

Executive Diploma in Personal Authority & Public Influence Programme

WOMEN IN LEADERSHIP COHORT



DUBAI / HYBRID
20 WEEKS / 120 CREDITS



INTRODUCTION

In a connected professional environment, leadership extends beyond organisational responsibility into recognised professional contribution. Senior executives are increasingly valued not only for operational capability, but for the clarity of their perspective and the influence they contribute to wider discourse.

The Executive Personal Authority & Public Influence Programme is designed to support senior professionals in establishing a credible external presence aligned with their experience, values, and long-term vision. The programme provides a structured pathway for articulating expertise, communicating perspective with confidence, and building recognition while maintaining professional discretion.

Delivered as part of IIDCG Executive Education, this programme approaches visibility not as promotion, but as a natural extension of leadership responsibility.

COURSE OVERVIEW

This programme guides participants in defining their authority positioning, structuring thought leadership themes, and developing a sustainable communication framework suitable for publications, speaking opportunities, and future initiatives.

Participants leave with a documented authority portfolio and a structured pathway for continued publication, visibility, and professional impact.

Delivery Mode: Dubai / Hybrid

Programme Duration: 20 Weeks Structured Development

Implementation Period: Approximately 3–6 Months

Professional Access: 12-Month Institutional Access

Credit Value: 120 Executive CPD Credits

(1 Credit = 1 Structured Learning Hour Including Guided Development & Applied Work)

Cohort Type: Women in Leadership Cohort



Programme Modules

The programme is delivered through a guided executive development framework progressing from identity clarity to long-term influence sustainability.

Module 1 — Executive Identity & Authority Positioning

Establish a clear and credible professional identity aligned with expertise and public perception.

Participants develop:

- Authority positioning statement
- Professional narrative architecture
- Short, medium & extended biographies
- Public introduction framework
- Reputation alignment guidelines

Module 2 — Thought Leadership Framework Design

Transform knowledge and experience into recognised intellectual contribution.

Participants develop:

- Core expertise pillars
- Signature philosophy / named framework
- Key message map
- Long-term credibility themes
- Public communication voice

Module 3 — Executive Presence & Communication Strategy

Build confident public visibility while maintaining professional dignity and control.

Covers:

- Structured communication approach
- Interview & speaking positioning
- Platform presence standards
- Audience trust development
- Reputation protection principles



Module 4 — Publication & Intellectual Property Development

Convert expertise into structured written authority.

Participants receive:

- Book concept architecture
- Chapter framework structure
- Knowledge organisation system
- Publishing pathway strategy
- Content longevity planning

Module 5 — Authority-Led Venture Development

Translate credibility into recognised initiatives, programmes or products.

Covers:

- Venture positioning and narrative alignment
- Trust-first market introduction
- Audience credibility before promotion
- Sustainable growth framework
- Influence-based expansion strategy

Module 6 — Media & Public Influence Strategy

Establish controlled visibility across professional and public platforms.

Includes:

- Public profile optimisation direction
- Interview and collaboration positioning
- Strategic exposure planning
- Perception management guidelines
- Long-term influence roadmap

Module 7 — Long-Term Legacy & Impact Planning

Create a structured pathway for continued relevance and authority.

Participants develop:

- 12-month visibility roadmap
- Authority sustainability strategy
- Influence expansion plan
- Future initiative alignment



Who Should Attend?

- Board Chairs & Vice Chairs
- Non-Executive Directors
- Executive Directors
- Committee Chairs
- Company Secretaries
- CEOs working with boards
- Family Business Owners
- Senior Executives preparing for board roles
- Women founders and next-generation family enterprise leaders

Executive Outputs

Each participant graduates with a documented professional authority portfolio.

- Authority Positioning Document
- Professional Biography Pack
- Thought Leadership Framework
- Book Blueprint Document
- Public Presence Strategy Map
- Influence & Visibility Roadmap
- Executive Certification

Award & Recognition

Each participant completes the programme with a documented professional authority portfolio.

Executive Diploma in Leadership Influence & Strategic Presence (IIDCG).

Outstanding participants may be considered for admission to the institute's **professional fellowship designation (FIIDCG).**

Programme Investment

USD 10,500/-

The programme investment covers faculty-guided executive development and preparation of professional leadership documentation throughout the engagement period.

