

# € TRAINING

Leading with Confidence: Managing and  
Building Confidence through  
Communications

6 - 10 October 2024  
Istanbul (Turkey)





# Leading with Confidence: Managing and Building Confidence through Communications

REF: C632 DATE: 6 - 10 October 2024 Venue: Istanbul (Turkey) - Fee: 5850 Euro

## Introduction:

If you look at the most successful people within any business, you will see that they all have a high level of self-confidence, The capacity to be strong, assertive and confident is a key skill that is needed by anybody who wishes to raise their profile and move to higher levels within the business.

It is a proven fact that your level of personal self-confidence will impact greatly on your business success, this conference is designed for all people who wish to boost up their confidence and assertiveness so that they can lead people more efficiently.

The higher you move up the organization the more important it is to be seen as strong and confident and assertive, this conference is a crash conference in building these key skills so that you progress upwards within the organization.

## Conference Objectives:

At the end of this conference the participants will be able to:

- Speak to groups in a way that will inspire and motivate them
- Put their message across assertively in business meetings
- Get people to buy into their ideas
- Win around doubters and people who disagree
- Say NO when needed
- Speak with passion and confidence
- Spread confidence and credibility to those they work with
- See a dramatic increase in their level of self-confidence

## Targeted Audience:

- Managers
- Supervisors
- Team leaders
- Human Resources staff
- Also, the course is suitable for all the employees among all levels.

## Conference Outlines:

### Unit 1: Creating a Confident and Credible Image:

- What does it mean to be strong, confident, assertive?
- Where does self-confidence come from
- The comfort zone and its impact on business success
- Dismissing the fear of speaking in public
- Self-perception and its impact on confidence
- How being confident can help you raise your profile
- Dress and grooming everything matters

## Unit 2: Confident Communication to Groups:

- How to run efficient and effective meetings
- How to prepare for and structure a business presentation
- How to get over the nerves of giving a business presentation
- Effective questioning skills
- Dealing with questions from senior leaders
- How to sell yourself and your organization and your ideas
- Building rapport in business presentations

## Unit 3: Confident Communicating to Get Results:

- The power of using stories to get messages across
- Using analogies effectively
- Using evidence to win people over to your way of thinking
- Increasing your power and charisma
- When to be strong and when to play weak
- Inclusive/exclusive language and its effect on people

## Unit 4: Communicating Passion:

- The importance of passion
- Developing courage and confidence in conflict situations
- Beating your comfort zone and taking more risks
- How not to be afraid of speaking strongly in meetings and presentations
- Using our full range of communication
- Powerful closes that move people to action
- Become a magnetic personality

## Unit 5: Enhancing your Profile Within the Business:

- How to conduct yourself to senior people
- How to sell change to people who don't want to change
- How to sell unpopular policies to team
- How to make yourself memorable
- Be a radiator, not a drain
- The speaking challenge