

EDUCATIONAL ACTIVITIES

2010/2011



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Presentation and Communication Skills

Target Group:

- Training is focused on those, who feel the need to enhance their presentation and presentation skills in English (sales managers, sales representatives, customers service representatives, trainers), especially those, who have not participated at such training.

The Goal of the Training: It is the aim of this training to enable the participants to:

- Present naturally, persuasively, and effectively in English
- Use verbal and non verbal communication more effectively
- Communicate more accurately and effectively
- Know one's weak and strong points of presentations and take advantage of the strong ones
- Select the appropriate style of presentations with respect to the audience
- Cope with stress and typical areas of difficulties at presentations
- Structure presentations

Content

- Effective presentations in English
- Audience: analysis, goals
- Audience focus
- Audience involvement
- Objectives
- Become professional public speakers
- Communicate effectively
- Motivate, instruct and involve audience
- Body Language
- Verbal communication: voice, English, speech, professional language
- Preparation
- Practice
- Giving the presentation
- Effective use of PowerPoint (maximizing visibility, appropriate composition, use of text ---Rule of 6, use of images)
- Deal with difficulties (stress, opponents)



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Methods and techniques:

- discussion, simulations, interactive exercise, role plays, case studies and video recording

Advanced Presentation Skills

Target Group:

- The training is focused on those, who make presentations, and those, who have already participated at training focused on presentation or communication skills and feel the need to enhance their presentation skills in English and concentrate at particular areas of difficulties at their presentations. The training is aimed mostly at superiors, managers, sales managers, customer service representatives and trainers.

The Goal of the Training: It is the aim of this training to enable the participants to:

- Present naturally, effectively, and persuasively in English
- Use verbal and nonverbal communication in accordance with the goal of presentation
- Eliminate weak points of presentations and emphasize strong points naturally
- Modify style of presentation with respect to the audience and the target
- Manage stress and get typical areas of difficulties at presentations under control
- Make presentations unique and interesting in an appropriate way

Content

- Make presentations more persuasive
- Brush up your English
- Analysis of audience and setting specific goals
- Variation of presentation styles and techniques
- How to handle problematic situations
- Improving verbal communication
- Body language
- Critical parts of presentations
- Different types of presentations
- Public speech
- How to improve the image of the Presenter
- Difficult audience and how to handle it
- Improvisation – problems and benefits

Methods and techniques:

- discussion, simulations, interactive exercise, role plays, case studies and video recording

Professional Customer Service (Communication with Difficult Customers)

Target Group:

- All those, who communicate with customers, clients in English, mainly sales managers, sales representatives and call center operators.

The Goal of the Training: It is the aim of this training to enable the participants to:

- Implement the standards of professional customer service
- Communicate better even with difficult clients in English
- Analyze customers' reactions and select the most appropriate from the variety of responses to these inputs

Content

- Customer service standards
- Verbal and non-verbal communication with customers
- English speaking customers
- Types of customers and the right responses
- Assertive, aggressive and passive behavior
- Dealing with manipulation
- Adding value to clients
- Customers' loyalty
- Telephone etiquette
- Dealing with difficult customers
- Reducing complaints
- How to response to NO

Methods and techniques:

- discussion, simulations, interactive exercise, role plays, case studies and video recordings

Negotiation Skills – Convincing Negotiations in English

Target Group:

- Training is focused on those, who feel the need to enhance their negotiating skills in English (sales managers, sales representatives, customers service representatives), especially those, who have not participated at such training.

The Goal of the Training: It is the aim of this training to enable the participants to:

- Negotiate more effectively and persuasively even with difficult customers
- Use verbal and non verbal communication in a more focused and effective way
- Be able to influence own communication style with partner
- Analyze partners' reactions and respond in an appropriate way with respect to the goal of the communication
- Make better agreements

Content

- Negotiation characteristics
- Specific language of English negotiations
- Interpret verbal signals
- How to influence partners
- Typology of partners and customers
- Effective responses
- Verbal and non-verbal communication
- Assertive argumentation and dealing with arguments
- How to set objectives at negotiations
- How to reach these objectives
- How to respond to NO

Methods and techniques:

- discussion, simulations, interactive exercise, role plays, case studies and video recordings

Leadership

Target Group:

- Managers and leaders who need to develop the skills of leading and managing subordinates in English.

The Goal of the Training: It is the aim of this training to enable the participants to:

- Know the differences between the role of a manager and the role of a leader
- Know different ways of leading people and their strong and weak points
- Know effective ways of motivating subordinates
- Know the principles and advantages of coaching when leading people

Content

- Leadership Behaviors
- Leaders and Managers
- Difference between Leadership and Management
- Typology of Employees
- Define Qualities and Strengths
- Analyze the weaknesses
- Improve Social and communication skills
- Empower, Motivate and Inspire Others
- Leading by Example

Methods and techniques:

- discussion, simulations, interactive exercise, role plays, case studies and video recordings

Communication skills in Business

Target Group:

- All who need to enhance their Business English and improve their communication skills in business environment

The Goal of the Training: It is the aim of this training to enable the participants to:

- Communicate better in English in a Business environment
- Use tools of specialized business vocabulary

Content

- Define Qualities and Strengths
- Analyze the weaknesses
- Negotiation skills
- Presentation skills
- Business meetings
- Sales
- others based on preferences

Methods and techniques:

- discussion, simulations, interactive exercise, role plays, case studies and video recordings

Communication skills in Human Resources

Target Group:

- All who need to enhance communication skills in an HR area, especially those who need to develop their English skills on their positions of HR managers, consultants, referents, etc.

Content

- HR management
- HR vocabulary and special phrases
- Motivation
- Recruitment
- Job interviews
- Talent management
- Development of employees
- Presentation skills
- Business meetings
- Case studies related to HR
- others based on preferences

Methods and techniques:

- discussion, simulations, interactive exercise, role plays, case studies and video recordings



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