



# [ONLINE] CHARISMA BOOSTER I

“Over the years so many training participants have told me the coolest thing ever: ‘Florian, you are the Jim Carrey of public speaking coaches.’ I love it! But public speaking is only part of my work. Your benefit is the transformation you experience. Public speaking is the vehicle, but transformation—more self-confidence; more emotion; more vulnerability, more authenticity, more charisma—is the destination. In the end, you grow in a way you never imagined.” -- Flo

## DAY 1

WARMING UP THE SCREEN Secrets of great communicators	9:01
SPEECH 1: BREAKING THE ICE Preparation, speeches, evaluations	10:01
LUNCH	13:27
THE SPEECH STRUCTURE BUILDING™ An effective tool for building any speech or presentation in four simple steps	14:17
THE DNA OF RHETORIC Logos (Message, examples, demonstration), Ethos (Reputation, authority), Pathos (Storytelling, vulnerability)	15:28
SPEECH 2: PATHOS, PATHOS, PATHOS Preparation, speeches, evaluations	16:44
VIRTUAL BAR	18:13

## DAY 2

SPEECH 2 CONTINUES	9:01
SPEECH 3: PRESENTING WITH SLIDES Presentations, evaluations (Special focus on data storytelling)	11:03
LUNCH	13:31
MORE POWER TO YOUR POINT Best practices in building slide presentations	14:23
SPEECH 4: THE SALES PITCH Group exercise – preparation, presentations	15:16
TEAM FEEDBACK Positive feedback round	16:47
FINALE & VIRTUAL BAR	17:43



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Florian Mueck from Germany, based in Barcelona, worked as a consultant and business development manager for almost a decade for KPMG, the global advisory firm. Since 2009 he has dedicated himself to helping companies improve their team performances and effectiveness by teaching them the power of persuasive communication and presentations with impact. His specialty is moving people to action in a fun, unconventional, energetic way. Florian is the co-creator of the world's first public speaking board game RHETORIC. A collaborator of IESE Business School Barcelona and author of five books, Florian offers transformational communication seminars, keynote speeches and speech coaching, in English, German and Spanish mainly to international brands like Banco Santander, Mast-Jägermeister, Metro, Microsoft, Roche, SAP, Swissquote, and Viessmann.



In my 14+ years in HR leadership I have hired more than 30 external trainers. Florian is the top 1 with most “10s” from participants I have ever seen. Why? Very simple... He isn't only passionate about speaking; he is even more passionate about seeing others grow, and that combined with his enormous generosity in sharing everything he knows with others makes him a memorable trainer.

**GUADALUPE GARCÍA**  
Senior Director at ADP International

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This [online] training is not a training. This training is an experience. It has logos, ethos, pathos; it is so full of energy and fun and it is the best team-building without being called team-building. Forget about taking notes, just listen and let yourself immerse. What Flo delivers will go straight into your hearts, souls, and minds.

**KAI BEHRMANN**  
Director Supply Chain at Mast-Jägermeister

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Florian is a spectacular speech trainer. He is a master of the material, extremely good at bringing out the best in people and getting them to confront their own inhibitions, and incredibly funny and engaging and utterly effective. Highly recommended!

**ERIC BOWNMAN**  
CTO at TomTom

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Florian has brought back the Pathos in my public speaking, enabling me to lead a 12,000 people family business into the next century!

**MAXIMILIAN VIESSMANN**  
Group CEO at Viessmann Group

