



THE INFLUENCE BUSINESS

Raise your level of influence

ACTING NATURALLY (SEMINAR)

Overview

In this wide ranging, informative and entertaining seminar, we look at how the skills of the actor in creating authentic natural behaviour in an artificial situation can help us all in our day to day business. It also gives a taste of the more in-depth workshops The Influence Business can provide.

We all see actors on the television. They come into our homes every evening and we follow the highs and lows of the characters they portray. Many of us enjoy their work in films and a lot of us make a special treat of a night out at the theatre either at our local repertory theatre or in London's West End. We see actors acting. They make us laugh, they make us cry. But just what is the process that actors use to do this and how can that help us in our everyday lives to be more effective communicators, to sell our business more effectively, and to succeed?

Aim

To illustrate how you can differentiate yourself from your competitors by being at your natural best when under pressure in a variety of high pressure business situations.

Outcomes

At the end of this programme, you will:

- Understand how to develop personal trust with your prospect or client (professional trust is assumed)
- Have identified ways to expand your comfort zones
- Have greater confidence to enjoy networking opportunities
- Understand the importance of conversational delivery when presenting
- Appreciate the power of the audience being able to answer the question, "What's in this for me?"
- Know how to avoid the common mistakes in a sales meeting
- Experience the importance of having **more from them** and **less from us**
- Have a greater feel for what professional acting really involves

Methodology

Two actor associates deliver this programme, using illustrations and anecdotes to share with you the secrets of how they produce natural behaviour in unnatural circumstances.

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