

Principles of Rhetoric («H33760»)

You would like to convince others of your concerns with a relaxed, confident charisma? Then familiarize yourself with the important basic principles of rhetoric and dialectics in this course.

Duration: 3 days

Price: 3'200.–

Content

1 The basics of persuasive speech

- What makes a speech persuasive and successful?
- Considering the nonverbal aspects: Posture, gestures, facial expressions, eye contact
- The voice as an important instrument

2 Language and comprehensibility

- Conveying information effectively
- Playful expansion of one's own linguistic expressiveness
- Recognizing and using linguistic and rhetorical stylistic devices

3 Structure and execution of a goal-oriented speech/lecture

- Preliminary considerations: Audience, time frame, location, goal, etc.
- Concrete preparation
- The appearance and the introduction
- The execution
- The conclusion and the confident exit

4 How to reach your audience

- Factual and relational levels in communication
- The connection to the audience: Recognizing, addressing and convincing different types of listeners
- Argumentation and persuasion
- Structure of an argumentation presentation
- Clarity of purpose, target group orientation, goal-oriented strategy
- Dealing with unfair dialectics and suggestive speech patterns

5 How to deal with «wars of words» during a presentation

- Recognizing hidden messages and signals
- How to respond confidently to questions and interjections
- The art of asking the right question during a presentation

6 How to get a grip on stage fright and insecurity

- Using the positive energy of stage fright
- The mental or inner attunement to the speech situation
- Dealing with tension and uncertainty

Key Learnings

- Getting to know the essential principles of rhetoric and dialectics
- Becoming more confident in speaking and presenting freely
- Adjusting one's behavior in terms of content and language to one's own audience
- Learning how to appear calm, confident and sovereign
- Leading and convincing your own audience or a group through charisma and personal presence
- Developing and stabilizing behavioral patterns that help to appear convincing and confident in speaking and presentation situations.

Methodology & didactics

This course has a workshop character. The direct dialog between group and trainer, intensive practice sequences and the simulation of presentation situations guarantee sustainable learning success. Video recordings of the participants' presentations with individual feedback from the trainer and the group are used to support the learning process. Voice and speech training as well as non-verbal physical exercises complement the holistic approach.

Target audience

This course is aimed at specialists and managers who want to convince in the company as well as in public through confident speaking and all those who are interested in effective communication.

Additional information

This training can also be offered virtually upon request.

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-leadership-soft-skills/soft-skills/course-principles-of-rhetoric