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## Super Spokespersons: Powerful & Elegant

### Target group:

Everyone who has to speak in public as a representative of their organization whether it be with the Media (television, radio, press, etc) or with people within their own organization.

### Content:

- Lead exercise: Audit of Expectations.
- Perception:
  - Its importance in the communication.
  - Ways of conditioning: Visual, Verbal y Kinesthetic.
  - Effects on receivers: The primary result. Two opportunities to make a first impression.
- The key elements:
  - Complete vs. partial.
  - Striptease vs. open show.
  - How to build or change perception.
- Communication channels:
  - 7/38/55
  - Practical exercise: "Asking for her hand".
  - Significance for communicators.
  - Global vs. Lineal - hemispheres / ears, etc.
- Non Verbal Communication:
  - Clothing in different contexts: Men & Women.
  - Accessories.
  - Variables that affect the persuasive power of the speaker:
- Gaze: Large & small groups and working with individuals.
  - Orientation.
  - Proximity - Real Vs Perceptive.
- Gestures:
  - Lineal / kinesthetics.
  - Open / closed
  - Prohibited / recommended.
- Posture:
  - Whole body.
  - Partial body.
- Stress markers: identification, interpretation & control.
  - Subconscious responses.

- Non verbal Communication in stress situations in Business.
- Video review.
- Verbal communication:
  - Neuro Linguistic Programming:
    - Representation systems & their importance.
    - Paralinguistic elements: Tone, volume, Speaking speed, etc.
  - Practical exercises: changes in: Tone, Speed, Representation systems.
  - Anchors: Analogical & Digital.
  - Effective listening.
  - The principle problems of effective listening.
  - Nominalization vs. concrete: The Meta Model to define meaning.
  - The Charisma Pattern.
- Advice :
  - Spoken Language:
    - Prohibited & recommended language.
    - How to deal with, and respond to, questions.
    - 10 ways to look after your voice.
  - Negative Vs positive language.
- Control of the stage :
  - Speaking while Seated Vs Standing.
- Interviews : Preparation, participation y farewell = Success.
- The Message.
- Special techniques.
- “The Interview”.
- Special techniques for:
  - A formal press conference.
  - A newspaper / magazine interview.
  - “Sound bites”
  - Radio.
  - Television.
- Common tricks.
- Common Traps.

The trainees on the course should come prepared with material or speeches which they can use during the course. The trainees will be videotaped during the course and receive continuous feedback about their progress.

### **Student-Centred Objectives:**

At the end of the course the attendees will be able to:

- Elegantly deal with any situation where communication with the different media types is involved irrespective of context, place or time.
- Understand how to deal with different types of interlocutors in the manner most appropriate for each in order to achieve the desired communicative objectives. They will also know the reason why the tools and techniques taught on the course help them to achieve their desired objectives.
- Prepare and carry-out any type of communicative activity within the organization or outside.
- Understand and use a range of special psychological tools to ensure that the desired message reaches the target audience in the most effective manner.

- Stand out from other Spokespersons for their obvious communicative skills and their knowledge & application of leading-edge tools & skills in the control of the interview.
- There are a great number of practical exercises during the course which are videotaped on DVD and then reviewed. Each trainee receives his own DVD at the end of the course for review and further study at home.

**Duration:**

3 days (27 hours).