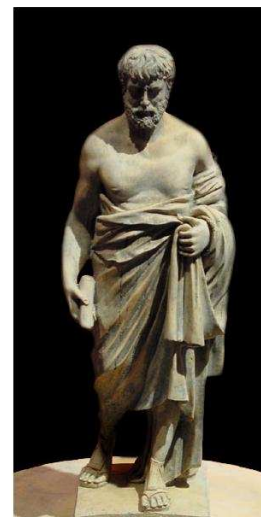


THE NAKED TRUTHABOUT PRESENTATION SKILLS



MODERN MYTHS AND ANCIENT TRUTHS ABOUT THE POWER OF LIVE PRESENTATIONS

WITH JOHN PAVAL



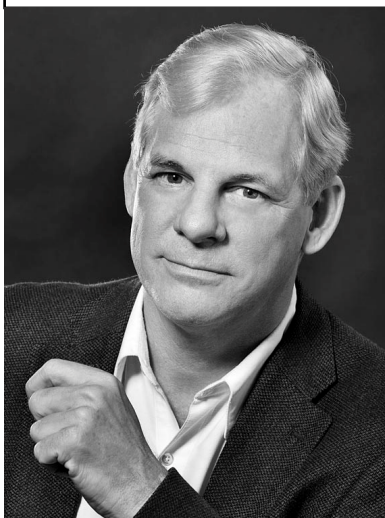
Every field of human endeavor has its myths, its rumors, its urban legends or tabloid journalism, based on misunderstandings, half truths, or sheer human foolishness.

So it is in the field of “presentation skills” and “rhetoric”, our modern equivalent of the ancient art of oratory. In fact, you may well have heard some of these myths in other lectures or workshops.

In roughly one hour, John Paval, an international expert in the field of live presentations, explodes a few of these myths for you and exposes what lies behind them (or what does not lie behind them). But that’s not all. Once the myths are put aside, you explore some of the actual results of modern clinical research which validate the power and utility of classic principles of presentation skills.

In this talk, you will stand up and see for yourself the results of scientific research which prove what Socrates said long ago—that you send powerful messages to the audience simply by the way you stand and move. You’ll see how this truth was put into practice by classic orators like Cicero or even Augustus Caesar, and how it is practiced by today’s corporate leaders and by powerful speakers like Barack Obama.

Finally, you’ll learn about clinical studies, including Nobel Prize winning research, on how people in the audience process oral and visual input. Once you’ve learned these truths, you may never do power point presentations quite the same way again, and what is more important, you will know exactly why!



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.

ICS Sverige
a Vox Humanum affiliate

Tel: +46 73 021 5059

info@icss.se

www.icss.se

