

# Authentic Presentations: using stories, metaphors and emotion

**Monday 1 February 2010**

**LASER THOUGHT™**

*Training in the Round™*  
with Julian Simmonds

**EXECUTIVE PRESENTATION WORKSHOP**

# Authentic Presentations: using stories, metaphors and emotion

*Learning the skills of the actor to present yourself in any situation with authenticity and confidence*

## INTRODUCTION

Throughout history storytelling has been the key to understanding culture. Recounting stories is an essential ingredient for communicating ideas, information and dreams through books, newspapers, films, theatre, art and music. Today this tradition is embraced by successful leaders, managers and teachers, who continually use stories to influence, persuade and educate.

This workshop explores ways in which you can develop skills and techniques for using stories, metaphors and emotion to actively engage, influence and inspire your audience.

## METHODOLOGY

*This workshop utilises a unique experiential training model, **Training in the Round™**. Experiential, interactive and participatory, this workshop strengthens and builds upon your existing skills, raising you to new levels of heightened self-awareness and confidence.*

*The emphasis is on creating a safe and nurturing environment in which participants can break with old patterns of thinking and behaviour and formulate new concepts which more effectively link their creative ambitions with work related projects. The majority of people forgo taking the risk of working to the full extent of their talent and potential for safer and more accepted patterns of behaviour. This workshop aims to empower participants to recognize and fulfil their personal and professional potential.*

*"If you want to have an **incredible** experience of learning and growing, and improving your presentation skills, as well as experiencing a model of **excellent** facilitation in a workshop environment, I highly recommend Julian Simmonds."*

Kimberley Wiefeling | Wiefeling Consultancy, USA

## OBJECTIVES

Upon completion of the workshop you will be able to:

- Improve your ability to relay thoughts and ideas clearly and concisely
- Understand the essential ingredients for successful story telling
- Speak confidently, comfortably and articulately to the audience
- Use your voice and body effectively
- Present yourself with passion, enthusiasm and energy
- Build rapport and actively engage others in constructive dialogue
- Tap into your communication strengths and resources
- Tell your story with authenticity and humour
- Learn the art of impromptu speaking – thinking on your feet and enjoying it.

## CONTENT

### Influencing People

- Planning and preparation
- Keeping your focus
- Reading your audience
- Active listening
- Staying in the moment
- Clear thinking under pressure
- Working with powerful language
- Getting your opinion heard
- Achieving your goals
- Responding to audience questions

### Telling Your Story

- Effective body language
- Tone of voice
- Language and words
- Compelling use of metaphor
- Relaxation and breathing
- Improvisation: Thinking on your feet
- Environment and atmosphere
- Silence and pause
- Getting your message across
- Clear intention and outcome

## WORKSHOP LEADER: Julian Simmonds



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**Julian Simmonds** is an international marketing and joint venture consultant. During the last 25 years, Julian has focused on strategic communications and international alliance strategies involving launch plans, media presentations, conference and event planning for both the public and private sector. He has worked extensively in the USA, Hong Kong, China, Singapore, Japan, Vietnam and Australia.

Julian is Chairman of Palo Alto Media Group. The PAMG's Emmy Award-winning associates provide communications and media production, consulting and training services. As Chairman of the New Bristol Arts Centre, Julian was responsible for highly successful drama productions from 1981 to 1984. This role reflected his lifelong interest in the theatre, including writing, acting and directing.

The evolution and development of his experiential model, **Training in the Round™** is based upon the power and energy found in the theatre. In 2006 Julian wrote and directed a theatre piece focusing on leadership and communication for an audience of entrepreneurs and academics at Oxford University. This included professional actors interacting with the audience incorporating music and singing which was filmed and projected live onto a split screen.

Julian is a specialist in running cross-cultural workshops on Leadership and Team-building, Communication and Presentation Skills, Innovation and Creativity. He is an adjunct professor at Judge Business School – Cambridge University, Glion Institute of Higher Education – Switzerland, Stanford University, UC Santa Cruz, CSU East Bay, Oxford Brookes, Bristol University and the Hong Kong Management Association.

More information is available online at:  
[www.LaserThought.com](http://www.LaserThought.com)

## DESIGNED FOR

Executives,  
Managers and  
Teachers who  
want to influence  
their audience  
by presenting  
themselves  
with passion,  
enthusiasm  
and energy.

*"Truly experiential*

*– Julian's courses deepen my learning  
by engaging me on all levels ...*

*Exhilarating, inspiring and energising."*

Course Delegate

Hong Kong Management Association

## RECENT PARTICIPATING COMPANIES

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