



Executive Training

# Executive Training

Be it an executive, its so important and strategic to showcase your authentic self to your audience and your customers

You should become a brand and be a true reflection of your skills, passions, values, and beliefs

There are many steps towards creating a compelling & profitable personal brand involving different techniques

“You want to find the special thing that is YOU and make your **brand** all about that?”

Check the next slides



# The Worksheet

## Building your foundation:

- The first step to crafting your personality is to lay a foundation that you can confidently and authentically build upon. The key principle here is AUTHENTICITY

## Taking inventory of your existing brand assets:

- Your skills & credentials
- Your passions & interests
- Core values & beliefs
- Your Fears and Weaknesses

## Key Elements:

- Your Public Speaking Skills
- Your Image and Style
- Your Body Language
- Your Media and Public Appearance Online and Offline
- Your Position and Consistency
- Your Cross-Cultural Techniques



# Training Brief

The training will focusing on:

- Appearance (delegation management or stage or press); Image (look, style and aesthetics), Body Language (posture and paying attention to inconsistencies), mastering leadership and branding in media (Speeches, opening remarks, media interviews)
- Being prepared for good announcements and crisis management

## The desired outcomes of the training will be :

- Instill confidence in the person by building the looks and get them prepared to conduct, in person and on-camera interviews
- Deliver great TV, radio, print and online interviews as well as be able to lead narratives
- Have a deep understanding of body language and hand gesture control when conversing in meetings and interviews or camera
- Learn how to get camera-ready and to look and act naturally when delivering messages. This includes how to look and what to dress
- Be able to deliver motivational speeches without reading from paper. Leadership techniques
- Crisis communication understanding and learn how to deliver unsatisfactory or sad news
- Handle critical issues and subjects. Learn tactics of grabbing attention, delivering powerful and motivational speeches, handle criticism and critical subjects
- Introduce herself professionally by storytelling their bio and personal history



Personal Trainers

# Mais AlHasan – Public Speaking Training

Mais specializes in Leadership Development, Employee Engagement & Satisfaction, and Team building.

She has dedicated herself to helping leaders create meaning in their organizations and in their personal lives, which results in a higher quality of life, inspired and energized teams, customer loyalty, and outstanding performance.

She works with senior executives and leaders, enabling them to leverage their innate strengths to create positive permanent shifts in their leadership impact and the results they achieve. She also works with executive teams and groups, leading them to be stronger as a unit, hone their interpersonal communication skills and take the right actions to move forward faster.

Mais is also the founder of Rise Training & Development in Dubai - UAE, where she develops Leadership programs for organizations and individuals to hone their talents and abilities to shine in their lives along with practical tools that serve as a thought partner to support the challenging process of change.

She brings a wealth of organizational development and training experience to her coaching along with a multi-dimensional perspective in the evolution of consciousness to positively direct change, swiftly and effortlessly.



# Training Areas

This Inspirational Public Speaking Program will provide Company Leaders with a proven processes, tools, and templates used by world class public speakers.

By the end of the IPS Program, participants will know how to:

- Build a solid structure for any speech or presentation
- Create a compelling content for any speech or presentation
- Make unforgettable points with storytelling
- Present with impact and persuade with ease
- Feel confidence and flow on stage, or in front of camera



# Jovana Turgul – Body Language Training

Body language is a fundamental part of our daily communication. The non-verbal behavior can reveal strong messages through facial expressions, gestures, body movements and the space that we claim. We are constantly sending and receiving non-verbal signals even when we are silent.

With Jovana Turgul, Company Executives will learn the importance of body language in their daily communication, on stage, online and many more

Build a trust, make first and last impression, how to pose as a power player, how to work with difficult people, microexpressions, digital communication verbal and nonverbal, Ppublic speaking using your vocal power are all tools for our training





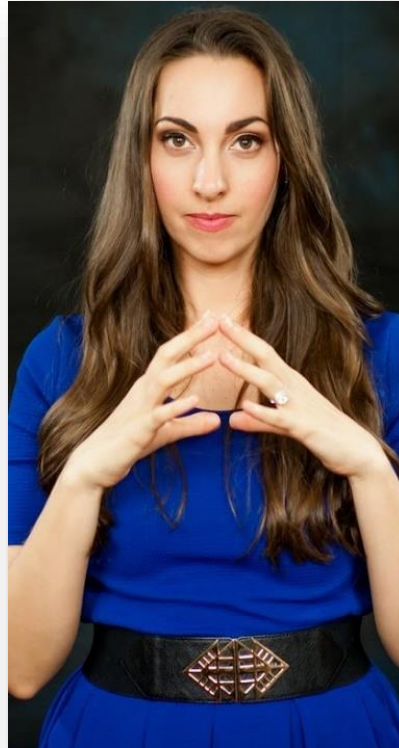
# Training Areas

## Difficult Conversations and Defensiveness

- Arms folded in front of the body
- Minimal or tense facial expression
- Body turned away from you
- Eyes downcast, maintaining little contact

## Avoiding Unengaged Audiences

- Sitting slumped, with heads downcast
- Gazing at something else, or into space
- Fidgeting, picking at clothes, or fiddling with pens and phones
- Writing or doodling



## Making a Confident First Impression

- Have an open posture
- Using a firm handshake
- Maintaining good eye contact
- Avoid touching your face

## Public Speaking

- What is a positive posture
- What is keeping your head up
- How important is practice and perfect posture
- Using open hand gestures

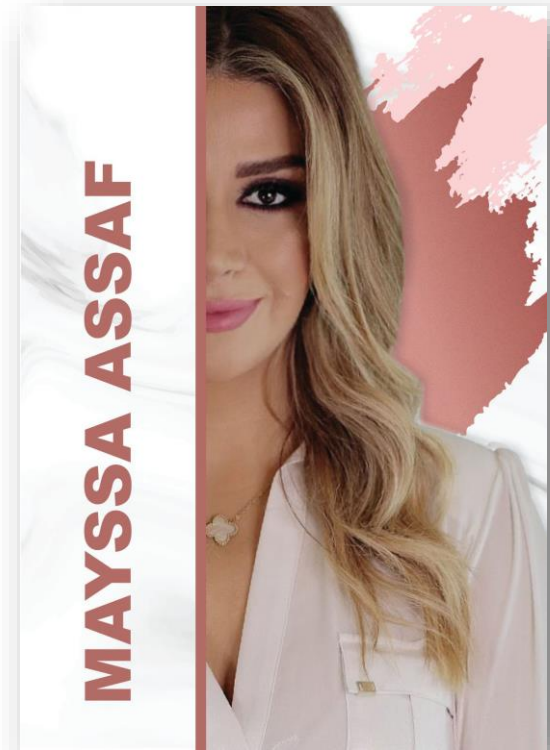
# Mayssa Assaf – Image and Style Training

Mayssa Assaf - a NYC certified image consultant - is a top-tier stylist holding a degree in mass communication, media and political science who conducts individual consultations on all aspects of image enhancements as well as communication and etiquette.

With a background of over twelve years working closely with top fashion leaders and clients ranging from a list of stars and celebrities; Mayssa prepares celebrities "Men and Women" for their opening nights and premieres; and works closely with the ones looking to improve their appearance and regaining their confidence.

Being up to date with the latest fashion trends and color schemes, Mayssa regularly appears on leading TV channels Fashion Police, Fashion and makeover expert and on Red carpets and International events.

Her ultimate goal and passion is to help her clients to create a unique and impactful social or professional image through enhancing their appearance and presence to guarantee their success.



# Training Areas

## The Power of Professional and Positive Image in the workplace:

- What is Professional Image and How to create it?
- How can I make my image positive and professional?

## **Dress to Impress** because your image matters.

- Appropriate Business Attire for work, and media appearances.
- The art of communicating professionalism by highlighting on:
- International Business Etiquette and Work Etiquette.
- The Top 5 Qualities That Lead to High Job Performance.

## Executive Personal Styling:

## The Power of Perception and the Confidence to Succeed

- How to create a professional image
- Developing your own personal brand and signature look
- Dressing for your body shape
- Capsule work wardrobe essentials
- Your essential daily tick list



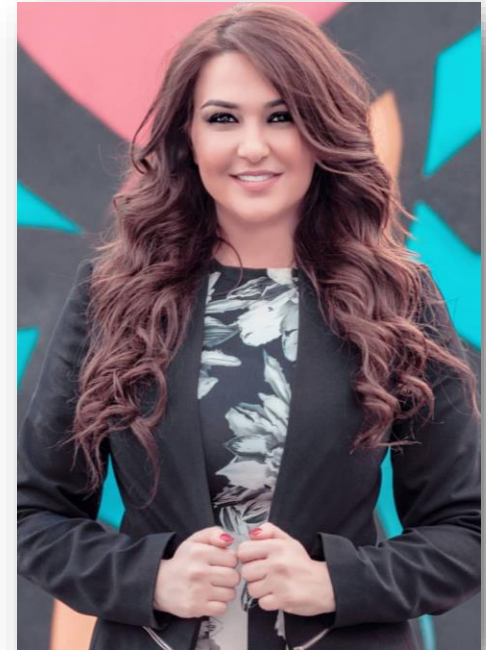
# Zeina Akkawi – Branding You

An Entrepreneur, a PR Personnel and a Trainer with 22 years of Marketing and Communications' experience; adding value to the community, and to the new upcoming generation plus individual experts who are looking for my background to help them become a media savvy icon!

Co-Founder and Managing Director of PAZ Marketing for the past 14 years; a business model specialized in different Marketing Services established in year 2007

Known as “The Queen of the .Coms” due to working with the top names in the E-commerce industry and had launched the biggest platforms such as Souq, Noon, Sukar and many more

Founder of 30 minutes with Zeina; a podcast show in Arabic - one of its kind hosting prominent individuals within the industry.



# Training Areas

## The power of Media, for branding an image and building a business

- How important for an image communicated online to coincide offline
- How important is media offline and online?
- Technical outlines of managing yourself in front of a camera
- Needed content for press exposure
- Importance of personal PR
- How to be a one brand image on all social media platforms
- Importance of professional headshots taken for companies along with Bio
- Having personal websites and content video platforms or blogs
- What are credible content and how to use them online, offline and on media
- Building the right reputation online and offline





<http://www.pazmarketing.com>



<http://www.facebook.com/pazme>



<http://www.twitter.com/pazmarketing>



<http://www.youtube.com/pazmarketing>



<http://instagram.com/pazmarketing>

The Paz Marketing logo features a stylized white hand holding a peace symbol. The hand is formed by two curved lines, and the peace symbol is a circle with a vertical line and two diagonal lines forming a triangle.  
**paz**  
marketing  
THANK YOU!