



PRISES DE PAROLE EN ANGLAIS
EXECUTIVE COMMUNICATION SKILLS

TRAINING PROGRAM



EXECUTIVE COMMUNICATION SKILLS



Because your audience demands that you are approachable and effective in public speaking, this professional training will bring out the best in you. It provides you with the best tools to succeed in public speaking and to transform your oral interventions into a communication event.

◎ PARTICIPANTS (6 maximum)

- Executives with public speaking in English issues

◎ SKILLS DEVELOPMENT with media acting® method

- Self-confidence – Conviction and impact

◎ OBJECTIVES

- To capture and to retain the attention of the audience
- By building a strong communication bridge
 - By delivering a clear, concise and targeted message
 - By matching words with posture and voice

◎ Trainers

- Comedian,
- journalist

◎ DURATION

- 2 days

◎ PREREQUISITES

- regular practice of English in a professional context

TRAINING CONTENT

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
- **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 (Powerpoint, Keynote, Paper board...)
 - How to adjust to the public environment
 - Avoiding emotional overtones

Practical exercises under the camera's eye. Analysis and personal advices.



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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
- Preparing a professional speech
 - 4 kinds of speeches
 - Structuring the arguments (CDI : conclusion – development – 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
- 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



Practical exercises under the camera's eye. Analysis and personal advices.



PRICE AND ORGANIZATION

Price

Multi company group:

- 6 participants maximum
- Tarif : 3 000 € HT per trainee (including lunches)

Single company, group or individual, remote sessions :

Consult us

@ info@personnalite.fr

☎ 33 (0)1 46 05 44 66

NEXT MULTI-COMPANY GROUP SESSIONS (location : Boulogne Billancourt -FRANCE)

2022

- Monday 13th & Tuesday 14th June (9 am - 6.30pm)
- Monday 21st & Tuesday 22nd November (9 am – 6.30pm)



Take away

- Individual videos and pedagogical cards



Qualitative final assessment