

# EXECUTIVE COMMUNICATION SKILLS

## PARTICIPANTS

Executives with public speaking in English issues

## OBJECTIVES

- Acquiring the fundamental communication skills
- Applying these skills in professional presentations

## TRAINING CONTENT (2 days)

### DAY 1

- **Present yourself**
  - Self awareness : how to optimise your image by using communication techniques
  - The OASIS approach
  - The right way to get the audience's attention
  - The first 2 minutes : Ice breaking & Hook

*Personal introduction exercise recorded on video. Analysis and discussion of the visual image as intended and as perceived.*
- **The speaker's gestures**
  - Positive and negative gestures in front of an audience: body language
  - Cultural codes, pitfalls to avoid
  - Visual parasites that obscure the message
  - The picture of confidence : the message sent and the message received
  - The risk of distorting the message : Leavitt exercise
- **Oral expression: Adding highlights to a presentation**
  - Enhancing your elocution
  - Re-punctuation : mastering your intention and delivering it with your own personal style
  - Breaking up monotony – Emphasising key words ...
- **Occupying space**
  - Synthesis of the first knowledges
  - Occupying space to establish your presence, with or without aids (PWP, Prezi, Keynote, Paper board...)
  - How to adjust to the public environment
  - Avoiding emotional overtones

## DAY 2

- **Preparing an amusing speech**
  - The FOFIR approach : Fact – Opinion – Feeling – Intended action – Ramification
  - Prioritising and ordering arguments to get to the point
  - Short and precise
- **Using note cards**
  - Key words to recall ideas
  - How to put together your personal aids

*Exercises recorded on video: how to defend a point of view which is not your own – Analysis and discussion.*

- **Preparing a professional speech**
  - 4 kinds of speeches
  - Structuring the arguments (CDI : conclusion – development – introduction)
    - Specify your conclusion to clarify your goal
    - Organise your speech : prioritise arguments, adjust the reasoning to the target audience, apply the FOFIR approach
    - Prepare your opening and your introduction
- **Using visuals aids**
  - Preparing PowerPoint presentations
  - Synthesising ideas or highlighting them
- **Making a professional presentation to the group**
  - Five minutes to convince
  - Using note cards and visual aids
  - Applying communication tools
  - Basic rules for Q & A

*Each trainee's presentation is recorded on video. Analysis and discussion, individual advice.*

- **Discussion and debate: the golden rules**
  - Typology of troublemakers
  - Tools to avoid being put off balance
  - Responding to objections
  - The art of a persuasive response
  - Reformulating and synthesising

## **PRICE and ORGANIZATION**

Multi – company group: 3 000 € excl. tax per trainee

6 participants max

*Lunches: 25 € excluding tax per day per trainee*

Single company, group or individual: consult us

## **NEXT MULTI-COMPANY GROUP SESSIONS**

Monday 11<sup>th</sup> & Tuesday 12<sup>th</sup> of June **2017** (9am-6.5pm)

Monday 20<sup>th</sup> & Tuesday 21<sup>st</sup> of November **2017** (9am-6.5pm)