



ERGOSMIND

PRESENTS



MASTERCLASS

PRESENTATIONS

IMPRESS. IMPACT. INFLUENCE.

01

CONNECTION

02

COMMUNICATION

03

CONTENT

04

CHANNEL





CONNECTION





KNOW YOUR AUDIENCE

01

WHAT IS THE AVERAGE AGE?

THIS IS CRUCIAL FOR THE EXAMPLES THAT ARE USED.



SPECIAL FOCUS?

IS THERE A VIP OR A HANDFULL OF PEOPLE THAT YOU MAY WANT TO FOCUS ON A LITTLE MORE.



WHAT COUNTRY?



GEOGRAPHY



**OR INDUSTRY DO
THEY COME FROM?**

03

04

ANYTHING NEWS WORTHY?

Any recent media event that happened locally. Google for inspirational story in the location.





U-17 WORLD CUP
INDIA 2017

PERSONAL AND RELEVANT STORIES



IF MORE THAN 50% OF THE PEOPLE KNOW YOU, THEN YOU COULD SHARE RELEVANT AND PERSONAL STORIES



06



AUDIENCE ACHIEVEMENT

RECOGNISE SOMEONE WHO HAS A SIGNIFICANT
ACHIEVEMENT AND MAKE MENTION OF IT AND
ASKED THEM HOW THEY FELT

CROSS CULTURAL DIFFERENCES

ARE THEIR CROSS CULTURAL DIFFERENCES THAT YOU MUST BE AWARE OF FROM AN AUDIENCE PERSPECTIVE

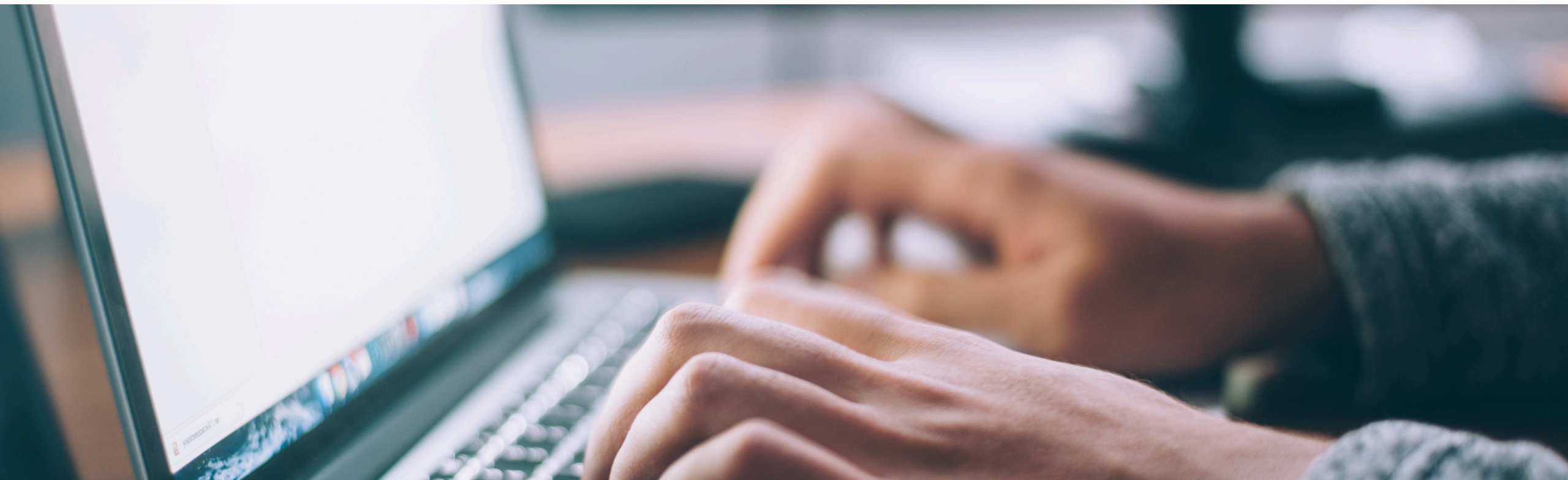


08

**KNOWLEDGE
OF THE TOPIC**

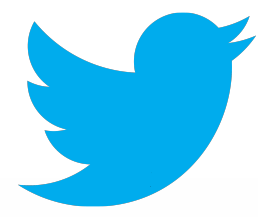


WHAT NOT TO DISCUSS?





10



EXPERIENCE BACKGROUND

CONNECT EMOTIONALLY





**WHY IS AN EMOTIONAL
CONNECT WITH THE
AUDIENCE IMPORTANT?**

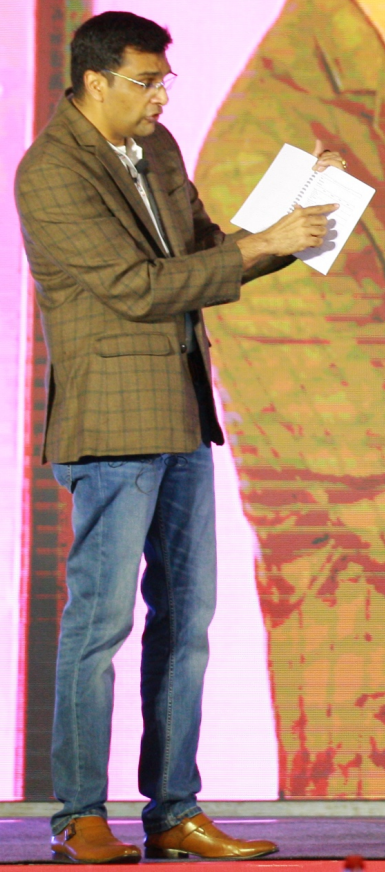


**HOW DO YOU
CONNECT
EMOTIONALLY?**

01

CONNECT
WITH
YOUR
AUDIENCE
THROUGH
REAL LIFE
EVENTS

L.E.A.D.3
Healthcare
Leverage. Enhance. Advance. Define.
A Workshop for Healthcare Leaders



03

STORIES
FROM
OTHERS
LIVES



04

STORIES
FROM
THE
JOURNEY
OF
ANOTHER
ORGANISATION

NOKIA

Kodak



THE POWER OF STORIES



ETHOS



LOGOS



PATHOS

A person is shown in silhouette, sitting on a beach and looking out at the ocean during a sunset. The sun is low on the horizon, creating a warm, golden glow. In the foreground, there is a large, dark diamond shape with a white border. Inside this diamond, the word "ETHOS" is written in a white, serif font. Above and below the text are small, light gray triangles pointing up and down respectively. The background shows a calm sea and distant, hazy mountains under a clear sky.

ETHOS

A person is seen from behind, standing in a field of tall, golden-brown grass under a clear blue sky. The person's hands are raised, and they appear to be holding a large, dark, diamond-shaped object. Overlaid on this diamond is a white double-line border. Inside the diamond, the word "LOGOS" is written in a white, serif, all-caps font. Above and below the text are small, grey, downward-pointing triangles.

LOGOS



PATHOS



THEY HELP TO BREAK DOWN
WALLS

STORIES HELP TO SEED IDEAS
AND EMOTIONS IN THE MINDS
OF THE LISTENERS

THE FACT IS WE ALL LOVE
STORIES

THEY HELP YOU MAKE THE
POINT AND ACCELERATE
LEARNING



WHAT IS PASSION?



WHY PASSION WORKS?

A photograph of three business professionals in a meeting. One man in a dark suit and blue shirt is pointing at a laptop screen. Another man with glasses is looking at the screen. A third person's hands are visible in the foreground, resting on the laptop. A large black trapezoidal shape is overlaid on the right side of the image, containing white text. The background is a blurred office setting.

**CONNECT
THROUGH
CONVERSATIONS**



SO WHAT HAPPENS IN A CONVERSATION?

BE

YOURSELF





BEING YOURSELF HELPS YOU TO BE:

- AUTHENTIC
- UNIQUE
- EXPERIENCE