



CHARISMA BOOSTER 1

17,036

Speech Evaluations*

198

Brand Buddies

42

Industries

18

Countries

“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

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

DAY TWO: CHARISMA NEVER COPIES

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

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“Flo” 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, Schwarz Group, 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

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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

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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

