

## **Speaking to Engage & Influence**

**Dominating the business stage with your star performances**

**A Business Skills Masterclass for the Senior team, delivered by Carole Spiers,  
International Motivational Speaker & BBC Guest-Broadcaster**

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You've already had to acquire competence in public speaking, in order to move up in business. But now you're at the top, you need to acquire true star quality, to persuade and motivate at an entirely new pitch. It's nothing less than theatrical stagecraft at Oscar-winning level. Whether you're addressing the board, competing for a client, instructing a junior, or enthusing a group of shareholders, your performance must now carry a crucial extra degree of polish.

### **This programme is designed for:**

Executives who want to raise their game as communicators, and carry conviction with all groups, to achieving desired outcomes with small groups or whole conferences.

### **Aims of the programme are to:**

- Provide skills that will establish full confidence before you speak
- Analyse current presentation style and improve it effectively

### **Outline**

- Techniques to stop you from getting nervous before you speak
- Proven openers that will emotionally connect with your audience
- Structuring a presentation for maximum impact using PowerPoint
- Planning how to engage closely with your audience build rapport
- Know how to use a pause and silence to maximum effect
- Using props to support your vocal skills and influence your audience

### **Outcome**

#### **By the end of the programme, delegates will be able to:**

- Stage-manage meetings and keep to time, for maximum control
- Engage immediately with an audience: key first and last words
- Master the key skills of body language, storytelling and eye-contact
- Motivate, persuade and influence, to strengthen your business skillset
- Handle difficult questions without getting fazed: tips and techniques
- Win big pitches through actor's tips and tricks to promote good stagecraft

**This programme is not only designed for insight but for also for effective action.**

**THIS MOTIVATIONAL PROGRAMME CAN BE DELIVERED AS A KEYNOTE OR WORKSHOP.**

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# Your Presenter - at the service of Government,

## Business and the Professions - Worldwide

**Carole Spiers**, FISMA, FPSA, MIHPE  
**CEO Carole Spiers Group [London]**  
**International Motivational Speaker**  
**BBC Guest-Broadcaster**



Carole's credibility is rooted in twenty years' success as CEO of a leading UK Stress Management Consultancy. As a World Authority on Corporate Stress and popular BBC Guest-Broadcaster, Carole's focus is on developing healthy workplace cultures through building resilience, minimizing the risk of stress and enhanced well-being.

Author of a best-selling book [Show Stress Who's Boss!](#), Carole works with equal success in the contrasting cultures of UK and the Middle East that for over 20 years, has numbered among its clients leading corporations including, Accenture, Al Habib [Oman] AXA, Qtel [Qatar], Etisalat [Dubai], Dubai Cables, Gasco, IBM, Kanoo Group [ME], Mubadala and Walt Disney.

Carole is a high-energy motivational speaker able to combine inspiration with insight and her charismatic style and ability to engage emotionally with audiences has made her a sought-after keynote speaker around the world.

She is a Fellow and Past President of the Professional Speaking Association, London. In the UK, Carole launched National Stress Awareness day on behalf of the International Stress Management Association<sup>UK</sup>, of which she is the current Chair.

She is regularly called upon by the national press and media for comment and is an acknowledged expert by her entry in [Wikipedia](#).

Corporate site: [www.carolespiersgroup.co.uk](http://www.carolespiersgroup.co.uk)

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*Carole Spiers has made a measurable difference to the skillset of our C-suite team at Gasco. She regularly delivers Masterclass programmes that develop excellent insights into many of the human challenges that are experienced within the oil & gas industry. Popular and highly regarded, Carole invariably inspires and motivates as she delivers her presentations with impact. A distinct advantage is that our teams have been able to implement her strategies back into the workplace with immediate effect. Carole Spiers comes highly recommended from major industrial clients."*

Dr. Jenny Lea-Hewson, Leadership Development Department Head, Gasco