

PSHRM

Pakistan Society for
Human Resource
Management

The **Art** of *Connection*

A Masterclass on
Personal Impact & Media Skills
for Senior Professionals

6-7 December 2010 | Sheraton Karachi Hotel

9-10 December 2010 | Islamabad Marriott Hotel

9:00 am to 5:00 pm

by

Simon Bucknall

Director, Art of Connection



*"An incredibly talented speaker...
one of the best in the business."*

Darren LaCroix
2001 World Champion of Public Speaking

Strategic Partner to PSHRM

TerraBiz
Training | Conferences | Exhibitions

The Art of Connection

A Masterclass on
Personal Impact & Media Skills
for Senior Professionals

Dear Professionals,

Your ability to connect with others through Public Speaking and Media Relations will play a central role in determining your future success as a senior leader.

You may be competing for a new business customer. You may be representing your organization at a conference. Or you may simply want to impress your executive board. Either way, achieving the right kind of personal impact is vital.

Effective and impressive skills in communication are a feature of all outstanding professionals and business leaders.

This practical and inspiring two-day masterclass offers you a unique opportunity to sharpen your skills in a safe environment. You will pick up tips and insights enabling you to deliver presentations more confidently and effectively. You will also learn how to portray yourself successfully through the Media.

The program will be highly interactive and as a participant, I am sure you will find it hugely valuable, for you and for your organisation.

Best regards,



Haroon Waheed
President, PSHRM
(Pakistan Society for Human Resource Management)

WHO SHOULD ATTEND?

This course is aimed at those who have to make a personal impact for such occasions as board meetings, and for those who represent their organisation externally through media interviews, press conferences and business events. It will also benefit corporate relations and PR staff who are responsible for the communication of important messages through presentations and the media.

You will be expected to have basic presentation skills. This is an advanced program designed to help you operate at the highest level.

WHAT OTHERS SAY ABOUT THIS COURSE

“Excellent! Simon managed to balance everyone’s needs. By making it highly interactive, he made everyone really practice & improve”

Abdul Munin Sheikh
Engro Fertilizers Limited - Feb 2009

“The course was very helpful. It gave me opportunity to learn and practice at the same time and the opportunity to do it with an expert”

Sohaib Mehtab
Unilever Pakistan - Feb 2009



Simon Bucknall

Director, Art of Connection

A championship-winning international speaker and trainer, Simon is an expert at helping ambitious leaders to influence and inspire others through the spoken word.

Holder of six national and international speaking titles, Simon placed in the top 20 out of 26,000 speakers worldwide at the World Championship of Public Speaking Finals held in Arizona, USA in 2007.

He is also the only speaker to win national awards from the UK Professional Speakers Association, Toastmasters International and Junior Chamber International.

Simon’s career background includes global clue-chip executive headhunting, corporate brand strategy and innovation plus a stint working in the British Parliament. As a trainer and coach, his programmes have benefited FTSE 100 executives, top MBA graduates, entrepreneurs, senior parliamentarians, corporate lawyers and professional speakers.

Simon holds a degree in Modern History from Oxford University and a Masters in Chinese Studies from the London School of Oriental & African Studies, Simon is also a Member of the UK Professional Speakers Association and a Fellow of the Royal Society for the Arts, Manufacturing & Commerce.

This course is aimed at senior and middle managers who must achieve a strong, positive impact at occasions such as executive board meetings, new business pitches, team meetings, industry conferences and media interviews. It will also benefit corporate relations and PR staff, responsible for communicating important messages through presentations and the media.

You will be expected already to possess basic presentation skills. This is an advanced programme designed to enable you to operate confidently and effectively at the highest level. Simon is represented by Terrabiz in Pakistan.

COURSE BENEFITS

- Professionalize your presentation style for maximum impact
- Project greater confidence and raise your profile within your organization
- Learn how to achieve absolute clarity in your presentations... fast
- Hone your own delivery: through use of voice, eye contact and pace
- Understand how to analyze and engage an audience
- Gain greater fluency and impact when presenting with slides
- Acquire the 3 keys to persuading with power in any presentation
- Pick up new techniques for inspiring your audience
- Master the art of handling the Q&A with confidence
- Learn techniques for handling difficult media interview questions
- Hone your own coaching skills
- Receive constructive, personalized feedback throughout!

TOP 5 LEARNING OBJECTIVES

1. Professionalize your communication skills for maximum impact
2. Understand the media and be fully prepared for media interviews
3. Learn how to craft your message – and make it stick
4. Discover how to connect with, persuade and inspire others
5. Understand what all journalists want... and how to turn it to your advantage

COURSE OUTLINE

DAY 1

Welcome!

- Introduction to the Masterclass and build group rapport
- Outline course objectives
- Self-analysis of current presentation style

Core Skill 1 – Executive Presence

- Learn how to project confidence - even if you don't feel it!
- Discover how to 'own the stage' right from the start
- Top tips for confidence, impact and handling nerves

Core Skill 2 – Power of Stories

- Discover the power of the "P-S-P" formula
- How to structure your thinking when speaking off-the-cuff
- Essential skills for achieving a strong, positive impact
- How to deliver a presentation in a very limited time frame

Core Skill 3 – Empowering Feedback

- Discover the power of the "C-R-C" formula
- Motivate others through empowering verbal feedback
- How to identify and release the true value in other people

Core Skill 4 – Sensory Impact: Voice, Pace, Eye Contact

- Develop a more confident, convincing and high-impact voice
- Explore techniques for really getting the audience's attention
- Practice engaging the audience through effective eye contact

Summarize Core Skills 1 - 4

Core Skill 5 – Audience Analysis

- Understand and explore the 4 key types of audience
- Tips for securing the buy-in of each audience type (inc. difficult audiences)
- Practice and gain personalised feedback

Core Skill 6 – Clarity

- Gather material/resources for your presentation
- Establish what is appropriate for your audience
- Identify your Key Message

Core Skill 7 – Visual Aids

- Select visual aids and use them with ease and confidence
- Engage an audience when presenting with slides
- Prepare a slide presentation
- Deliver slide presentations & gain personalized feedback
- Tips for handling the Q&A
- Q&A simulation – to consolidate Core Skills 1 - 7

Summarize Core Skills 5 - 7 & Close

DAY 2

Core Skill 8 – Persuade & Inspire with Power

- The 3 keys to persuading with power in any presentation
- Forge a deep emotional connection with your audience
- Ensure your message sticks
- Identify your "Persuasion/Inspiration Challenge" and develop your pitch
- Persuade/inspire your audience + Q&A!
- Gain personalized feedback

MEDIA SKILLS

Introduction: The Journalist's Mindset

- What the journalist is always looking for
- What the journalist never wants!
- Techniques journalists use to control the interview

Core Skill 1 – Preparation

- How to know whether to do the interview
- How to ensure clarity in your key message
- Creating a memorable sound-bite – putting your message into 'quotable' form
- How to handle the "nightmare question"

Core Skill 2 – First Impressions

- Projecting the right image from the very start
- Tips for ensuring you open with confidence
- Knowing where to look when on camera
- The importance of identifying your default position (body language)
- Gain personalized feedback

Core Skill 3 – Take Control

- Getting the most from your time on air
- Structuring your answers for maximum impact in broadcast media
- Techniques for handling difficult questions
- Getting your message across without being manipulated by the interviewer
- Thinking on your feet and dealing with questions/interruptions etc

Wrap-Up & Close

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Event Organizer



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Mission Statement:

"PSHRM offers a platform that build a competitive advantage in the field of HR by creating alliances with key stakeholders that foster HR excellence locally and internationally as a knowledge source."

PSHRM offers a platform for HR professionals from multinational and national companies to build a competitive advantage in the field of HR in Pakistan. They create alliances with key stakeholders that foster HR excellence locally as well as internationally. Their mission is to promote the field of HR so as to be considered as a strategic partner and player in developing and executing organizational strategy and thus building viable and long lasting benefits for all concerned.

Further they want to equip the HR professionals with knowledge, capabilities, business acumen, etc. that will enable them to adapt to the new role of HR, i.e., to add value to their respective organizations. PSHRM takes pride that due to their humble contribution, HR profession in Pakistan is evolving in a much more organized and systematic manner.

www.pshrm.org

Strategic Partner:



Training | Conferences | Exhibitions

Terrabiz is a business information firm with a distinction of bringing over 35 international management speakers and trainers in Pakistan for its various events in last 3 years. Terrabiz panel of trainers include European Champion of Public Speaking Simon Bucknall and Global Master trainer of Dr. Edward de Bono's Thinking Systems, Dr. Sunil Gupta. Ken Morse Founding Managing Director MIT Centre of Entrepreneurship USA addressed a conference on Corporate Entrepreneurship in November 2009 jointly organized by MIT-EFP, OPEN, & Terrabiz.

Terrabiz has been organizing international management conferences for the Management Association of Pakistan, Leadership & Management Conference for Pakistan Society for Human Resource Management, Women in business & leadership conference WIBCON for Pakistan Society for Training & Development and Investment road shows for Central Depository Company et al.

www.terrabizgroup.com

Registration and payment note:

You will receive an invoice after we have received your nomination(s). Participation will be confirmed **subject to receipt of payment.**

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. Fees must be paid in full. No refunds will be given if a written cancellation occurs within 5 working days prior to the event. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. In the event of unforeseen circumstances, PSHRM reserves the right to cancel or postpone the event.

* Kindly specify the workshop location (either Karachi or Islamabad)

Workshop Investment:

Rs. 46,500/- Per Participant

15% Discount for all PSHRM members

Includes course ware, PSHRM certificate, lunch, refreshments and business networking.

For Registration Contact Qazi Waqas Ahmed

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