



Commanding Presence: Advanced Communication and Presentation Skills Workshop

14 – 25 March 2027
Cairo (Egypt)



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Ref: 8145_253981 **Date:** 14 – 25 March 2027 **Location:** Cairo (Egypt) **Fees:** 6000 Euro

Workshop Introduction:

This highly interactive communication and presentation skills program has a dual focus. The first week combines communication and presentation skills, utilizing tools adopted by leading companies for successful personal and organizational outcomes. Participants will delve into their behavioral and leadership styles, honing advanced presentation skills and discovering how to leverage techniques from Neuro-Linguistic Programming NLP, Emotional Intelligence EI, and psychometric testing to develop their command presence training.

The second week is dedicated to the practical aspects of communicating with groups and larger audiences. Presenting with clarity and confidence is an essential leadership skill that can be sharpened with effective presentation skills training. This part of the communication and presentation skills workshop aims to alleviate the anxiety associated with public speaking by offering strategies to craft perfect presentations employing executive presentation skills to establish a commanding presence.

Enhancing Your Commanding Presence Training:

The ability to present effectively and communicate with impact is crucial in the business environment. Commanding Presence Training is designed to empower professionals to develop an assertive presence that inspires confidence and respect from their audience.

Through this communication and presentation skills workshop, participants will engage in executive presentation skills training emphasizing the importance of presence training through structured communication skills presentations and feedback mechanisms.

Targeted Groups:

- Head of Departments.
- Managers.
- Supervisors.
- Team Leaders.
- HR Professionals.
- Employees across all departments and managerial levels.

Workshop Objectives:

By the end of this communication and presentation skills conference, participants will:

- Develop workplace communication skills.
- Recognize and adapt to personal communication styles.
- Create positive work environments and manage conflict effectively.
- Build lasting rapport by adapting to behavioral styles.
- Master the art of delivering engaging and compelling presentations.
- Use body language, voice, and tone to make a positive first impression.
- Cultivate a commanding presence to communicate with authority.
- Design impressive, persuasive presentations from inception to delivery.
- Customize messages for varied audiences.
- Project confidence through one's voice.
- Command attention during presentations.
- Gain confidence in delivering business presentations to diverse groups.
- Utilize visual aids effectively.

Targeted Competencies:

At the end of this communication and presentation skills conference, the target competencies will:

- NLP and Emotional Intelligence.
- Problem-solving and Decision-making.
- Communication and Interpersonal Skills.
- Self-awareness.
- Assertive presence.
- Business presentation skills.
- Planning and Organizing.

Workshop Content:

Unit 1: How to Build Lasting Rapport:

- The art of building lasting rapport.
- How to identify behavioral traits and react to them.
- How do you modify your behavior to match others?
- Sharpen your senses to the signals others are sending you.
- Connect with colleagues and clients at a level that creates deeper trust and commitment.
- Step into another person's shoes to better appreciate their experiences and motivations.
- Read body language to understand how others are thinking and responding to you.

Unit 2: Self Awareness:

- Key concepts of NLP.
- The relationships between NLP and Emotional Intelligence.
- Connecting your feelings for greater self-awareness.
- Eliciting emotions.
- Noticing your unconscious messages and following your intuitions.
- Self-talk and what it means.
- Maslow's Hierarchy of Needs.
- Internal and external referencing.

Unit 3: Crystal Clear Communication:

- Powerful listening and questioning techniques.
- Thinking patterns.
- Filters to communication.
- The use of Metaphors.
- Sub-modalities.
- Perceptual positions.
- Climates of trust.
- Well-formed outcomes.
- Communication exercises.

Unit 4: Empathy:

- Review how to sharpen your senses to the signals others are sending you.
- Communicating first impressions.
- The secrets of body language.
- How we communicate.
- Filters to communication.
- Understanding the science of lying.
- Learning Styles.
- Modeling - how others do things.

Unit 5: Motivation:

- Logical levels of change.
- The importance of values in motivation.
- Eliciting values for yourself and your organization.
- The secrets of motivation.
- Setting goals that motivate.
- Creating a positive future for your organization.
- Testing your well-formed outcomes.
- Stepping into the future.

Unit 6: The Building Blocks of Effective Business Presentations:

- To fail to prepare is to prepare to fail.
- Fears and concerns about presenting.
- Working together and the feedback process.
- Pre-prepared presentation on the subject of personal choice. Presentation.
- Key learnings and outcomes.
- Organizing your presentation - Who? What? and Why?

Unit 7: Giving Structure to Your Business Presentation:

- Who is your audience? What are their needs?
- What are the key elements of the message, and why are they required?
- Structuring the message: the BOMBER process bang/ opening/ message/bridge/ examples/ recap.
- Brainstorming materials.
- Stage management, the physical environment, and visual aids.
- Practical presentation: the opportunity to repeat delivery of I or differing choice.

Unit 8: The Psychology of Presenting:

- Top ten fears - irrational fears of presenting.
- Handling nervous reactions.
- Vocal projection: stories and anecdotes.
- The psychology of presenting left and right brain and maintaining audience interest.
- VHF -NLP -engaging the audience with lighthouse techniques.
- Planning for presentation.

Unit 9: Business Presentations With Style:

- Managing your audience.
- Handling difficult questions.
- Handling difficult people!
- Personal Reflections of Presentation.

Unit 10: Fine-Tuning for Perfect Presenting:

- Assessing personal performance.
- Advanced tools to involve the audience.
- Top Ten Closing Tips for Business Presenting.
- Self-belief: Positive affirmations about presenting.
- Business performance coaching for success.
- Action planning for personal, team, and organizational improvement.