



John Paval

American by birth, European by residence, **John Paval** has trained executives and managers from the U.S., Europe, the Middle East and Asia for over a decade. His lectures on the power of live presentations have entertained audiences across Europe, and students at prestige institutions in Europe and the United States. The founder and director of ICS Sverige, John's background in the art of expression includes a prolific career as a professional actor in France, a successful practice as an international business lawyer in Los Angeles, California, award winning poetry and theatrical translations, and advanced studies of classical rhetoric, modern languages, and international law at the University of Michigan, Stanford University, and UCLA.

ICS Sverige

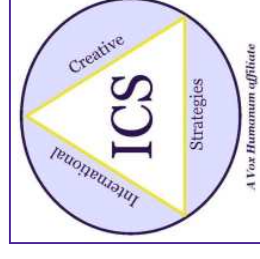
ICS was formed in Stockholm, Sweden in 2003 as an association of experienced trainers in the field of presentation skills. Its mission is to develop new strategies for empowering and reinforcing the human factor in the global marketplace of the 21st century. In a communications environment which is characterized by multimedia technology in the form of high impact advertising, special effects entertainment, and the virtual marketplaces of the internet — **we believe the human factor is more important than ever.**

Satisfied clients and business partners have included Alstom Power, AREVA, Eli Lilly, Ericsson, IDEA International, Mydata Automation, Saab Defense Group, Servier Medical Group, SmartTrust, Stanford University's Program in Writing and Rhetoric, and the Stockholm School of Economics IFL International MBA Program.

The design and delivery of new workshops to suit your specific needs is one of the most vital and stimulating aspects of our work. We will be happy to meet and talk with you about lively and interesting ways to apply the power of live presentation skills to the service of the goals and values of your organization.

Made to Order Workshops and events

***The Classic Power of Live Presentations
in the Service of Your Goals and Values.***



“The Audience comes First”

One of the main principles we teach in all of our workshops and training programs is that the audience comes first. If you want to deliver a message to an audience, any audience, one of the best things you can do is ask yourself, again and again, what you can do to help the audience understand and appreciate that message.

That principle also applies to our workshops for you! So, we are happy to prepare and deliver workshops which are specifically designed to meet the needs of your organization. Here are some examples of the workshops we have designed for specific clients with specific needs.



Expert Pharmaceutical Presentations: Sales Talks without 'salesmanship'

Servier Medical Corporation's sales people faced the challenge of delivering sales related presentations in Swedish hospitals and medical clinics, often during lunchtime meetings, where there is a rule against using too much “marknadsföring” (sales techniques!) So we designed a one day workshop on powerful non-sales presentations which would: 1) use action and presentation structure to capture the interest of the audience and focus it on the goal of the talk rather than on eating, 2) use power point to report technical research results in a way that makes clear and simple the virtues of the products involved. A year after this workshop, one of the participants met John Paval at a medical convention and told him, “You know, I was a little doubtful about the value of your workshop when we started, but now I practice what you taught us every day.”

Aeronautical Expertise: Life Without Bullet Points!



A few years ago, the communications people at Saab Aerotech and Aerospace had a great idea: to upgrade the power of their sales presentations by replacing all the boring bullet points in their power point slides with dramatic imagers of their high tech products. ICS then designed a series of one day workshops to give the executive sales team hands on practice in the most dynamic and winning practices for using power point to wake up, engage and inspire potential clients. Several of Saab's VP's for Communication followed up by taking the more thorough training of the ICS Alpha Speakers Workshop. . . .

“Winning Presentations” Essential Skills for Technical Experts

High tech companies like Saab often need to give technical presentations to clients as part of the process of sales and servicing. The experts who do these presentations are not sales people, and may have little training in presentation skills. Yes their presentations can be of critical importance for the success of the corporate team as a whole. So ICS proposed a six hour workshop designed to teach teams of technical experts only the most essential skills needed to deliver their expertise effectively: 1) using physical behaviour to demonstrate professional expertise, 2) using the structure of a presentation to drive home the most important part of the message, 3) the dynamic use of power point to keep the audience interested with clear and convincing elements. The team leaders—who also chose the participants—were so pleased with the training that they suggested having a refresher course in the future.



SAAB

Entertaining Events that Function like Workshops

ICS often provides specialized half day or evening events for business and educational partners on the power of live presentations. These include a half day event at the annual meeting of the Swedish building supply business **Alfort & Cronholm**, designed to sensitize all of its employees to the most important aspects of presentations and presentation skills. We have also repeatedly presented half day workshops on the use of presentations in the exercise of corporate leadership within the context of Handelshögskolan's prestigious **IFL International MBA Program**, and at **Stanford University's** award winning **Program in Writing and Rhetoric**. ICS also designed a series of daylong workshops for start-up businesses in the EU sponsored

ALFORT & CRONHOLM



initiative on entrepreneurial skills, **Business2Raise** held at **Tietgen Business School** in Odense, Denmark. And, for top executives at **ALSTOM POWER**, a global leader in building and servicing power plants, we designed an entertaining evening which converted a portion of the semi annual meeting of the extended Executive Committee into a team building workshop about working together to identify and communicate the company's most important themes through challenging media interviews and public events.

PWR

STANFORD UNIVERSITY
PROGRAM IN WRITING AND RHETORIC

ALSTOM