



# CHARISMA BOOSTER II

Charisma is not 100% innate. Can you not boost your presence? Can you not boost your level of self-confidence? Can you not boost your rhetorical skills? Can you not boost your authenticity? Can you not lead by example? You can boost your charisma; you can turn into a more charismatic person! In this two-day follow-up of the CHARISMA BOOSTER I you continue to deepen your communication skills and learn how to shine even more on stage and in life.

## DAY 1

|                                                                                                                                                                                                                        |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>CHARISMA BOOSTERS</b><br>Group work and presentations                                                                                                                                                               | 9:02  |
| <b>RECAP STRUCTURE</b><br>Back to persuasive communication                                                                                                                                                             | 9:43  |
| <b>SPEECH 5: THE MOTIVATIONAL TALK</b><br>Preparation, speeches, evaluations                                                                                                                                           | 10:16 |
| <b>LUNCH</b>                                                                                                                                                                                                           | 13:04 |
| <b>KEYNOTE TRAINING SPEECH:</b><br><b>F.C. CHARISMA – 11 PLAYERS FOR MORE CHARISMA</b><br>Smile, credibility, self-confidence, optimism, transparency, charm, communication, courtesy, motivation, inspiration, energy | 14:01 |
| <b>SPEECH 6: THE SURPRISE TALK</b><br>Preparation, speeches, evaluations                                                                                                                                               | 15:23 |
| <b>END OF DAY 1</b>                                                                                                                                                                                                    | 18:01 |

## DAY 2

|                                                                                        |       |
|----------------------------------------------------------------------------------------|-------|
| <b>GONE WITH THE WIND?</b><br>Recap, recap, recap                                      | 9:31  |
| <b>SPEECH 7: THE GOOD POLITICIAN</b><br>Preparation, speeches, evaluations             | 10:02 |
| <b>LUNCH</b>                                                                           | 13:02 |
| <b>THE TED EFFECT</b><br>How to professionally prepare a TED-style presentation        | 13:53 |
| <b>SPEECH 8: THE CHARISMATIC LEADER</b><br>Group exercise – preparation, presentations | 14:37 |
| <b>TEAM FEEDBACK</b><br>Positive feedback round                                        | 16:16 |
| <b>FINALE</b>                                                                          | 17:29 |



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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 performances and effectiveness by teaching them the power of persuasive, inspiring, and charismatic communication. 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 five 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, Viessmann or Zalando.



I don't find words to express my opinion about this training. The most expressive one would be, "Wow!" Apart from being a training to improve our rhetorical skills, in our case, it was great team building. Flo's course marked an inflection point in our lives, a before and an after. My heartfelt thank you!

**JORGE SALAS**  
Internal Audit Manager at Werfen Group

Florian inspired our top leaders with his high energy and reflections on leadership and change - a highlight of our leadership conference!

**VOLKER ZÖLLER**  
President Consumer Goods at Essity

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**  
Former VP Engineering at Zalando

To describe Florian's workshops as "speech seminars" would be a misleading understatement. In Barcelona we did not only improve our public speaking skills, but experienced two days full of positive thinking and energy. Definitely the best seminar I ever attended.

**JÖRG ZÄTZSCH**  
Partner at CMS

