

LEAD COACH **SIMON DE CINTRA**



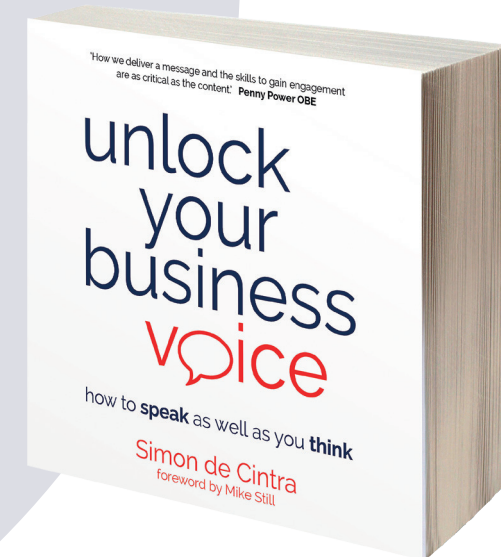
Simon works with subject matter experts who want to make more of an impact. Although Simon started his career in Financial Services, the defining moment came when he left the corporate world and retrained as an actor. At drama school, the early criticism of 'stop acting' and 'beautifully said, didn't believe a word', inspired him to seek the formula behind truthful and authentic communication in business.

He has delivered workshops and coaching sessions all over the world, for leading business schools and in private and publicly listed businesses.

What Simon discovered from working with technical experts is that everybody's best version of themselves is good enough. It's not about having to be an actor, it's much more about being comfortable in your own voice and making it work for you.

UNLOCK YOUR BUSINESS VOICE

In his book *Unlock Your Business Voice*, Simon describes a simple framework for finding your most impactful business voice in the fast-growing world of high-tech business.



MY FIRST
trainers



We often prepare what we want to say in 'brochure speak' and then hear our inner monologue telling us it doesn't sound like us when we deliver it!

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WHAT YOU'LL GET FROM WORKING WITH US

STICK AT WHAT YOU'RE GREAT AT!

We're conscious to practice what we encourage in others and only focus on **Communication Skills for Business**. That's what our clients tell us we're great at.

Trying to fix the problem or 'minding the gap of miscommunication' as we refer to it, can be disheartening because it's easy to waste time on things that don't work.

- Trying to process historical and often generic advice, e.g. "you need more gravitas"
- Attempting to copy 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 out loud and discovering what doesn't work in a safe environment

People come to us wanting to find more confidence when they need to stand up and speak out, whether in meetings, presentations or conferences.

What they leave with is their head in a different place, tips and tools that will help and a new found resolve to try things out back in the workplace.

MINDSET – **TECHNIQUE** – PRACTICE

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COMMUNICATION SKILLS FOR BUSINESS



MY FIRST
trainers  MINDSET – **TECHNIQUE** – PRACTICE

ROCK AND A HARD PLACE®

RESILIENCE, CHALLENGING BEHAVIOURS & CULTURE CHANGE

Rock and A Hard Place is a 2 ½ hour event, where we witness 'Freddy's' struggle with a large rock that inexplicably appears on his drive, seemingly blocking his way.

Based on an original script by Christoph & Ana-Maria Bamberger, the action is split into three parts; as we see Freddy descend through anger, despair and denial and eventually climb his rock to acceptance, understanding and optimism.



EMPLOYEE ENGAGEMENT – TALKING ABOUT WHAT MATTERS

At the end of each section, there is a facilitated discussion around what's been seen in terms of Freddy's emotions, mindset and coping strategies for dealing with his rock.

In the final plenary there is an opportunity to share latest thinking around managing mindset, wellbeing and emotional intelligence in the workplace.

Rock and A Hard Place is commonly used as a kick-off event and connects to a program of workshops and coaching sessions.

PERSONAL IMPACT WORKSHOPS

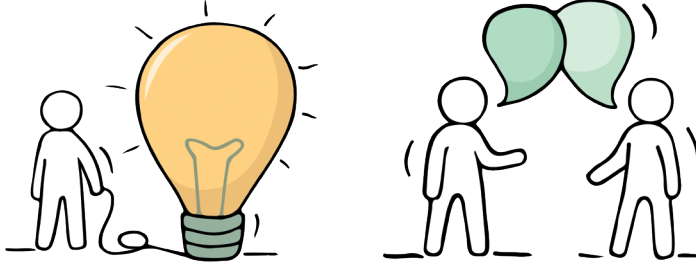
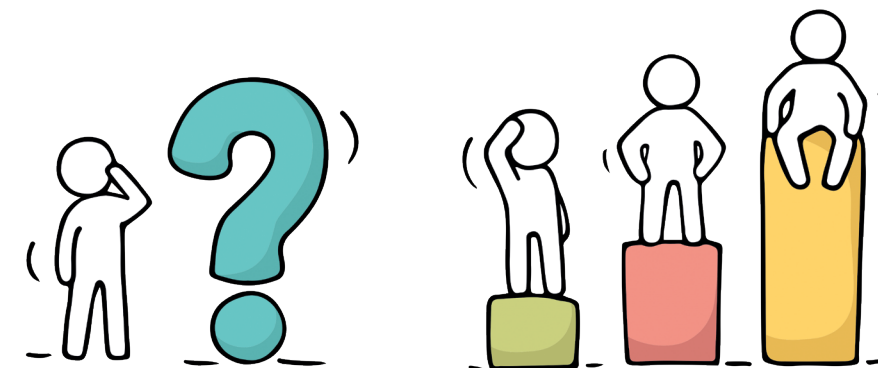
THOUGHT LEADERSHIP, CRUCIAL CONVERSATIONS & CONFLICT MANAGEMENT

We feel it's important to start with the specific challenge and then reverse into the technique, rather than 'spray and pray' theory and models during our workshops.

Even confident communicators are frustrated when they can't leverage the knowledge they've worked so hard to gain.

This is what they tell us:

- It can be difficult to break into discussions during meetings
- My message is clear in my head but less clear when I start speaking
- 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 saying.



Workshop delivery is varied throughout the day, as little PowerPoint as possible, plenty of participation, exercises, videos and time to reflect, digest and create a plan of action.

There's plenty of industry experience and knowledge to share, including sessions on:

- The difference between being there and being present
- How choosing our intention connects us to our content
- Managing the social & situational status gap
- Self-awareness of our preferences compared to others
- Finding congruence in what we say and how others hear it

My Business VOICE Methodology® encourages the discovery of a communication style that is natural to us and manages the effect we want to have on our audience.

PRESENTATION & PUBLIC SPEAKING SKILLS

THE HARD RETURNS FOR SOFT SKILLS

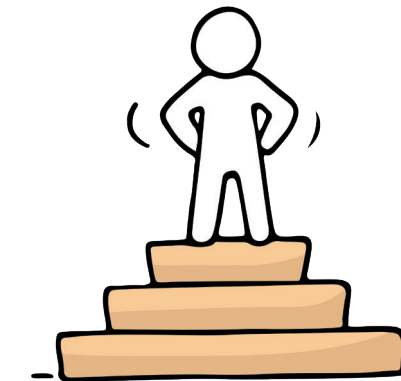
We believe the venue for these workshops is a big contributor to what participants take from their day and that's why we work in theatres and rehearsal spaces rather than classrooms.

The focus is on building the individuals' confidence and connection with their content, in a safe environment where everyone feels comfortable to push their boundaries.

Just because we work in theatres, we don't ask participants to embody their favourite animals or become trees on stage!

What we do cover has an immediate impact for the individual and their business:

- Managing nerves & getting comfortable in the arena
- Fuelling the voice properly from diaphragmatic breath
- Connecting with the content, discovering light & shade
- Building our personality and value into our 'Social Pitch'
- How to practice without feeling the need to be perfect



It's what we pride ourselves on; even the most reluctant public speakers tell us they leave with more confidence and resolve to put what they've learnt into practice in the workplace.

MINDSET – visit our YouTube channel to see a trailer & testimonial

TECHNIQUE – check out the hassle-free downloads on www.myfirsttrainers.com

PRACTICE – hear what participants say after working with us on our YouTube Channel