

# EDUCATIONAL ACTIVITIES

## 2012/2013



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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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✉ Generála Svobodu 720/8  
958 01 Partizánske  
EU - Slovakia

☎ Tel. +421 38 22 50 366  
☎ Fax: +421 38 23 01 653  
✉ info@mjbcommunication.com  
www.mjbcommunication.com

Company No.: 44 034 563  
Tax Reg.: SK202 257 2827  
Bank Account: Tatra banka  
262 509 4472 /1100

**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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