

# Seminar: Presentation and presence

## To convince, when it matters!

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On a day-to-day basis communication is an essential part of your work. You conduct employee appraisals, you present work results to smaller or larger audiences and you "sell" yourself and your product to a potential customer.



Experience shows that hereby not only the content of the communication is important. A crucial factor for success is your presence and ability to present. A constructive feedback after a presentation would often be very beneficial. Unfortunately, in reality this often does not happen.

Giving this feedback is therefore one of the core purposes of the seminar "sovereign presence". Only in this way one's blind spots can be recognized, strengths strengthened and weaknesses reduced.

Presence and presentation - A seminar for executives

### Your benefit

- You realize what factors affect your presentation level significantly,
- You know what characterizes you as a "brand" in your presence and presentation,
- You are effectively able to deal with stage fright,
- You get specific feedback on how your personal presence gets received
- You get additional tools that will enable you to continue working on your strengths and weaknesses after the seminar
- You learn how to specifically adapt yourself to the ideas and needs of your target audience
- You get relevant and targeted checklists that you can use for preparing every presentation: This way you are able to reduce the "organizational preparation stress" significantly

### Target group

Executives who want to reduce their "blind spots" and sustainably improve their personal presence and presentation skills.

### Seminar content

- Format and content: "Do's & Don'ts of preparation". You will acquire a personal checklist, which will enable you to design and enhance your presentation in the future.
- Video analysis: "My personal presence". Your presence and personal appearance will be recorded on video and you'll receive critically- appreciative analysis on your performance. In this way weakness can be reduced and strengths can be enhanced.
- Elevator Pitch "What distinguishes me". You learn "to get to the point" and how to communicate in short and convincingly, what distinguishes you both personally and professionally.

### Methods

Video analysis, individual work, group work, test

## Trainer Profile



Philip A. Hofstetter is a passionate executive coach, consultant, facilitator and trainer. He delivers 1:1 executive coaching, leads team-building retreats, runs neuroleadership training sessions and consults for global companies as part of large leadership development and culture change programs in English, German, French and Spanish.

As a lawyer (Master of Law), having trained both in Canada and Switzerland and heading up a group department at a large asset management firm he has a lot of hands on experience presenting and knows about the importance of a sovereign presence and getting things to the point.

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