

## Leading Teams & Inspiring Audiences (Code: LTI)

Evolution-U Language & Communication Business Suite

Full Day - Expert



*The Evolution-U Language & Communication Business Suite is a focused offer of engaging soft skills trainings, providing **usable tools for better & measurable performance** praised by our clients*

### Client Testimonials

Useful ★★★★★ 4.55  
(2,432 responses)

Easy to Follow ★★★★★ 4.55  
(2,345 responses)

Data Collection Methodology available on [www.evolution-u.com](http://www.evolution-u.com)

### Course Outline

This is an advanced module for senior management who have already taken level 2. The principles taught in the level 2 are built upon to maximise their impact at the advanced level.

Using principles derived from psychology, leadership theory, linguistics and leading experts in the fields of coaching and public speaking, this one day training develops skill sets required by senior managers and team leaders to inspire others to improve business performance and personal relationships.

A business relevant case study shall be developed by Evolution-U in collaboration with a senior client executive and used as a base case for participants to develop their own presentation using the tools taught. Please note a one month lead time prior to training date is required for development of the case study.

### Learning Objectives

By taking this course, participants will:

- Learn how to use advanced linguistic techniques such as hypnotic language, metaphors and story telling to develop powerful content that captures the attention of your audience.
- Have a tool kit of personal development and coaching tools for use in managing, leading and inspiring teams.
- Understand the process of anchoring, how this is used in business and how to utilise the technique in an ethical and productive manner.
- Apply everything learnt to a business relevant topic and present in front of the class for review and critique.

This training is limited to 4 people due to the need for instructor time with each participant and role plays.

## Course Content

### **Inspirational Leadership**

As a business leader our success is critically linked to the performance and well being of our team. Simply being good at our own area is no longer sufficient, we now need to be able to motivate, inspire and manage different people with different drivers. Using advanced coaching tools and Neuro Linguistic Programming (NLP) based techniques for personal empowerment, This section introduces a 'tool kit' of skills that can be used to develop and inspire teams to higher levels of professionalism, mutual respect and performance.

### **Hypnotic Language Patterns**

The use of hypnotic language patterns as a means to influence one's perception and actions is prevalent throughout business. These techniques are used by executives, consultants and business leaders regularly. By understanding the theory behind the techniques and the main patterns, both of which are taught in this module, it is possible for the participant to identify when these patterns are being used against them, and with practice, to use the patterns themselves. The module includes exercises which allow the participants to create their own hypnotic phrase using the patterns taught

### **Anchoring**

The principle of anchoring is derived from Behavioural Psychology. The basic concept is that by repeat exposure to a trigger which can be a word, action or experience, a neurological link is created that results in a predictive reaction. The applications of anchoring in business are widespread: in the areas of negotiation theory, sales, leadership and public speaking anchoring offers a subtle but powerful application. At a senior level it is just as valuable to be aware of how they can be used on you, as how you may ethically look to incorporate them into your own business practices.

### **The Power of Metaphors and Story Telling**

Metaphors and Story telling are an extremely powerful tools for communicating concepts and ideas without encountering resistance from an opposing party. By analysing the theory and structure underlying metaphors and the power of story telling, this module teaches effective metaphor design and story telling techniques and how to embed them into dialogue resulting in more absorbing and inspiring delivery.

### **Bringing It All Together: Crafting the Message**

The final session requires participants to apply all they have learnt, not only from this level 5 training but from any previous levels they attended, and zone in on their style of leading and inspiring others. Each participant will have time to develop, deliver and critique their presentation.

## Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing Staff, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

**This training course is fully certified by Evolution-U.**

**For more information & reservations please contact Jessica  
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