

# POWER AND PIZAZZ

## HOW EXTRAORDINARY WOMEN COMMUNICATE

### FOR WHOM?

This program is for Women... managers, project managers and all women who make presentations or speak in public and work in an international context.

N.B. An operational level of English is required.

### OBJECTIVES

- Public Speaking: what is different for women, what are the consequences (during meetings, presentations, interviews, etc...)
- Voice: how to use your voice in a full-bodied, impactful way, how to project your voice, how to use your breathing to support your voice, enunciation
- Speaking in public: speed, rhythm, intonation
- Stress: how to take control of your voice and your body language by integrating proven stress management techniques
- Body language: high/low-power poses (Amy Cuddy), anchoring, how to occupy space effectively
- Contents: techniques to develop your credibility and impact, how to convey competence, authority, charisma and power through word choice and message construction
- Rhetoric and structural language: how to structure your talk and employ easy-to-use techniques of rhetoric
- Filmed simulations with feedback from the group and trainer

### EXPERT

#### Liz ASCHERL

General Director /CEO  
of LingoFacto  
Smart Business Language.



Dynamic, versatile, responsive and with a strong entrepreneurial spirit, Liz ASCHERL currently ensures the success of LingoFacto. Liz has trained hundreds of professionals during her career. What she's most proud of? To have contributed to the acceleration of their professional evolution by building effective communication skills in English. A British citizen, Liz as also lived in the United-States, before settling down in France where she has been for more than 20 years. In September of 2016, Liz graduated top of her class in an Executive MBA program at the ESSEC-Manheim Business School. In her personal life, she is highly involved in women's organizations, notably as co-pilot for the Women's Business Lunches for Est'elles Executive, an association that operates in the East of France.

### SEMINAR

Christine Lagarde, Oprah Winfrey, Queen Elizabeth II; we all have examples in mind of women that we enjoy listening to and who enthral their audience... brilliant women that we remark in a world where it is often men who dictate the rules.

You might think that their ease of expression is innate but that is far from the truth. Their presence and natural authority that you envy them for owe nothing to chance: these charismatic women apply easy-to-learn techniques covering:

- voice
- mental preparation
- body language
- how to occupy space
- stress management.

And that is excellent news. Because it means that it is possible for you too!

During our seminar "Power and Pizazz: how extraordinary women communicate", you'll integrate all of these techniques. We offer a good balance between theory and practice for quick and concrete assimilation of the tools and good practices. Simulations captured on video enable each participant to see their own progress, improve at an impressive pace and benefit from expert personalized coaching.

At the end of this seminar, you will be capable of communicating with more impact and natural authority! And your self-confidence will be soaring! Because you have the competence and talent.