

Winning Ways with Rhetorical Skills

The art of using language effectively and persuasively



“It’s not how strongly you feel about your topic, it’s how strongly they feel about your topic after you speak.”

Tim Salladay

Master your speaking challenges!

Faced with the task of being persuasive, perhaps you already know that the spoken word possesses the power to move people’s minds and touch their hearts. Indisputably, the words you choose and use, your tone of voice, the body language you display all send messages - but can you be sure they are the right messages, especially when your listeners are difficult to convince? Style alone is not enough. You need to understand and apply the methodical process of logical reasoning and have the confidence and the techniques that help you stay cool under pressure. During this training, you will develop powerful speaking skills that can help you to persuade every audience, every time - in meetings, during presentations, delivering a speech or simply whenever you communicate.

Training especially designed for:

- Managers and business professionals who need to get their ideas and information across.
- Guide group size and programme length: perfect for groups of 8 in 3 days.

Learning objectives:

- Get your message across in critical situations: use words and tone with improved self-confidence.
- Understand the true impact of your non-verbal signals: react to the signals others send you.
- Capture the interest of your listeners: apply the logic of your messages AND appeal to the emotions.
- Apply techniques for more professional discussion and meeting management: handle interruptions and disturbances calmly and deal more confidently with attacks.
- Understand the influential value of questions: keep control and move the audience to your solutions.

Try - Test - Adapt - Apply!

- Analyse your style by seeing yourself in action on video.
- Explore and experiment with rhetorical styles and techniques.
- Receive feedback from your peers and your coach.
- Apply useful preparation tools out of the training box. (“FuseBox”, “FlowStructure”)
- Track your progress using the “Learning Log” and adapt to optimise individual performance.

A participant’s perspective:

“I can recommend this training programme because it really helps you to deal with tough situations as well as understanding the impression you make on others.”