

About the Speaker.....John Paval



John Paval is an international leader in the art of oral expression and live presentations. The founder of **ICS Sverige**, for the past decade he has conducted workshops and individual coaching for executives and managers at corporate clients like ALSTOM Power, the Saab Defense Group, Ericsson, and Servier Medical Corp and NGOs like IDEA Int'l. He also has been a visiting lecturer in Stanford University's POWER Program in Writing and Rhetoric, the Stockholm School of Economics International MBA Program, the Cross Cultural Rhetoric Program at Örebro University, and the Business2Raise Program for entrepreneurs and start-up businesses at Tietgen Business School in Odense, Denmark sponsored by the European Union.

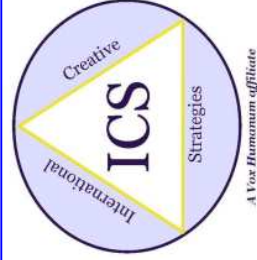
John Paval genomför workshops och coaching i presentationsteknik för bland annat chefer, forskare och andra konsulter från Sverige, Europa, Asien, Mellanöstern och Nordamerika, varifrån han själv kommer.samt föreläst i retoriksprogrammer hos Stanford University, Örebro Universitet och Handelshögskolans IFL MBA Program.

Representatives of over 1.000 Swedish corporations, government agencies, municipalities, and educational and research institutions have registered for attendance at John Paval's presentations in the Kungskaspadagarna seminar series since 2005, in cities like Stockholm, Göteborg, Malmö, Östersund, Jönköping, Örebro, Växjö, Sundsvall, Uppsala, Gävle, Piteå, Karlstad, Borlänge, Borås, Kista, Falun, Västerås, and Södertälje.

ICS Sverige

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Live the Message

---with John Paval

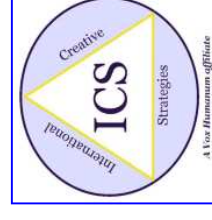
**Interactive Talks
on the Power of Live Presentations**

Let's Talk

Speak Out, Sverige!

The Naked Truth...about Presentation Skills

Live the Message!



Let's Talk.

Let's Talk is not a lecture. It is an interactive event where your entire group takes part in three exercises which demonstrate, in an entertaining way, the challenges you face every time you do a presentation.

What happens to a simple message when it passes from one person to another? How can a group of people who all hear the same message end up with very different opinions about what it means? What kind of presentation skills do you need to make sure that people receive the message you want them to receive?

Let's Talk is an excellent way to wake up your group and get them thinking together at a gathering or conference, and a way to motivate your people to go to work on improving their own presentation skills.



Speak Out, Sverige!

En föreläsning och interaktiv diskussion om hur du kan använda fem typiskt svenska egenskaper och värdegrunder, som är nycklarna för att göra vilken som helst presentation i vilket som helst ämne mer slagkraftig. Fem egenskaper som majoriteten av svenskar fått med sig från barnsben och som svenskar är kända för i världen. Dessa fem principer har länge tillämpats i väst i retoriska sammanhang. Bli medveten om hur fundamentala principer som "lagom" kan användas till din fördel och inte emot dig nästa gång du gör en presentation, i jobbet eller privat, i affärs- eller forskningssammanhang på svenska eller annat språk. Seminariet genomförs på engelska.



***: An interactive lecture/discussion on how you can use five typical Swedish values to make any presentation on any subject more powerful and enjoyable. These five values also correspond to fundamental principles of the western rhetorical tradition. Learn how ideas like "lagom" can work for you instead of against you... whether you're Swedish or not...

THE NAKED TRUTH . . . ABOUT PRESENTATION SKILLS

Have you ever heard a so-called expert in presentation skills or rhetoric say something a little hard to believe, like "93% of the total impact of a presentation is nonverbal. . . . " ?

Like every human endeavor, the field of presentation skills has its myths, its rumors, its factoids, based on misunderstandings, half truths, or sheer human foolishness. Here is your chance to learn the truth behind the most common myths in this field.

But that's not all. You will then learn how scientific research in human perception, social psychology, and even neurology confirms the truths about presentation skills which were discovered thousands of years ago by men of genius like Demosthenes and Aristotle. These truths apply to things as simple as the way you stand, and to things as complicated as how you manage the visual and oral and spatial elements of a Power Point presentation or a videoconference on the internet.

By the time we're done, you will know some things about presentation skills that many so called experts do not know. And you will have an idea how you can use these truths to get your messages across.



Live the Message!

Live presentations, public speaking, may be the most noble of all human endeavors. Throughout history, great men and women have used the power of live presentations to inspire their people to meet the greatest challenges.

There is one single secret to preparing and delivering a powerful and enjoyable presentation. This secret was known at the dawn of western civilization. It has been confirmed by the latest scientific research in our time. Demosthenes, the greatest of all the classical orators, knew it. Aristotle, the founder of the study of rhetoric, knew it. Shakespeare knew it and wrote about it in Hamlet.

Now, finally, you can know it too.

This inspirational lecture, based on a talk that was originally delivered for the faculty and students in the groundbreaking POWER Program in Writing and Rhetoric at Stanford University, will help you experience the secret for yourself, through the magic of music, song, poetry, and drama.

