

PERSONNALITÉ

building tomorrow's communications for industry leaders



N°1 in **EXECUTIVE  
COMMUNICATION  
SKILLS TRAINING**  
in France\*

Crédit photo : Vincent Boussez



---

# IMPACTFUL CORPORATE COMMUNICATION TRAINING

For 30 years, **Personnalité** have been turning top executives and managers into expert communicators.

Innovation today is key ! So, in order to ensure that our training courses remain at the forefront of management communication techniques, we refer to research work carried out by CELSA, the communications department of the Sorbonne University in Paris.

Vincent SOULIER  
CEO



Our *Action-training* method is all about “doing” : adapting and sharing rather than giving orders. Each exercise is filmed and debriefed with your trainer, enabling you to understand your weaknesses and develop your strengths.

Laurent PHILIBERT  
Director of Pedagogy and Innovation

## OUR COMMITMENT

TO ENSURE YOU BECOME AN EFFECTIVE COMMUNICATOR, GETTING YOUR MESSAGE OVER LOUD AND CLEAR WITHOUT CHANGING WHO YOU ARE.



We place YOU at the heart of the pedagogical process, leading you down the path of communication excellence throughout your entire career.

You will be filmed in various situations, enabling you to monitor your progress.

The recordings are systematically debriefed by our trainers, each one with a specific business background.

Our «learning by doing» technique (80% practice /20% theory) is available in 7 different languages: French, English, German, Italian, Spanish, Russian or Arabic.

---

## OUR EXCLUSIVE TRAINING TECHNIQUE MEDIA ACTING®



*We have our own multimedia studios in Boulogne Billancourt (Paris) as well as also Full HD mobile studios available to train clients anywhere in the world.*

Find our references and customer testimonials on [www.personnalite.fr](http://www.personnalite.fr)

---

# MULTICULTURAL TRAINERS

Our 45 trainers are able to train in seven different languages.



Their fields of expertise range from **journalism, acting, story-telling, vocal training, special forces (SWAT) negotiating, boxing and piloting airliners to high-level sports training...**

**Their role? To widen your horizons, change your habits, enable you to learn from their various business or cultural perspectives.**

And, in order to ensure their credibility, they all pursue their own careers as well as training for Personnalité.

Whether in the boxing ring, on the stage, in a TV studio ... under the eye of the camera, these tailor-made training sessions will provide you with the strategic tools required to make impactful presentations, lead high-stakes negotiations, assert your leadership skills ...

## EXECUTIVE LEADERSHIP TRAINING

As a Director, you are responsible for determining and enforcing company strategy and identity. You need to set the course, muster the support of your teams and motivate them. To achieve your goals, you must be assertive while showing charisma. Personnalité will provide you with the tools enabling you to become an outstanding communicator!

## PUBLIC SPEAKING

Public speaking is a high-stakes, high-impact exercise. You have to capture the attention of your audience from the opening minutes, persuading them with your words and matching your words with gestures in order to build a solid communication bridge.

Our training duos – an actor and a journalist – will prepare you for any public speaking assignment while always respecting and highlighting your own personality, to ensure that you are at ease and motivated.

## MANAGERIAL COMMUNICATION

As a Manager, you have to inspire and bond with your teams around a clear and attainable project, explaining and giving direction while adhering to company values. You play an essential role in guaranteeing team consistency and performance. We will provide you with the tools required to communicate assertively, while still listening to others.

## MEDIA TRAINING

At Personnalité, we believe that what matters most is what is **understood** – not what is **said**.

That is why our media training courses enable senior executives to get the right message over to the right target audience using the right channel at all times, without being destabilized by the journalist in question.

Today, the digital dimension is also essential, taking corporate global communications strategy into account. There are cameras everywhere : from TV or radio studios or social media videos to corporate videos for intranet sites. At Personnalité, we have our own mobile media training studios that can be used by our trainers anywhere in France or abroad, depending on your requirements.



## INDIVIDUAL COACHING OR WORKSHOPS

### SALES PITCHES

Establishing and maintaining top-quality contacts is the key to successful sales relationships. You need to identify your contacts' exact requirements in order to make proposals that really meet these needs.

Listening to convince, listening and convincing, making relevant pitches and negotiating assertively ... thanks to our customized training courses, you will be able to make truly impactful sales pitches.

### WORKSHOPS AND TEAM BUILDING EXERCISES

Our training sessions can also be customized to suit your requirements.

---

Find out more about our training programs on [www.personnalite.fr](http://www.personnalite.fr)



*Improve your  
communication skills  
by expressing your own  
Personnalité!*



[www.personnalite.fr](http://www.personnalite.fr)