

Marks Training war wahrlich außergewöhnlich. Kommunikation geschieht auf verschiedensten Ebenen, viele davon unterbewusst und geprägt durch kulturellen Kontext. Mark hat geschickt ein Bewusstsein dafür geschaffen, wie es im alltäglichen Arbeitsalltag nie möglich gewesen wäre. Meine Kommunikationsweise hat sich durch das Training wesentlich verbessert, sie ist effizienter und besser geworden. Gleichzeitig hat es das Team näher zusammengebracht! Jederzeit gerne wieder!

**Frank Schneider**

CFA Transfer Pricing, RHI Magnesita

Seminar participant

Impact Writing, 11.01.2022



Business Language Training

# MHC Seminars & Webinars 2023

## Professional Communication Skills



Power Presenter ○ Impact Writing ○ Influence & Persuasion ○ Zen Negotiating ○ Train-The-Trainer

2023

# Power Presenter Seminars

## POWER PRESENTER

### ESSENTIALS

- How to wow the audience
- Find your authentic style
- Making eye contact
- Dynamic posture
- Non-verbal expressions
- Breathing techniques
- Engaging your audience
- Hand gestures

### STRUCTURE

- Get audience's attention
- What are the benefits?
- Presenter credibility
- Signposting for direction
- What's the key message?
- Pathos, ethos and logos
- Winning hearts ❤️
- Winning minds 💡

### PRESENT ONLINE

- Breakout rooms
- Using the webcam
- Hand gestures online
- Online tools (e.g. Menti)
- Audio and lighting set-up

### SLIDE DESIGN

- Gestalt design principles
- The rule of thirds

Online  
Webinar!

## ADVANCED POWER PRESENTER

### STORYTELLING

- Intercultural audiences
- Influential language
- Handling questions
- Executive summaries
- Adding emotion
- Being persuasive
- Explaining simply
- Using visual language

### PERFORMANCE

- Video analysis
- Pausing for effect
- Voice intonation
- Language that resonates
- Getting to the point
- Knowing your message
- Making it about people
- Contrasting arguments

Each  
Seminar  
Half-day /  
4 hours

# MHC Communication Seminars

2023

## IMPACT WRITING

- Keep writing short
- Use dynamic verbs
- Simple, efficient writing
- Good writing style
- Assertive language
- Email structure
- Formatting your writing
- Connect with readers
- Diplomatic language

## INFLUENCE & PERSUASION

- personalities
- Six persuasion principles
- Communication styles
- Three types of power
- Flexible communication
- Strengths & weaknesses
- Adapting your writing
- Reading your counterpart
- Dynamic profile analysis

## ZEN MASTER NEGOTIATING

- Creating added value
- Focussing on strengths
- Negotiate from weakness
- Handling conflict
- Building trust & goodwill
- Defusing anger & tension
- Empathetic language
- Non-verbal gestures
- Preparing a negotiation

## TRAIN THE TRAINER

- The power of the name
- Experiential learning
- Engaging your group
- Personal training styles
- Learning approaches
- Interacting with group
- Socratic questioning
- Online tools (e.g. miro)
- Training online

Each Seminar  
Half-day / 4 hours

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## POWER PRESENTER

### Presentation essentials

How to wow the audience  
Find your authentic style  
Making eye contact  
Dynamic posture  
Non-verbal expressions  
Breathing techniques  
Engaging your audience  
Hand gestures

### Description

#### Presenting with the 'wow' factor

- ▶ How to look, sound and present dynamically so your audience sits up and takes notice.

#### Authenticity vs acting

- ▶ Practice powerful presentation techniques but remain authentic by finding your style.

#### Making eye contact

- ▶ Tools to ensure the audience feels you are presenting to them personally.

#### Dynamic posture - sitting and standing

- ▶ Shift your weight onto your front foot, raise your hands, smile, and make eye contact.

#### Breathing techniques

- ▶ Valuable tips for raising energy, staying focussed and settling nerves.

#### Hand gestures

- ▶ Match words with powerful gestures, so the audience sees, hears and feels your message.

### Truth Gestures

1



2



3



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## POWER PRESENTER

### Presentation structure

- Get audience's attention
- What are the benefits?
- Presenter credibility
- Signposting for direction
- What's the key message?
- Pathos, ethos and logos
- Winning hearts ❤️
- Winning minds 💡

### Description

#### Getting your audience's attention

- ▶ Start your talk with a Bang! Why the first 10 seconds are critical for setting the tone.

#### What are the benefits?

- ▶ Tell the audience why your talk is valuable by responding to WIIFM? (What's in it for me?).

#### Presenter credibility

- ▶ Demonstrate you are qualified to present this topic by introducing yourself and your team.

#### Signposting for direction

- ▶ Tell them what you're going to tell them; tell them what you told them.

#### Pathos, ethos and logos

- ▶ Trigger your audience's emotions (pathos); win trust (ethos); present clearly & logically (logos).

#### Winning hearts ❤️ and minds 💡

- ▶ Connect with your audience to motivate them to act (hearts) backed up by examples (minds).



## Win Hearts and Minds



Express feelings (pain or pleasure)

Dynamic 🗣️ (fast, slow, loud, soft)

Gestures 🙌 | Face 😊 😞 😐 😠 😡

What are the pros and cons?

What do you like or dislike?

Pause for dramatic effect 🤔

Share personal experience 📖

Interact with audience 👥

Examine facts and figures

Serious and calm 🗣️ and 😐

Provide examples & evidence

What? How? Why?

Pause to reflect 🤔

Present data and stats 📊

Inform your audience 👤



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## POWER PRESENTER

### Presenting online


Audio and lighting set up  
Using the webcam  
Online tools (e.g. Menti)  
Breakout rooms  
Hand gestures online

### Slide design

Gestalt design principles  
The rule of thirds

## Description

### Audio and lighting set-up

- ▶ Arrange the lighting, so you are clear and look professional. The benefits of a quality mic .

### Using the webcam

- ▶ Getting comfortable presenting straight into the webcam like a news presenter.

### Online tools

- ▶ Interacting with the group by engaging them with online tools such as Menti and miro.

### Breakout rooms

- ▶ Get the groups working together in pairs or small groups by using Breakout rooms.

### Hand gestures online

- ▶ Remember to use your hands - even online! Learn to adapt when presenting remotely.

### Slide design

- ▶ Using colour purposefully with clear, logical slides and action titles for your key messages.

## Perfection

*Not when there is nothing left to add,  
but when there is nothing left to take away.*

- Antoine de Saint-Exupery



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## ADVANCED POWER PRESENTER

### Storytelling

Intercultural audiences  
Dos and don'ts  
Handling questions  
Executive summaries  
Adding emotion  
Being persuasive  
Explaining simply  
Using visual language

### Description

#### Presenting to an intercultural audience

- ▶ Considering cross-cultural factors, adapting to the audience's expectations.

#### Handling questions skilfully

- ▶ System for responding to any questions.  
Thinking on your feet & staying professional.

#### Storytelling techniques

- ▶ Putting the message in the title, using the sub-heading to provide context.

#### Injecting emotion to engage your audience

- ▶ Knowing how you wish your audience to feel and adapting your style accordingly.

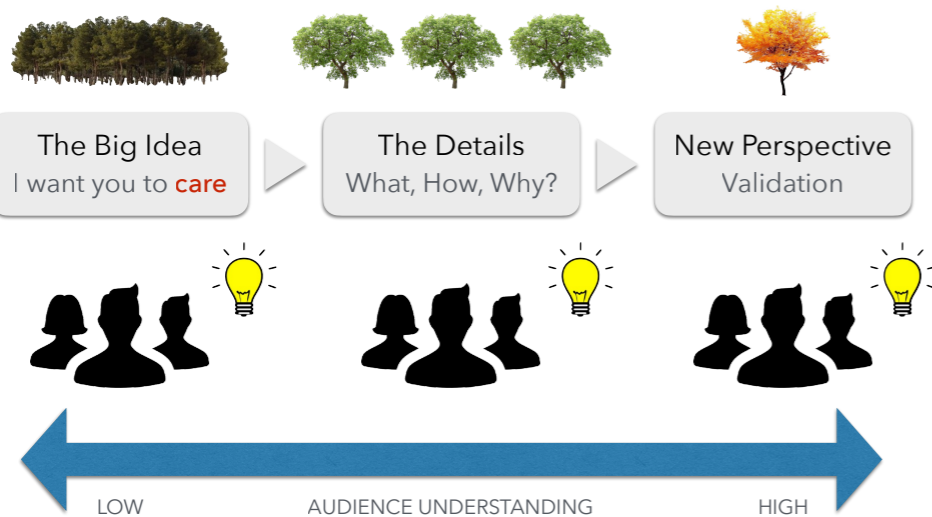
#### Being and sounding persuasive

- ▶ Knowing how to trigger dopamine, oxytocin, serotonin and endorphins with your audience.

#### Explaining complex topics simply and clearly

- ▶ Using plain and visual language, focusing on the big picture before the details.

### Reaching the whole audience



## ADVANCED POWER PRESENTER

### Performance

Video analysis  
Pausing for effect  
Voice intonation  
Language that resonates  
Getting to the point  
Knowing your message  
Making it about people  
Contrasting arguments

### Description

#### Video analysis

- ▶ Watching presenters and analysing their verbal and non-verbal communication styles.

#### Remaining silent for reflection and dramatic effect

- ▶ Using your voice as an instrument, pause effectively for you and your audience.

#### Voice intonation to engage the audience

- ▶ How the tone of your voice triggers different emotions in people listening to you.

#### Effective language - selecting powerful words

- ▶ Preparing fresh, original words and phrases that resonate and have maximum impact.

#### Getting to the point in fewer words

- ▶ Providing maximum value by ensuring your words have substance and meaning.

#### Framing messages by contrasting arguments

- ▶ Build excitement and engagement by contrasting ideas verbally, vocally and visually.

Logos




Ethos



Pathos



Informational

Persuasive 

Emotional



## IMPACT WRITING

Keep writing short  
Use dynamic language  
Simple, efficient writing  
Good writing style  
Assertive language  
Business email structure  
Formatting your writing  
Connect with readers  
Diplomatic language

### Description

#### Keep your writing short

- ▶ Omit needless words and avoid repetition; use simple, clear and efficient communication.

#### Using dynamic language

- ▶ Action verbs are visual and memorable; be assertive by avoiding soft language.

#### Writing simply, clearly and efficiently

- ▶ Selecting positive sentences without double-negatives; adding action subject headings.

#### How to structure your business emails

- ▶ Putting big news and key messages first; vary sentence length; not too long or too short.

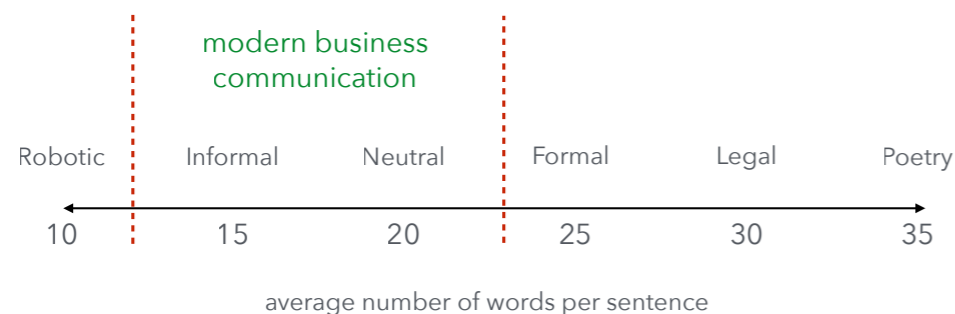
#### The importance of proofreading and formatting

- ▶ Proofread and add bold, italics, bullets and sub-headings to make your writing clearer.

#### How to connect with the readers

- ▶ Using people's names, writing in the active tense, and selecting language that resonates.

### Sentence length sets the tone



Mix it up

Vary sentence length to engage the reader

## INFLUENCE & PERSUASION

●●●● personalities  
6 persuasion principles  
Communication styles  
3 types of power  
Flexible communication  
Strengths & weaknesses  
Adapting your writing  
Reading your counterpart  
Dynamic profile analysis

### Description

#### Know your personality and communication profile

- ▶ Finding out your personality profile and analysing the profiles of others.

#### Reading other people's personality profiles

- ▶ Recognising how people communicate and interact with one another.

#### Strengthen relationships by building rapport

- ▶ Adapting to other people's communication styles to build rapport and trust.

#### Recognising strengths and weaknesses

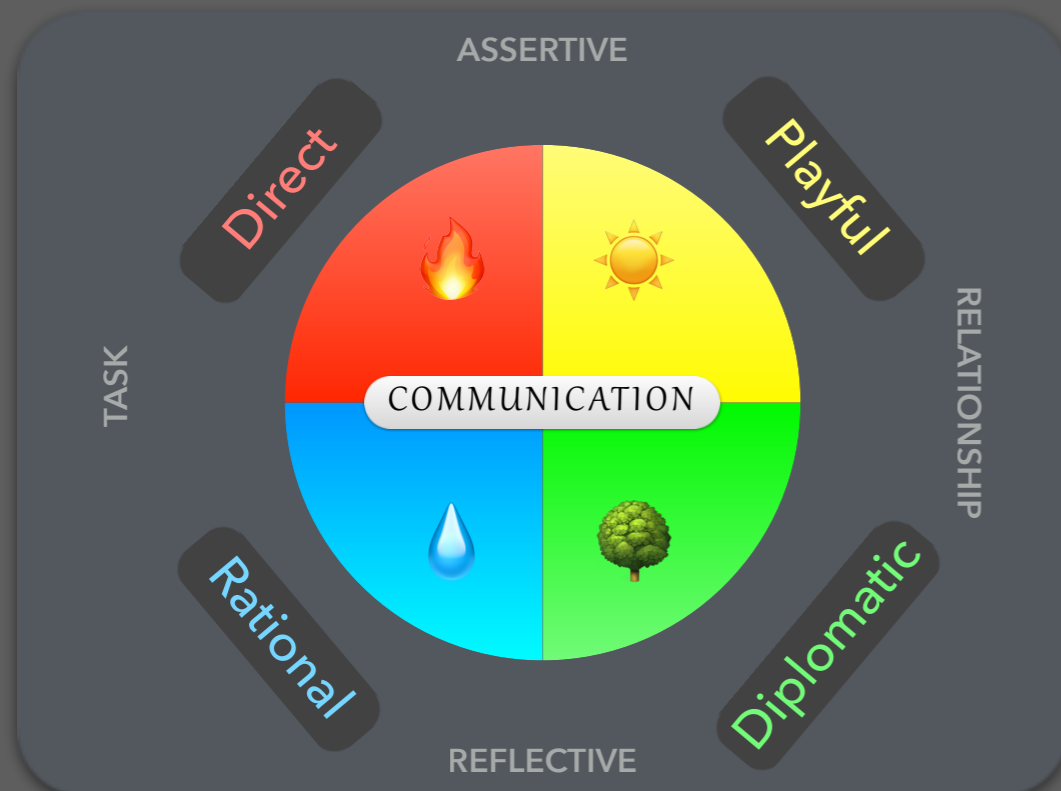
- ▶ In which situations do I communicate well, and where is there room for improvement?

#### How to give effective feedback

- ▶ Modifying how I give feedback depends on with whom I am communicating.

#### Persuasion and power principles

- ▶ Exercising your influence and leveraging expertise, role and relationship power.



## ZEN MASTER NEGOTIATING

Creating added value  
Focussing on strengths  
Negotiate from weakness  
Handling conflict  
Building trust & goodwill  
Defusing anger & tension  
Empathetic language  
Non-verbal gestures  
Preparing a negotiation

### Description

#### Creating added value - expanding the pie

- ▶ Creating value for all parties, concealing your weaknesses, and seeking a win-win outcome.

#### Building trust & goodwill

- ▶ How to present positive and bad news, make demands, and the power of giving first.

#### Defusing anger & tension

- ▶ Allow people to voice anger, find the source of the disagreement, and focus on interests.

#### Using empathetic language

- ▶ Validating people's concerns, connecting using their own experiences and giving feedback.

#### Nonverbal communication gestures

- ▶ Learning subtle hand gestures that make you more empathetic, authentic and persuasive.

#### Preparing a negotiation

- ▶ Prepare your anchor, Ackerman, WAP, and BATNA, and analyse the other party's position.



## TRAIN THE TRAINER

The power of the name  
Experiential learning  
Engaging your group  
Personal training styles  
Learning approaches  
Interacting with group  
Socratic questioning  
Online tools (e.g. miro)  
Training online

## Description

### Experiential learning

- ▶ Experience → Reflect → Analyse → Improve.  
Learning by doing, observation and feedback

### Engaging your group

- ▶ Interacting with participants, using people's names, pair-work, gamification, and pre-tasks.

### Personal training styles

- ▶ What kind of trainer are you? – more direct, analytical, supportive or entertaining?

### Learning approaches

- ▶ How do students learn? Do they need more competition, fun, patience or detailed analysis?

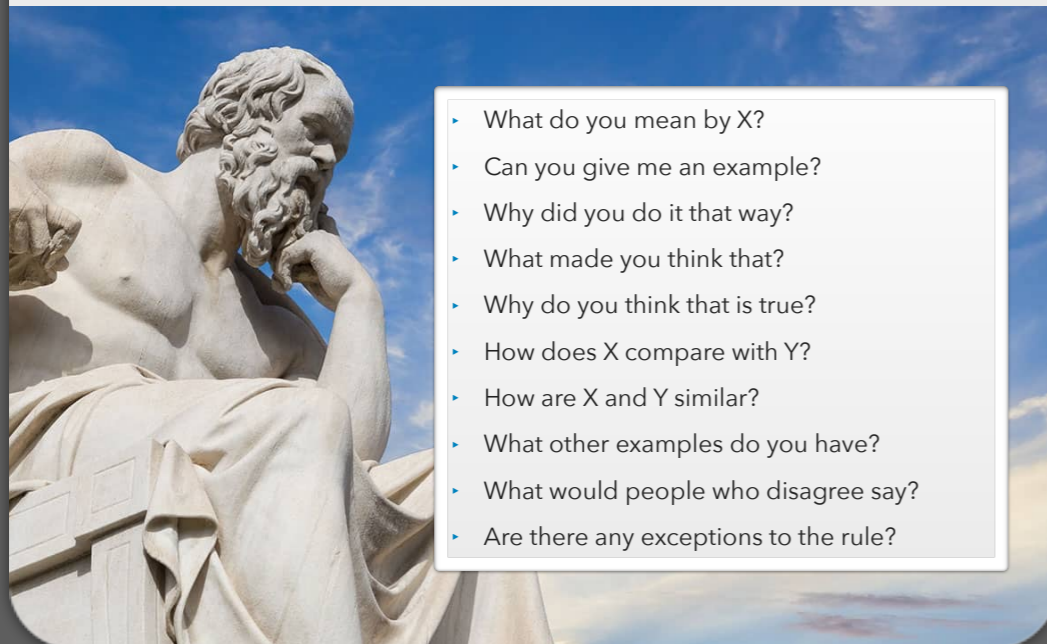
### Socratic questioning

- ▶ Guiding students to discover the answers through asking open questions.

### Online training tools

- ▶ Using the right tools to engage and interact with students (e.g. Breakout rooms, Menti)

## 10 Socratic Questioning Examples



- ▶ What do you mean by X?
- ▶ Can you give me an example?
- ▶ Why did you do it that way?
- ▶ What made you think that?
- ▶ Why do you think that is true?
- ▶ How does X compare with Y?
- ▶ How are X and Y similar?
- ▶ What other examples do you have?
- ▶ What would people who disagree say?
- ▶ Are there any exceptions to the rule?

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