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Description of the main training programs



«IN THE LINE OF FIRE»

how to deal with a difficult audience and answer tough questions



THE VIVID PRESENTATION

The art of delivering messages that resonate



THE MEDIA MAN

Key to personal success in the public arena



TOP SPEAKER

Public speaking coaching



PUBLIC SPEAKING 2.0

The trade secrets for the advanced speaker



SALES PRESENTATION

Making a great impression for your company or product



VISUAL PRESENTATION UNPLUGGED

The art of making your data speak in pictures



BUSINESS CONVERSATION SKILLS

Effective communication with internal and external customers



WINNING NEGOTIATION

The technology of getting to “yes”

About the trainer



Sergey Kuzin is a professional speaker, business trainer, and member of the National Speakers Association. Sergey has delivered over 500 programs in public speaking and business communication skills in Russia, CIS, Europe, and the US. Stemming from a doctoral dissertation on the first televised Nixon-Kennedy debates (University of Iowa, 2006), his books *Media Man* and *101 Tips for Answering Tough Questions* became best sellers in Russia in 2011 and 2012. Sergey's extensive client list includes SAP, PwC, KPMG, Reiffeissen Bank, Deutsche Bank, Fitch Rating, Nycomed, Polpharma, Merck, Mars, JTI, TNK-BP, Ford, Jaguar-Landrover, and many more.



«IN THE LINE OF FIRE»

how to deal with a difficult audience and answer tough questions

The fire shall try every man's work of what sort it is.

/1 Corinthians 3:13/

Program overview: «Why is it so expensive?», «What if it doesn't work?», «Who are you to say that?...» Tough questions sound like gunfire in the middle of an important presentation or negotiation. How do we manage a hostile audience or partner? This training program will equip you with a full range of techniques to stand up to the challenge of communicating under stress.

As a result of this training, the participants will be able to:

- See what really stands behind a tough question or objection of any type
- Enhance the speed and quality of the answers
- Pre-empt the difficult conversations before they begin
- Manage a hostile audience and stay in control of any business meeting
- Talk to the C-suits and provide for their buy-in more effectively
- Overcome indifference, skepticism or aggression
- Influence bosses, peers and subordinates as part conflict situations
- Keep the balance, look and talk more confidently
- Neutralize any verbal attacks, build trust and achieve better results working under pressure

Duration: 1 or 2 days

Language: Russian or English

Format: open-enrollment or corporate

Audience: employees of all levels dealing with difficult presentations or negotiations (up to 14 people)

Methodology: The ratio of theory to practice in this program is 30/70. Business cases based on the survey of 600+ managers of all levels in the Russian and international companies lie at the heart of the training. Each of the participants will be able to practice and apply the answering strategy in dozens of the most typical business situations learning to communicate under stress.



THE VIVID PRESENTATION

The art of delivering messages that resonate

“Success is a product of interesting thoughts multiplied by the ability to deliver them”

Skilef

Program overview: How to make a serious (i.e. potentially dull) presentation fascinating? How to get your audience to respond during your presentation? This training is designed to enable its participants to master the art of spectacular and effective presentations, to save time and to get more results from every single speaking event.

As a result of this training, the participants will be able to:

- Look at themselves from the outside and determine their strengths and weaknesses
- Learn to follow the effective step-by-step preparation guidelines
- Choose their style and line of argument depending on their assessment of the audience
- Establish contact with the audience within the first 30 seconds and hold it until the end of the presentation
- Control their body language: movements, posture and gestures
- Effectively handle the “difficult” questions from the audience
- Use visual aids professionally
- Make their presentations lively and fun.

Duration: 2 days

Language: Russian or English

Format: open to public or corporate

Audience: employees from every level delivering presentations (groups up to 12 people)

Methodology: During the training, the participants will be able to give more than 15 presentations, and give feedback to each other following the EPI (Effective Presentation Index) system. The secrets to outstanding presentations from the best speakers — from Barack Obama and Steve Jobs to Vladimir Putin and Patriarch Kirill – will help the participants to expand their own array of techniques for a truly effective performance.



THE MEDIA MAN

Key to personal success in the public arena

“Luck is preparation meeting the moment of opportunity”

Oprah Winfrey, talk show host

Program overview: What to say? What to keep to yourself? Where to look? Where to put your hands? What to wear? How to react when one gets provoked? One word used in the wrong way or one ill-considered gesture may cost one their career and fortune. The purpose of media training is to master the full range of skills that are necessary for the productive communication with the press in different formats – from commentaries over the phone to TV studio appearances.

As a result of this training, the participants will be able to:

- Better understand the hidden agendas that drive journalists and why they can be so “difficult”
- Grasp the specifics and inner workings of TV, radio, newspapers and new media
- Speak clearly and concisely in order to avoid being misrepresented by media
- Handle the “inconvenient” questions more effectively
- Get their key message across to their target audience
- Master the “impact phrase” technique in order to increase the probability of being quoted
- Avoid the journalists’ traps effectively
- Perform in various formats (from one-on-one interviews to press conferences)
- Manage their emotional state and look top notch doing it

Duration: 2 days

Language: Russian or English

Format: Corporate

Audience: key speakers of organizations, the press personnel, PR-specialists, communications directors (groups up to 6 people).

Methodology: During the 2 days of training the speakers master the skills of communication with the press in different formats: commentary over the phone, one-on-one interviews, going on the air, TV appearance, etc. The life-like atmosphere of the training is maintained thanks to MediaDay™ simulation (a press conference followed by a series of interviews from the real representatives of radio, TV and newspapers). Feedback is given based on Next-Day-Coverage™ — an assortment of articles and TV spots that would be published or aired the next day if the press conference had been real.



TOP SPEAKER

Public speaking coaching

"All great speakers were bad speakers at first."

Ralph Emerson

Program overview: The individual coaching sessions are designed to:

- 1) Promote a long-term development of the speaker in terms of self-presentation and personal influence
- 2) Prepare the speaker for the specific public speaking event.

The coaching sessions help speakers to:

- Turn their agitation into pleasure
- Remove their inner blocks
- Uncover their energy potential
- Understand their strengths and paths to personal development
- Structure the content of their speech
- Create the visual plan of the speech
- Make their speech their own, coming from within
- Use the full potential of their voice
- Yield more results from each public appearance

Duration: from 2 to 15 sessions, 2 to 4 hours each

Language: Russian or English

Format: individual sessions

Audience: the high-ranked speakers

Methodology: Coaching enables the speaker to set goals both personal and business-related for each of his/her public appearances. The speeches are processed using video recording, which aid in showing strengths and the areas in need of further development. Through individual training, the client is given a full range of tools – from emotional management, to the management of the audience's attention. "Coaching-practice-coaching" scheme where the speaker utilizes the new skills obtained between the coaching sessions, and in return, multiplying the overall effect.



PUBLIC SPEAKING 2.0

The trade secrets for the advanced speaker

"If you do something, expect consequences"

Larry King

Program overview: It is said that "if you say something, prepare for the consequences." Experienced speaker knows this but not all of us are aware of how our words resonate in the minds and hearts of those who listen to us. The purpose of this training program is to gain a deeper understanding of the listener's psychology and acquire the tools for dealing with particularly important or particularly difficult audiences.

As a result of this training, the participants will be able to:

- Prepare for particularly important speeches in a moments notice
- Establish contact with any audience
- Perform in various genres of public speaking – from business meetings to a rally
- Manage their own energy level and control their emotional state
- Choose the delivery style and the arguments depending on the particular audience
- Respond to the "tricky" questions from the audience effectively
- Deal with "difficult" audiences, neutralize the aggressors

Duration: 2 days

Language: Russian or English

Format: Corporate

Audience: experienced speakers (groups up to 12 people).

Methodology: During this training program, the participants will have the opportunity to conduct and review more than 15 speeches, ranging from briefing a small audience, to addressing a rally of thousands of people (depending on the specifics of their particular job). Impromptu speeches, speeches in the limelight and in front of TV cameras, speeches without notes, speeches under tough time constraints or accompanied by technical problems — participants will experience all these and have fun in the process.



SALES PRESENTATION

Making a great impression for your company or product

"You can't always buy right. But you can always sell right"

Harry Friedman

Program overview: The sheer volume of information available on each product is often the reason why we have difficulty communicating the essentials. Fierce competition and failure to focus on your product's unique properties make for a lackluster impression. This training program is about winning over the customers' hearts and minds thanks to great sales presentations.

As a result of this training, the participants will be able to:

- Recognize the connection between the quality of presentations and sales
- Establish a personal contact with the customer in the first 30 seconds and hold his/her attention
- Choose the right style and arguments depending on the customer's needs
- Control non-verbal elements of the presentation: movements, posture and gestures
- Answer the customers' questions during and after the presentation effectively
- Use visual aids (demos, handouts, etc.) professionally
- Review their own performance and understand the areas for improvement
- Prepare presentations that stimulate the sales process

Duration: 2 days

Language: Russian or English

Format: Corporate

Audience: specialists and managers responsible for company and product presentations (groups up to 12 people)

Methodology: During the program, the participants will conduct 5-7 full-scale presentations and will have an opportunity to define their own style and discover ways to refine it (each presentation is recorded). Brainstorms, group/individual exercises, role-play, case studies and demo games combined with the regular feedback sessions, will help the participants make their first steps towards creating brilliant presentations starting on day one.



VISUAL PRESENTATION UNPLUGGED

The art of making your data speak in pictures

*“It seems that perfection is attained not when there is nothing more to add,
but when there is nothing more to remove”*

Antoine de Saint Exupéry

Program overview: How do you make a presentation that sounds and looks professional? How do you make the complex appear accessible and the routine appear striking? How do you create 1 effective image out of 1000 words and figures? The purpose of this training is to make your slides, videos, handouts and, more importantly, to make the presenter himself to work towards the result, not against it.

As a result of this training, the participants will be able to:

- Make their presentation look professional
- Deliver the complex ideas in a short and accessible way
- Adapt their presentations according to their goals and the analysis of the audience
- Structure the presentation in accordance with the laws of perception
- Use a wide range of tools to visualizing their ideas (the principles of infographics)
- Manipulate the elements and their location (text, images, photos, graphs, charts)
- Create punchy headlines
- Follow the rules of visual representation (templates, colour schemes)
- Observe the principles of slide composition
- Enhance their performance with slides and do it more effectively

Duration: 2 days

Language: Russian or English

Format: Corporate

Audience: employees responsible for preparation of presentations, including the preparation of slides (groups up to 12 people)

Methodology: The examples of typical mistakes and best practices will help the participants to understand the difference between “before” and “after” in their own presentations. The use of video recording, and feedback from other colleagues will allow them review their own performances. The spirit of competition will provide for a dynamic drive through the course of the entire program.



BUSINESS CONVERSATION SKILLS

Effective communication with internal and external customers

“The single biggest problem in communication, is the illusion that it has taken place”

George Bernard Shaw

Program overview: In today’s world, success comes to organizations that are easy to deal with. This success depends on every employee’s ability to establish contact with their colleagues and partners. The purpose of this training is to develop the internal and external communication skills of managers at every level.

As a result of this training, the participants will be able to:

- Master the standards of effective business communication
- Listen and hear their communication partners more effectively
- Prevent conflicts and manage them more effectively
- Minimize the distortion of information at receiving and transferring
- Phrase and communicate their thoughts in a clear and concise manner
- Use the elements of assertive behavior in order to achieve their goals
- Recognize the communication style of the other party and adapt their own style accordingly
- Establish and develop trust from the first minutes of contact
- Communicate effectively in “difficult” situations (aggression, skepticism)

Duration: 2 days

Language: Russian or English

Format: Corporate

Audience: specialists and managers for whom the skills of communication with internal and external customers is essential (groups up to 12 people)

Methodology: Role play, feedback sessions with the use of video recording, mini-lectures, brainstorming, case studies. One of the unique features of this training program is communication with the “naïve” guest (the real client, partner or colleague who has no prior knowledge that participates took part in a training session).



WINNING NEGOTIATION

The technology of getting to “yes”

“If you are prepared to leave the negotiation at any moment, most likely you won’t have to do that”

common wisdom

Program overview: Negotiation is a major part of business communication. When negotiating, is it better to prepare in advance or to go with the flow? To hold your ground or to be prepared to make compromises? To push your way through or to fall back in order to save the relationship? Your success often depends on how you deal with these questions. The purpose of this training is to arm the participants with the full range of methods that will enable them to get their own way in any negotiation.

As a result of this training, the participants will be able to:

- Use the Principled Negotiation Method (Harvard Law School)
- Prepare for complex negotiations using tested and proven algorithms
- Analyze the underlying interests and stated positions of the parties (R. Fisher Model)
- Overcome disagreement and convince the opponent
- Use hard and soft tactics in order to resolve a standstill negotiation
- Identify the non-verbal signals of their opponents
- Reach a “win-win” agreement
- Analyze their own negotiations, fine-tuning their skills

Duration: 2 days

Language: Russian or English

Format: Corporate

Audience: specialists and managers responsible for external negotiations on behalf of the company (groups up to 12 people)

Methodology: During this training program the participants will conduct 7-8 negotiations – from “fun” to realistic. Immersion into the active negotiation process, video tutorials, mini tests, experience sharing sessions, role plays as well as constant feedback from colleagues and the trainer. The use of video recording, will help the participants to understand their own negotiation style and to make their first steps towards getting better results.