to make tangible progress in developing their skills in connecting with people at deeper levels.

Credibility and rapport are at the bedrock of building your leadership reputation and brand. This programme will help Director-level professionals to grow leadership qualities that are often talked about, but far less often practically developed, practised and embedded.

Through our extensive experience of working with leaders in all the critical areas of communication, we know that carving out time to understand and develop your leadership style so that you are comfortable in your own skin is vital. Leaders today must have impact and deliver messages on many platforms and

through many channels to large audiences of stakeholders and also to smaller groups, in person or virtually on camera.

This programme will help you explore the challenges, alongside others from across the sectors, of keeping engagement and motivation levels high during times of volatility, complexity and change, when people are feeling isolated and exhausted.

Through participating, equip yourselves with the confidence, tools and growth mindset to reap the benefits of enhancing your leadership presence.



## This programme is for you if you...

- ▶ **Are a highly committed and self-aware leader** who knows the world is changing and knows that improved leadership influence, inspiration and engagement are key to leading your organisation through complex times
- ▶ **Are passionate about building the best organisational environment** in which your people are inspired to excel in their performance
- ▶ **Are engaged and motivated by peer learning, challenge and practice;** a leader who enjoys drawing on the wealth of experience of other senior leaders from different sectors and functions

## THE PROGRAMME



# Programme overview & outcomes

Limited to no more than 14 participant leaders from across the sectors, you will be part of a small group who will be able to share experiences and learn from each other. To maximise the impact of the learning experience in a manageable way, we have structured the programme across four intense and high impact half-day modules and one full day module, over four months.

The programme fees are set at:  
£4,300 +VAT for WIG members  
£5,000 +VAT for non-members

LIVE Virtual Delivery

## Module 1

- Craft your vision, build alignment and champion execution
- Develop new communication techniques to help you tell your unique story
- Learn the four behavioural styles the best leaders are able to employ

LIVE Face-to-face delivery

## Module 2

- Telling your leadership journey in high focus
- Connecting with larger groups

LIVE Virtual Delivery

## Module 3

- Gain insight and inspiration from engaging in dialogue with a guest speaker
- Being authentic in the virtual world

*Between modules, participants will benefit from two dedicated personal coaching session (LIVE virtual delivery) tailored to their particular needs*

LIVE Virtual Delivery

## Module 4

- Panel presentations by participants
- Feedback and reflection
- Group coaching session

LIVE Face-to-face delivery

## Module 5

- Gain insight and inspiration from engaging in dialogue
- Build trust and inclusive micro-behaviours
- Deal with questions and challenges mindfully in the moment







# Our teaching approach

At the heart of all our programmes, WIG's leadership development framework focusing on connection and collaboration underpins our values and approach to leadership and learning.



Our fundamental aim is to encourage and enable the mindsets, behaviours and actions that leaders need in order to successfully navigate the complexities of the 21st Century leadership landscape.

## The programme includes all the following elements:

- ▶ All teaching, facilitation and practice with two highly experienced WIG facilitators over the course of three LIVE virtual modules and two LIVE face-to-face modules
- ▶ Expert and inspirational guest speakers talking on relevant and different areas of leadership presence, and offering personal recommendations to participants
- ▶ Two exclusive 1:1 coaching sessions delivered by a Communications expert tailored to your individual needs
- ▶ Membership to the programme as well as wider WIG Alumni network



## ABOUT US



# For purpose

WIG is a charity – not for profit, but for a key purpose, driven by a team passionate about developing responsible, inclusive and collaborative leaders through mutual understanding and constructive engagement between government, industry and the not-for-profit sectors.

WIG has over 30 years' experience in enabling leaders in all sectors to come together in a facilitated safe space to learn from each other, discuss mutual challenges, and find the synergies that would help them work more effectively together. Our firm commitment is to develop good leaders, as well as to develop leaders for good. Through so doing we enable better business, better government and, ultimately, a better society.







# Leadership development – across the sectors

Over the 30 years of our life, we have been working collaboratively with public, private and not-for-profit organisations, helping leaders to gain tri-sector insight that enriches their personal and organisational performance and considers the triple bottom line.

This is what makes WIG's leadership development programmes different; a unique focus on cross-sector peer learning brings true diversity of ideas, encourages curiosity, openness and innovation and helps individuals and organisations to find inspiration and fresh ideas from others.



## David Willis

### Programme Director and Lead Facilitator

David has worked with WIG on leadership programmes for many years, receiving excellent feedback on his impact on the performance of participants attending our programmes. He has also coached actors in the West End and at The Royal Shakespeare Company. He is trained as an actor and is a professional voice and communication skills coach. He has taught in many of London's leading drama schools as well as in Europe the United States and South-East Asia.

David is an accredited NLP Master Practitioner, an NLP Coach and he is a qualified Master in Group Dynamics as well as a Cardiac Coherence Trainer. David won a top speaker award by Vistage, an International Chief Executives' organisation, for his inspirational and motivational teaching as a specialist Leadership Communications Educator.



# Connect with us

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