



# [ONLINE] CHARISMA BOOSTER I

“Over the years so many training participants have told me the coolest thing ever: ‘Florian, you are the Jim Carrey of public speaking coaches.’ I love it! But public speaking is only part of my work. Your benefit is the transformation you 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, you grow in a way you never imagined.” -- Florian

## DAY 1

|                                                                                                                                           |                 |
|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| TECH SET-UP<br>Get your ZOOM right                                                                                                        | FROM<br>9:01 ON |
| SET THE SCREEN<br>Expectations and vision                                                                                                 | 9:13            |
| SPEECH 1: BREAKING THE ICE<br>Preparation, speeches, evaluations                                                                          | 10:01           |
| LUNCH                                                                                                                                     | 13:17           |
| THE SPEECH STRUCTURE BUILDING™<br>An effective tool for building any speech or presentation in four simple steps                          | 14:01           |
| KEYNOTE TRAINING- SPEECH<br>Logos (Message, examples, demonstration), Ethos (Reputation, authority), Pathos (Storytelling, vulnerability) | 15:02           |
| SPEECH 2: PATHOS, PATHOS, PATHOS<br>Preparation, speeches, evaluations                                                                    | 16:45           |
| END OF DAY 1                                                                                                                              | 18:13           |

## DAY 2

|                                                                            |       |
|----------------------------------------------------------------------------|-------|
| SPEECH 2 CONTINUES                                                         | 9:01  |
| SPEECH 3: PRESENTING WITH SLIDES<br>Presentations, evaluations             | 10:57 |
| LUNCH                                                                      | 13:31 |
| MORE POWER TO YOUR POINT<br>Best practices in building slide presentations | 14:23 |
| SPEECH 4: THE SALES PITCH<br>Group exercise – preparation, presentations   | 15:16 |
| TEAM FEEDBACK<br>Positive feedback round                                   | 16:33 |
| FINALE                                                                     | 17:29 |



**Florian Mueck**  
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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 presentations with impact. 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 speech coaching, in English, German and Spanish mainly to international brands like Banco Santander, Moët Hennessy, Roche, SAP, or Viessmann.



In my 14+ years in HR leadership I have hired more than 30 external trainers. Florian is the top 1 with most “10s” from participants I have ever seen. Why? Very simple... He isn't only passionate about speaking; he is even more passionate about seeing others grow, and that combined with his enormous generosity in sharing everything he knows with others makes him a memorable trainer.

**GUADALUPE GARCÍA**  
Senior Director at ADP International

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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**  
Former 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**  
Former VP Engineering at Zalando

—  
Florian has brought back the Pathos in my public speaking, enabling me to lead a 12,000 people family business into the next century!

**MAXIMILIAN VIESSMANN**  
Group Co-CEO at Viessmann Group

