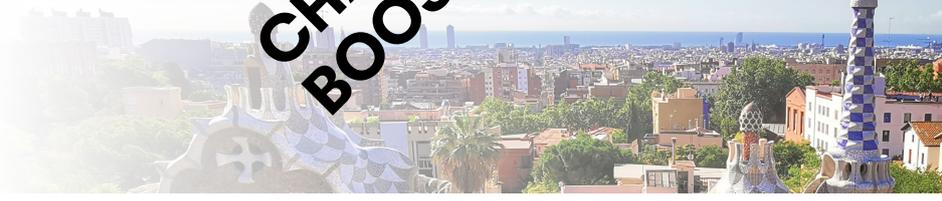


# CHARISMA BOOSTER 1



<b>16,791</b> Speech Evaluations*	<b>194</b> Brand Buddies	<b>42</b> Industries	<b>18</b> Countries
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“Many participants have called me the Jim Carrey of public speaking coaches—what a compliment. But public speaking is just the start. The real reward is your transformation: more confidence, more authenticity, more charisma. With practical tools—from structure to storytelling—you become a powerhouse of persuasion in just two days.” -- Flo

## DAY ONE: CHARISMA IS A SKILL

<b>WARM UP THE STAGE</b> Secrets of charismatic communicators	9:02
<b>SPEECH 1: BREAKING THE ICE</b> Preparation, speeches, evaluations	10:01
<b>LUNCH + SPEECH 1 CONT'D</b>	13:07
<b>THE SPEECH STRUCTURE BUILDING™</b> A powerful tool for building any persuasive speech or presentation in four simple steps	15:41
<b>THE DNA OF RHETORIC</b> Logos, Ethos, Pathos	17:06
<b>HAPPY HOUR</b>	17:48

## DAY TWO: CHARISMA NEVER COPIES

<b>SPEECH 2: PATHOS, PATHOS, PATHOS</b> Speeches, evaluations	9:01
<b>LUNCH</b>	12:57
<b>SPEECH 3: PRESENTING WITH SLIDES</b> Presentations, evaluations	13:53
<b>MORE POWER TO YOUR POINT</b> Best practices in building slide presentations	16:33
<b>SPEECH 4: THE SALES PITCH</b> Group exercise – preparation, presentations	17:01
<b>GRAND FINALE</b>	17:43

\* Status: 28 March 2026



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Florian 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 by teaching them the power of persuasive, inspiring, and charismatic communication. His specialty is moving people to action in an **energetic, unconventional, memorable** 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 six books, Florian offers **transformational** communication seminars, keynote speeches, and speech coaching, in **English, German and Spanish** mainly to **international brands** like Banco Santander, Black Semiconductor, Intel, Jägermeister, Microsoft, Roche, SAP, Scopely, and Viessmann.



There are training courses like a dime a dozen. Flo, however, takes training to a new level. They are not only rhetorical insights and charisma boosters, but, at the same time, the portal to a joint team journey that brings the team together. The perfect match of personal development and team growth.

**MAŠA SCHMIDT**  
Head of Marketing Germany at SAP

This training is not a training. This training is an experience. It has logos, ethos, pathos; it is so full of energy and fun and it is the best team-building without being called team-building. Forget about taking notes, just listen and let yourself immerse. What Flo delivers will go straight into your hearts, souls, and minds.

**KAI BEHRMANN**  
Director Supply Chain at Mast-Jägermeister

With Flo, I had the best and most unique seminar of my life. Florian made me grow tremendously in a very short time. With his technique, his humor, and his heart, he was able to take away my fears and prove that it is possible to become a public speaker. I am so grateful and I will never forget this experience.

**CHRISTINE BERG**  
VP Software Engineering at Viessmann CS

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**  
CTO at King.com

