

# Neuigkeiten für unsere Kunden mit internationaler Ausrichtung:

## High-impact Speaking: The eloquent Executive - Learn to look, act and sound like a leader!

How good are you at putting yourself across? The High-Impact Speaking workshop is an active program of strategies. Learn the best way to handle a speaking situation, discover a new way to write your talk and find out how high-impact language will help you sound better than ever for your speeches, presentations, briefings or in your business conversations. Catering to the specific needs of management-level persons our workshop offers basic strategies on how to become a successful verbal communicator. Discover effective corporate speaking and see how it can have a positive impact on your career.

### Target Group:

Everyone who finally wants to learn how to become a successful verbal communicator.

### Goals:

This workshop really sets the stage for your communication success: participants will improve their communicative ability when socialising, telephoning, presenting, taking part in meetings and negotiating. Key features include among others a main focus on listening and speaking, realistic communication activities and free stage practice to develop confidence, fluency and effectiveness.

### Requirements:

English at an intermediate level.

### All participants will receive "The Eloquent Way Leaders Talk"-Dictionary for free!

### Agenda:

How to come across as a leader, powervoicing, working with visuals, how to handle criticism without appearing defensive, business lunch small talk, how to choose words with impact and avoid those without it, tips for presenting at meetings, designing the perfect presentation, the most common language mistakes, how to beat stage fright, how to capture your audience, the power of silence, body language, the essentials of nonverbal communication.

### Methods:

Group and individual work and exercises, tools, role play, discussion, practice with video feedback.

## Management and Business English

It is hard to imagine a manager who does not need to express himself in English as part of his job. Corporate demand expects all to sound as good as they look whether you present an idea, have lunch with customers, call your CEO or deliver presentations. Spend 3 inspiring days developing your English business skills. Don't settle for a boring, out-of-touch lecturer. Ask for great value and excellent content. We focus on developing the English skills you must have in your corporate life!

### Target Group:

Every manager/business person who wants to learn to successfully conduct business in English.

### Goals:

Workshop focus: reading skills, correct pronunciation, accent reduction, speaking techniques, writing skills, conversational and listening skills. Upon completion of this workshop you will use relevant vocabulary effectively, know when and how to say the right thing, 100% master the art of eloquent business conversation and be more confident conducting your business in English! Benefit from the lessons in this workshop: it is held by a person who has been through the mill and practices what he preaches!

### Requirements:

English at an intermediate level.

### All participants will receive "The Eloquent Way Leaders Talk"-Dictionary for free!

### Agenda:

Assessment of your weaknesses and strengths, fluency and speaking techniques, stimulating discussions and role-play while developing your new speaking skills, secrets on how to fight that stage fright, an interesting inside look on the art of small talk, corporate communication on the telephone, powervoicing/high-impact language, how to handle criticism and interruptions during meetings and presentations, negotiations: know what you want, writing skills: matters of style, tips on training yourself, words, phrases and expressions every business person should know, typical "German" mistakes, words to avoid...!

### Methods:

Group work, stimulating discussions, role-play, learning by asking, tales for leaders, team quizzes, the power of Mind Maps, self assessment through video.



## **Grundkurs "Geschäftssprache Englisch"**

The "On-the-Job"-English workshop is for professionals or trainee professionals whose daily work calls for a sound knowledge of business/commercial English. Being able to communicate clearly and effectively in the world's no. 1 language is more than ever an invaluable asset to any company, to any individual

### **Target Group:**

Trainees (Auszubildende), Sachbearbeiter (workers, professionals), Sekretärinnen (secretaries)

### **Goals:**

The workshop with its up-to-date, business-relevant practice material for developing English skills in reading, speaking, telephoning and writing is the perfect course for employees working at all levels from the trainee to the secretary. The workshop offers enough guidance to let you get on with your work with more confidence and improved performance.

### **Requirements:**

English at an intermediate level.

### **Contents:**

Our training is based on two principles: (1) that this on-the-job training focuses on the participant's unique requirements and not on general basics, and (2) that it addresses the full range of practical problems employees will confront in the course of their daily work.

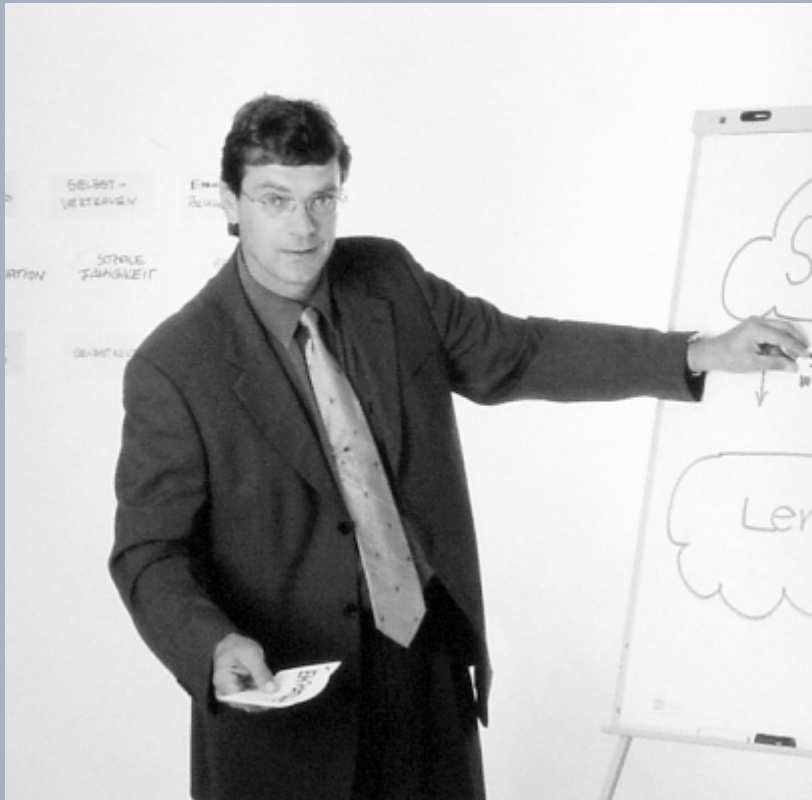
### **Agenda:**

Reading skills, correct pronunciation, grammar tune-up, fluency and speaking techniques, techniques for talking to people in business situations telephoning skills, phone vocabulary, small talk with foreign business visitors, business correspondence, writing skills, dealing with business problems (delivery problems, sales problems), presenting your company, tips on training yourself.

### **Methods:**

Group exercises, creative role play, group discussion, individual tasks, video analysis and self assessment, special project at the end of the seminar





#### **In our workshops, you will:**

- Identify the obstacles that have kept you from being great as a communicator, speaker, negotiator or motivator
- Learn the specific techniques to overcome these obstacles
- Learn approaches that will boost your confidence

#### **Your coach Peter will:**

- Inspire and inform you
- See your strengths and weaknesses so you can improve
- Support you
- Capture your interest and show you your abilities
- Move you to action and move your skills from "good" to "great"

Your trainer Peter Reuter, a **bi-lingual speaker**, offers his **long-time executive expertise** and his valuable **corporate insight** gained among others during his 5-year, successful senior management position in New York and Los Angeles and his regular overseas business travels, among others to the Far East.

He is **100% focused on improving your performance!**

There's a reason why our customers train with Peter: his seminars and workshops focus on developing the critical skills individuals must have in modern day business/corporate life.

**Don't settle for a boring, out-of-touch lecturer. Ask for more!** Ask for great value, excellent content and positive perspectives!

Our training makes the capable business person even more capable.

What are you waiting for? **Every business person will benefit from the lessons in our workshops.** And best of all: it is held by a person who has been through the mill and practices what he preaches.

#### **6 reasons why you should sign up for our in-depth, hands-on, workshops:**

- You'll work with fellow leaders, enjoy interesting one-on-one business conversations and practice in a supportive and guided environment
- You'll significantly improve the effectiveness of your speeches and communications
- You'll enhance your ability to lead groups
- You'll have greater impact in your organization and receive greater visibility
- You'll discover that learning can be fun because your trainer blends his sound academic base with "real world" applications
- You'll enjoy and make the most of your career opportunities in future



**COACHING CONCEPTS**  
THE TRAINING + MEDIA COMPANY