

Achieving Impact Through Communication & Presence

You already have proven skills at being persuasive and are confident when communicating and negotiating. Take them to the next level in this program. 2 x 3 days.

DESCRIPTION

Every company has them and a lot of executives see themselves in these people – employees who have brilliant ideas and thoughts, but who are unable to «sell» them because they have no support within the company. Most of the time, they are not convincing enough and lack the skills and the confidence for persuasive argumentation, which is the basis for leading meetings or conducting negotiations successfully. In this 2 x 3-day program, you will work on exactly these things and afterwards, you'll return to work with a much larger repertoire of skills to make you even more persuasive. And you will benefit from the neutral, constructive feedback you'll get during the training, feedback that you seldom get at your place of work.

WHO SHOULD ATTEND

- Managers who want to improve the overall impression they make on others, as preparation for moving up to a higher management position, by learning how they can use their personality even more effectively
- Practitioners and ambitious specialists who want to practice their skills to be even more confident and persuasive at work
- Professionals and managers who want to develop their skills at handling leadership challenges even better

All participants should place high value on being able to implement what they learn quickly and effectively. Since the number of participants per group is limited, we recommend registering as early as possible.

AREAS OF FOCUS

Coming Across to Others as Authentic and Persuasive

- What does authenticity mean and why it is so important today
- Leading in a believable way
- Self-awareness and behavioral change

Personality and Leadership

- First impressions – why they are so important
- Self-analysis and how you are perceived by others
- Charisma
- Body-language, facial expressions and attitude
- Skills to help you continue to be persuasive

Confidence when Dealing with Employees, Superiors and Customers

- The importance of context
- From a person to a personality
- Recognizing and mastering doubt and uncertainty
- Successfully dealing with conflict

Effective Communication

- Initial contact, the right choice of words
- Emotional competence during discussions, meetings and negotiations
- Skillful presentations
- Difficult discussions
- Stumbling blocks that you need to avoid
- Relationships to third parties, networking
- Motivating and creating enthusiasm
- Building a win-win relationship, conflict as an opportunity

Persuasive Negotiation, Targeted use of Negotiation Techniques

- Being persuasive and its role in the negotiation process
- The struggle for a business advantage and how to tactically and correctly manage this
- Recognizing chances during negotiation, mastering crisis during negotiations
- Being tough when necessary
- The art of “active” listening
- The right way to be right, without being a know-it-all
- How to build a convincing line of argument
- Being believable in difficult discussion situations

Sessions & Fees

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|--------|--|--------------------------------|
| EP1948 | Part 1: Oct 22 – 24, 2018 Part 2: Dec 03 – 05, 2018 | Lucerne, CH Frankfurt, GER |
| EP1958 | Part 1: Nov 21 – 23, 2018 Part 2: Dec 03 – 05, 2018 | Hamburg, GER Frankfurt, GER |
| EP1968 | Part 1: Nov 21 – 23, 2018 Part 2: Mar 18 – 20, 2019 | Hamburg, GER Berlin, GER |
| EP1919 | Part 1: Apr 01 – 03, 2019 Part 2: Aug 28 – 30, 2019 | Steckborn, CH Zurich, CH |
| EP1929 | Part 1: May 06 – 08, 2019 Part 2: Aug 28 – 30, 2019 | Berlin, GER Zurich, CH |
| EP1939 | Part 1: Sep 23 – 25, 2019 Part 2: Nov 20 – 22, 2019 | Zurich, CH Berlin, GER |
| EP1949 | Part 1: Oct 21 – 23, 2019 Part 2: Nov 20 – 22, 2019 | Brunnen, CH Berlin, GER |

Duration: **3 + 3 days**

Fees: **EUR 5,400.– | CHF 5,900.– | US\$ 6,500.–**

Registration: www.bostonprograms.com/ep19 or registration form on the back of the brochure

Are you interested in corporate education or consulting?
Call us at: +41(0)43 499 4020

General Information

Registration and Confirmation

You can register by email, mail or FAX, or at our website. Once you register, you receive written confirmation, including detailed information on the location of the program, travel directions, hotel accommodations and an invoice for the program fees. If the program is fully booked, we notify you immediately. When you complete the program, you receive a certificate of attendance. Please note that the program curriculum, faculty and hotels are subject to change and/or amendment.

Change of Registration

If you need to change your registration, please notify us at least 6 weeks before the program starts. A change of registration entails a fee of 300 Euros. Under some rare circumstances, a program or parts of a program may have to be postponed or modified. In such cases, we will notify you immediately to ensure that you can attend an alternative program with similar content.

Cancellation

You may cancel your registration free of charge 3 months before the program starts. If you cancel between 3 months and 6 weeks before the start date, you will be reimbursed 40% of the program fees. For cancellations within 6 weeks of the program start date, you will be charged the full program fees. You can arrange to have someone take your place up to 3 days prior to the program start date.

Program Fees

Program fees for our seminars and programs include the faculty fees and educational materials associated with the program (V.A.T. is not included). Accommodations and meals are not included. If only parts of a program are attended, missed parts may not be made up. Payment is accepted in Euros, Swiss Francs or US Dollars. Reference currency: Euro.

Accommodation, Daily Delegate Rates

Our programs are held at high-quality hotels and seminar centers. Participants are not obligated to stay at the seminar hotel. Note, however, that Boston Business School customarily negotiates a special room rate with the seminar hotel. Unless it is included in the accommodation rate, an additional daily delegate rate for lunch, coffee, etc., will be charged to participants. For rooms at the seminar hotel, participants make their own reservations following instructions provided by Boston Business School, and pay the hotel bill on the final day of the program.

Insurance, Disclaimer

Boston Business School does not offer insurance to participants. Therefore, participants must carry their own insurance policies to protect them from damages due to accidents, disease, theft and so on. Boston Business School cannot be held liable for damages. Terms, conditions and course content are subject to change and/or amendment.

Registration Form

Please complete and print this registration form and mail or FAX it to:

Boston Business School
Kirchstrasse 3
CH-8700 Kuesnacht/Zurich

Phone +41 (0)43 499 40 20
Fax **+41 (0)43 499 40 21**
Email
info@bostonprograms.com
Internet
www.bostonprograms.com

I wish to participate in the following program:

Name of Program

Program Number

Program Dates

Prefix Ms. Mr.

Titel

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code, City

Country

Email

Telephone

FAX

Position

Industry (opt.)

Number of Employees (opt.) under 200 up to 1000 over 1000

Signature

Date