

Rhetorik

Persuasive speaking with personality and professional rhetoric

Initial situation:

You are competent and experienced in your field. Imagine you go well prepared to a presentation. How would you react, when everything turns out differently? When your arguments are not understood as they were meant? When you are stalled in negotiations with customers? Most people have already experienced moments in discussions, when their ideas and contributions are not or only inadequately perceived.

Target:

The seminar helps you to release your personal talents and potentials. You practise difficult conversation and talk situations on the basis of real experience. You learn your impact on outsiders in concrete talk and conversation situations. This can be used to develop measures to improve your performance and speech.

Content:

- 20 options for an optimal start up
- Draw attention to yourself
- Do you appear how you want to appear to others?
- What gives a person an aura?
- How do you rate yourself – how do you see others?
- The meaning of body language – expressive and authentic body language
- Self esteem and spontaneity – how are they related to each other, how can they be enhanced?
- How to overcome stage fright and fear of speaking
- Men and women – how do they communicate?
- Building up and structuring a speech
- Talk to your audience emotionally
- Dealing with interruptions and objections
- Convincing argument before groups and in direct talk
- Individual action plan