



CHARISMA BOOSTER I

By Florian Mueck

“One of my clients once told me: ‘Florian, you are the ACDC of public speaking coaches.’ But public speaking is only part of my work with others. A more important part is the transformation they experience. Public speaking is the vehicle, but transformation—more self-confidence; more emotion; more vulnerability, more authenticity, more charisma—is the destination. In the end, people grow in a way they never imagined. And, like ACDC, they are ‘Thunderstruck’.” -- Florian

DAY 1

SET THE STAGE Expectations and vision	9:30
SPEECH 1: BREAKING THE ICE Preparation, speeches, evaluations	10:00
THE SPEECH STRUCTURE BUILDING™ An effective tool for building any speech or presentation in four simple steps	13:00
LUNCH	13:30
KEYNOTE TRAINING SPEECH: BECOME A MORE CHARISMATIC SPEAKER IN 15 SIMPLE STEPS Self-confidence, transparency, first sentence, structure, rhetorical devices, quotes, stories, visual aids, eye contact, body language, voice, humor, passion, enthusiasm, smile	14:30
SPEECH 2: PATHOS, PATHOS, PATHOS Preparation, speeches, evaluations	16:00
END OF DAY 1	18:00

DAY 2

BACK TO SCHOOL A knowledge test	9:30
SPEECH 3: PRESENTING WITH SLIDES Presentations, evaluations	9:40
LUNCH	13:30
MORE POWER TO YOUR POINT Best practices in building slide presentations	14:30
SPEECH 4: THE SALES PITCH Group exercise – preparation, presentations	15:00
TEAM FEEDBACK Positive feedback round	16:45
FINALE	18:00



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Florian Mueck from Germany, based in Barcelona, worked as a consultant and business development manager for almost a decade for KPMG, the global advisory firm. Since 2009 he has dedicated himself to helping companies improve their team performances and effectiveness by teaching them the power of persuasive communication and memorable presentations. His specialty is moving people to action in a fun, pragmatic, energetic way. Florian is the co-creator of the world's first public speaking board game RHETORIC. A collaborator of IESE Business School Barcelona and author of four books, Florian offers transformational communication seminars, keynote speeches and presentation coaching, in English, German and Spanish mainly to international brands like Banco Santander, Chupa Chups, Danone, Microsoft, Moët Hennessy or Zalando.



Florian is an extraordinary speaker who energized all our 120 managers during his speech within our Danone Leadership Summit! He's a great, funny, spontaneous and entertaining guy - thank you very much for being with us!

ANDREA HAUG
Senior Organization Development
& Learning Manager at Groupe Danone

From all the trainings I had the opportunity to organize with my teams, Florian's public speaking course is by far the most memorable. If you want: a stronger impact in public interactions, improve team dynamics, and help making feedback conversations more productive, Florian is your man.

ALVARO DUARTE
Head of Studio at King.com

Florian is a spectacular speech trainer. He is a master of the material, extremely good at bringing out the best in people and getting them to confront their own inhibitions, and incredibly funny and engaging and utterly effective. Highly recommended!

ERIC BOWNMAN
VP Engineering at Zalando

The love for what one does, the love to create, the attitude towards individuality – Florian has proven these qualities. Where rhetoric and teambuilding are concerned – this is our understanding of the pursuit of perfection.

DANIEL BRAUN
Vice President Accor Hotels

