

# € TRAINING

Mastering Influence and Presentation Skills



21 October -  
1 November 2024  
Casablanca (Morocco)  
New Hotel



# Mastering Influence and Presentation Skills

REF: Q40 DATE: 21 October - 1 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

This training program is aimed at refining participants' ability to communicate with authority and impact. It empowers individuals to exude confidence, command attention, and deliver compelling presentations that leave a lasting impression.

## Program Objectives:

At the end of this program, participants will be able to:

- Develop communication skills and abilities that can be put to immediate use in the workplace.
- Recognize personal communication styles and behavioral preferences that impact the influence we have on other people and groups.
- Develop strategies for creating a positive work environment and manage conflict effectively.
- Recognize differing behavioral styles and learn to adapt to them in order to build a lasting rapport.
- Identify the essential components of a great presentation and how to implement them in practice.
- Learn to use appropriate body language, voice, and tone in order to create a positive and lasting first impression in every situation and presentation.
- Build a commanding presence to communicate with impact and influence.

## Targeted Audience:

- Head of Departments.
- Managers.
- Supervisors.
- Team Leaders.
- HR Professionals.
- Employees among all departments and managerial levels.

## Program Outlines:

Unit 1:

## How to Build Lasting Rapport:

- The art of building lasting rapport.
- How to identify behavioral traits and react to them.
- Sharpen your senses to the signals others are sending you.
- Connect with colleagues and clients at a level that creates deeper trust and commitment.
- Step into another person's shoes to better appreciate their experiences and motivations.
- Read body language to understand how others are thinking and responding to you.

## Unit 2:

### Self Awareness:

- Key concepts of NLP, The relationships between NLP and Emotional Intelligence.
- Connecting your feelings for greater self-awareness.
- Eliciting emotions.
- Noticing your unconscious messages and following your intuitions.
- Self-talk and what it means.
- Maslow's Hierarchy of Needs.
- Internal and external referencing.

## Unit 3:

### Crystal Clear Communication:

- Powerful listening and questioning techniques.
- Thinking patterns.
- Filters to communication, The use of Metaphors.
- Sub-modalities.
- Perceptual positions.
- Climates of trust.
- Well-formed outcomes, Communication exercises.

## Unit 4:

### Empathy:

- Review how to sharpen your senses to the signals others are sending you.
- Communicating first impressions.
- The secrets of body language.
- How we communicate.
- Filters to communication.
- Understanding the science of lying.
- Learning Styles.
- Modeling - how others do things.

## Unit 5:

### Motivation:

- Logical levels of change.
- The importance of values in motivation.
- Eliciting values for yourself and your organization.
- The secrets of motivation, Setting goals that motivate.
- Creating a positive future for your organization.
- Testing your well-formed outcomes.
- Stepping into the future.

## Unit 6:

### The Building Blocks of Effective Business Presentations:

- To fail to prepare is to prepare to fail.
- Fears and concerns about presenting.
- Working together and the feedback process.
- Pre-prepared presentation on the subject of personal choice. Presentation.

- Key learning points and outcomes.
- Organizing your presentation - Who? What? and Why?

## Unit 7:

### Giving Structure to Your Business Presentation:

- Who is your audience? What are their needs?
- Key elements of the message and why required?
- Structuring the message: the BOMBER process bang/ opening/ message/bridge/ examples/ recap.
- Brainstorming materials.
- Stage management, the physical environment, and visual aids.
- Practical Presentation: opportunity to repeat delivery of I or differing choice.

## Unit 8:

### The Psychology of Presenting: Controlling Self, Stress, and Emotions:

- Top ten fears - irrational fears of presenting.
- Handling nervous reactions.
- Vocal projection: stories and anecdotes.
- The psychology of presenting left and right brain and maintaining audience interest.
- VHF -NLP -engaging the audience lighthouse techniques.
- Planning for presentation.

## Unit 9:

### Business Presentations With Style:

- Managing your audience.
- Handling difficult questions.
- Handling difficult people.
- Personal Reflections of presentation.

## Unit 10:

### Fine-Tuning for Perfect Presenting:

- Assessing personal performance.
- Advanced tools to involve the audience.
- Top Ten closing tips for business presenting.
- Self-belief: Positive affirmations about presenting.
- Business performance coaching for success.
- Action planning for personal, team and organizational improvement.