

UNLOCK YOUR BUSINESS VOICE

"There are people who are easy to listen to"

"You buy into their ideas and act upon them"

"Their message is delivered in a compelling way"

"Learn how to speak freely in business"



THE PROBLEM

Most of us have sat in a meeting, burning to share our killer concept only for the moment to be stolen by somebody else piping up with the same thing.

This is frustrating because you're unable to leverage the knowledge you've worked so hard to attain and gain the credibility your expertise deserves.

There are a number of things that can get in the way. Do you ever find these feelings ruminating in your subconscious mind?

- It can be difficult to break into discussions during meetings
- The message is clear in my head, but I lose confidence when I hear myself
- Sometimes I sense people wanting me to hurry up
- Self-belief and confidence can nose dive when I sense conflict
- Other peoples' status can get in the way of what I'm trying to say

Trying to fix the problem on your own can be disheartening. It's easy to get distracted and waste time on things that don't work.

Here are some of the mistakes we've spotted:

- Trying to process generic advice, e.g. "you need more gravitas"
- Attempting to imitate the most engaging speakers on TED talks
- Loading up on content and hoping it will do the work for you
- Misinterpreting what the audience needs
- Not practicing and discovering what doesn't work in a safe environment

It doesn't have to be like this. With our support, you can take charge of the boardroom.

THE SOLUTION

My Business VOICE methodology® will allow you to discover a style that is natural and helps control the affect you have on others.

VOICE is a simple 5-step process. It can easily be carried in your head, like a portable drive that's always with you, plugged in and ready to go.

VOCATION: Speaking up is everybody's vocation in business, irrespective of job title, qualifications or tenure. Face the fear and reap the benefits.

INTENTION: Taking control of how your content affects the audience, making it a choice you can prepare in advance, rather than leaving it to chance.

EXPERIMENT: Trying out your newly acquired skills, techniques and finding the safe, rather than sorry, opportunities to experiment and get feedback.

OBSERVE: Learning skills and techniques from observing others will help you to "pic 'n' mix" what works best for you. Adapt and adopt rather than copy.

CASTING: Defining your natural casting on the corporate stage will ease you out of the comfort zone and steer you away from the Stress-Factor.

THE PROOF

Here is how we helped Tim Deeson unlock his business voice:



I had a big presentation coming up in Barcelona and I knew that it was something that could potentially have an important impact on my career. It was outside of my skillset to ensure people were going to walk away with the message I wanted them to hear and I could spot gaps in my own presentation style.

Simon took the time to understand the purpose of the presentation, who the audience was and how I felt about the presentation, so it wasn't a technical, dry run-through of what I could do. I've had previous speaker training around technical skills but there wasn't any depth. The difference with Simon's training was that I could have fun with my presentation, relieve the stress and create an impact that I wouldn't have been able to do otherwise.

From the success of that presentation, we've had great recruitment results, which wasn't something I anticipated. I wouldn't have been able to achieve this if I didn't get my points across clearly.

Watch Tim's video testimonial on our website:

www.myfirsttrainers.com

Like Tim, you will be able to spend far less time preparing for meetings, presentations and speeches and increase the impact you make.

If you're ready to make more of an impact with less communication, the exclusive **My Business VOICE methodology®** is for you!

WHO IS MY BUSINESS VOICE METHODOLOGY® FOR?

At points in your career, progression depends on your ability to persuade and convince others rather than solely through your expertise.

“Career progression will depend more on your influence and less on your knowledge”

How we will help you

We deliver to suit your work-style, with face to face Masterclasses, live Skype tutorials and individually recorded video refreshers.

You can choose from three core packages: Boost, Enhance and Buddy. Each can be tailored to provide the mentoring and support you need.

WHAT'S INCLUDED AS STANDARD	BOOST	ENHANCE	BUDDY
Copy of ‘Unlock Your Business Voice’	•	•	•
Diagnostic & outcome consultation	•	•	•
Content & Recipe of Intent™ review	•	•	•
One-to-one delivery masterclass	•	X2	X4
One-to-one voice strengthening sessions	•	X2	X4
Follow up video aide memoir	•	X3	X6
Finding confidence in front of a camera		•	•
Addressing large audience masterclass			•

LEAD COACH - SIMON DE CINTRA



My Business Voice Methodology is not about theory and out of date practices. Our approach is not patronising, preachy nor prescriptive, it will steer you towards your own wisdom in an engaging and pragmatic way. It’s real world best practice that people continue to use because it gets results.

During a career spanning 20 years, Simon has coached experts in a variety of subject matters who’ve needed to create an impact. By combining his experience of the corporate world with his actor training, he’s designed a programme for people to find their voice in business.

What you’ll get from working with us

This is what people consistently tell us they’ve gained from working with the **My Business VOICE Methodology®**

- ✓ Better at dealing with nerves
- ✓ Enhanced self esteem and confidence
- ✓ Deeper commitment from colleagues
- ✓ Comfort in managing healthy conflict
- ✓ Being valued as an expert worth listening to

Take the first steps to unlocking your business voice by contacting info@MyFirstTrainers.com or call us on 02036273403 to book a 15-minute Skype chat with Simon.

