



## *Masterclass on Personal Impact for speakers and presenters*

In everyday life and work, you need to present your views and plans, to talk to people, and sometimes to make a point strongly. You need to encourage people and create support among stakeholders, partners, team members, employees and clients.

It is essential that you can communicate in a way that stimulates and engages people. You need to be strong, steady, playful, authentic, credible, and comfortable. And you need to enjoy yourself. The Masterclass on Personal Impact for speakers and presenters will help you achieve this.

In groups of 8 to 12, participants will learn to present themselves in a powerful, credible and clear way when either standing before an audience or in meetings. Communicating in international contexts is also covered in the masterclass. The masterclass is practical and interactive.

### **The Masterclass on Personal Impact for speakers and presenters is suitable for:**

- **professionals** in knowledge-based organisations;
- **speakers at the start of their speaking careers** who want to turn their insecurity in speaking and presenting into self-confidence;
- **experienced speakers** who want to stimulate and engage their audiences even more, no matter how big or small the audiences are.



*“The two days were very useful and a great eye opener. The tips will help me present myself much better when I give presentations. I highly recommend this masterclass. My whole attitude and posture changed for the better and as a result, I became much more confident when giving speeches. I found the different teachers, each with their own specialisms, very effective.”*



## Masterclass on Personal Impact for speakers and presenters

### A palette of tools to customise each masterclass

Each Masterclass on Personal Impact for speakers and presenters is put together specially for the specific group of participants. We work with various experts depending on the components we include. Participants experience the masterclass as exciting and enjoyable and they see their self-confidence grow. Successful components of the masterclass include the following:



#### Adapting to the audience

A story will only have the desired effect on the audience if it is relevant to them and created just for them. You will learn to analyse your audience and what its interests are. We will also look at how people listen and what this means for effective communication.



#### The content and structure of the presentation

A good presentation is credible and convincing. It touches the emotions of the audience with its carefully selected content and structure. We will look at how to achieve this and will suggest some practical tools.



#### Voice quality and body language

Together with our non-verbal communication, our voice quality determines the impact of what we say. This is why the masterclass spends time on posture, breathing, use of voice and tone. You will have the opportunity to do plenty of exercises so that you literally and figuratively stand stronger.



#### Intercultural communication

How we speak and listen stems partly from our cultural background. Understanding cultural differences helps you communicate better in an international context. The masterclass will help increase your understanding and will undoubtedly be enlightening.



*"I recommend this masterclass because it is very well put together. You are constantly putting what you learn into practice. I like the fact that Engaging Leadership tailors it to the personal needs of each participant, and adjusts the masterclass to their skills level. This training gives you a real confidence boost, not only in public speaking, but also as a person."*

### Information

Please do not hesitate to contact us for more information.

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This masterclass is an Engaging Leadership Academy product developed by Engaging Leadership and Bos Matchworks



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