



Etisalat Academy
Master Class Series

The Art of Connection for Senior Executives



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Skills | Solutions | Results

The Art of Connection for Senior Executives



Introduction

Too many business audiences wish they were somewhere else.

If you choose to work with international championship-winning speaker, Simon Bucknall, senior executives at Etisalat will gain a unique opportunity to transform their capacity to connect with, influence and inspire an audience – whether speaking at a conference, presenting to key customers or reporting to the Executive Board.

Simon has experience coaching senior executives at all levels, including CEOs, Senior Vice Presidents & Chief Information Officers for some of the world's largest companies - as well as a senior member of the British Government.

Aims & Objectives

To transform the capacity of high-achieving leaders at Etisalat to connect with, influence and inspire key audiences, both inside and outside the organisation. Developing their ability to win the hearts and minds of the people to whom they are speaking is critically important.

Relevant scenarios might include, for example, reporting to senior management, speaking at conferences/trade shows, pitching for new business and/or delivering other forms of internal presentation.

At the end of the Masterclass, participants can expect to be able to:

- Project greater confidence when speaking under pressure, even if they don't feel confident!
- Engage an audience right from the word 'go'
- Achieve a deeper 'emotional connection' with an audience
- Secure audience 'buy-in' to ideas/proposals more effectively
- Win the hearts and minds of an audience on a more consistent basis
- Powerfully communicate and 'sell' the essence of an idea/product/service within a very short timeframe
- Prepare concise, high-impact presentations more swiftly and efficiently
- Employ techniques to ensure their message 'sticks'
- Present with slides more confidently and competently (where appropriate)
- Coach/mentor others more effectively through the use of empowering evaluation skills

Dates

TBA

Duration

2 days

Venue

Etisalat Academy

Approach

To meet the Aims & Objectives outlined above, "The Art of Connection" will be an intensive and highly interactive 2-day Masterclass.

Participants will be actively involved throughout the Masterclass. Speaking opportunities vary in length – from as little as 30 seconds to as much as 5 minutes when delivering a more formal presentation.

Personal feedback delivered by the Masterclass Speaker and participants fosters a culture of greater trust, mutual support and team spirit within the group. The feedback process also serves to hone the coaching/mentoring skills of individual participants.

Participants should bring to the session a 'real-life' 5 minute Masterclass Presentation which they will hone and improve during the 2 days. Participants may select any presentation they wish – for a conference, an internal review or for the executive board. They can expect to deliver the Presentation in full, twice during the two days. They will also experience a range of connection techniques enabling them to transform the impact of the presentation.

Note: the Masterclass Presentation forms only one part of the event – there will be a large number of additional speaking opportunities and challenges for all participants throughout the two days.



The Art of Connection for Senior Executives

Simon Bucknall

Twice winner of the UK & All-Ireland Championship of Public Speaking, Simon Bucknall is one of the top public speaking coaches in the British Isles.

He is an expert in helping high-achieving leaders and entrepreneurs to influence and inspire others through the spoken word.

He is placed in the top 20 out of 26,000 speakers at the finals of the World Championship of Public Speaking in Phoenix, USA.

He is the 2012 President of the London Junior Chamber of Commerce. Simon is the only speaker to win national awards from all three of the following: Toastmasters International, Junior Chamber International and the UK Professional Speaking Association.

He holds degrees from Oxford University and the London School of Oriental & African Studies. He is a Member of the UK Professional Speaking Association and a Fellow of the Royal Society for the Arts, Manufacturing & Commerce.



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Course Outline | Day 1

Welcome & Introduction (20 mins)

- Trainer outlines the purpose and agenda for the Masterclass
- Trainer identifies any early participant concerns/issues/fears
- **Break the ice!

Module 1 - Executive Presence (45 mins)

- The Great Myths of Presentations
- **How to project confidence - even if you don't feel it
- **How to take the stage with confidence and impact
- Tips for confidence and handling nerves

Module 2 - Audience Engagement (90 mins)

Your ability to engage an audience within the first 2 minutes can make or break your presentation – and reputation as a leader.

- How to engage an audience right from the start
- Structuring a presentation for maximum impact
- Discover the power of language and 'hook phrases'
- **Hone and deliver a 2 minute Pitch or Introduction
- **Gain personalised feedback

Module 3 - High-Impact Storytelling (90 mins)

In business, the spoken word is an awful medium for 'transmitting information' - but a fabulous medium for establishing an emotional connection through effective storytelling.

- **A simple process for identifying relevant source material
- Tips for bringing content to life through the spoken word
- **Discover the 4 'C's for high-impact business anecdotes

Presentation Mastery - Session 1 (up to 8 participants) (120 mins - 8 x c.15 mins)

- **During the first day, the first group of participants deliver their Masterclass Presentation (typically spread throughout the day)
- **Each presenter receives personalised feedback:
 - o How confident was the speaker?
 - o How successfully did the speaker engage the audience?
 - o How clearly articulated was the core value of the speech?

Wrap-Up & Close (10 mins)

Course Outline | Day 2

Welcome & Day 1 Recap (20 mins)

- Recap the key learnings from Day 1
- **Quick energiser exercise

Module 4 - The Power Of Clarity (60 mins)

Focusing on the individual Masterclass presentations...

- **Gain a proven process for achieving absolute clarity... fast
- **Convert your Message to an empowering Call To Action

Module 5 - Inspiration Mastery (120 mins)

A unique module which very rarely features in standard presentation skills courses. Participants experience new ways to tap their own potential to inspire:

- **A 3-step process for achieving greater inspiration impact
- Discover fresh resources for use in your leadership communications
- Techniques for ensuring you and your message are remembered

OPTION: Module 6 - Presenting With Slides (90 mins)

- **How to use slides as a visual aid, not as a visual crutch
- **How to add value as a presenter
- **Manage your audience's attention more effectively

OR

OPTION: Module 7 - Q&A Academy (90 mins)

A highly interactive and intensive session which hones skills for speaking off-the-cuff – especially useful for mastery of the Q&A session.

- Most common mistakes when managing a Q&A
- **How to handle tough questions
- **Structure your thinking clearly when speaking off-the-cuff
- **Handle quick-fire questions within a strict time constraint

Presentation Mastery - Session 2 (up to 8 participants) (120 mins - 8 x c.15 mins)

- **Those participants who did not deliver their Masterclass Presentation on the first day now do so
- These presentations are usually spread throughout the day rather than conducted in one single block
- **Each presenter receives personalised feedback centred on the following (likely) development areas:
 - o How confident was the speaker?
 - o How successfully did the speaker engage the audience?
 - o How clearly articulated was the core value of the speech?

Wrap-Up & Close (20 mins)





About Etisalat Academy

Etisalat Academy is the largest single-source provider of training and development solutions in the Middle East. For 30 years we have been providing consultancy and human capital development services to telecoms, government agencies, oil & gas companies, financial institutions and organizations across all industries and business sectors. Our solutions range from training and development programs in business, technology and leadership, to consultancy services in the areas of recruitment, team building, performance management, assessment centers and career development. Based in the United Arab Emirates and operating a 1,200,000 square feet training facility in Dubai, our partner network spans five continents and delivers world class training solutions to customers in Afghanistan, Bahrain, Egypt, India, Iran, Iraq, Kuwait, Libya, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia and Sudan.



Training &
Development



Seminars &
Events



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Skills | Solutions | Results

