

What is Coaching?

什么是训练？

Coaching is showing someone how to do something through actual practice. Why is it different from teaching? Teaching is about a teacher giving verbal instruction or explanations to students who are only passively involved. Teaching is learning by hearing and seeing. Coaching is learning by hearing, seeing, and most importantly, *practicing*.

What are we going to do today? This is a Presentation Skills Coaching Session. So, if you're here, be prepared to be actively involved in improving your presentation skills, by giving a presentation yourself, and allowing the coach to show you areas where you can make personal improvements. If you can learn and remember 2-3 things today that can begin changing the way you speak in public, that will be considered a success! Relax, and have fun. This is about dedicating a small amount of time to get better, and begin seeing results.



训练是指通过实际的操练使人明白怎样去做一件事。为何不同于教学？教学是指老师给学生口头上的指导或解释，而学生仅仅是被动地参与。教学只是单纯地通过“听”和“看”来进行的学习过程。而训练则是通过“听”、“看”和更重要的是“操练”来完成的学习。

今天我们将做什么？这是一次演讲技巧的训练课程。所以，如果你在这里，并已经准备好通过首先介绍自己来积极参与和提升你的演讲技巧，那么这次训练会揭示你在哪些方面还需要自我加强。如果能从中学到并牢记 2-3 个使你在公众面前的演讲能力得到改变的方法，那就是一种成功！放松，而且乐在其中。只要奉献一小部分时间就能使你变得更好，效果显而易见。

What is The Exec Presentation Skills Coaching Session?

The Half-Day Session

Part One: Participants will begin by taking part in a highly interactive introduction to “The Four Keys of Exec Presentations” which are Controlling Nervousness, Opening, Eliciting and Closing. Afterwards, they are given a topic and prepare for an impromptu speaking session immediately after the break.

Part Two: Upon returning, the group will now have plenty of laughs as well as serious moments while they listen to each person give a fun and easy three-minute presentation.

Part Three: The actual process of Executive Coaching begins here as the entire team learns a plethora of details about presenting by watching each person go through an individualized improvement process that includes self-evaluation, professional coaching and a video review. Each person will finish with at least two-three areas specific to themselves that they can now start making progress on.

The One-Day Session

Morning

Same as half-day above, then off to a group lunch with facilitator

Afternoon

Participants now form teams and then give formal business presentations based on prearranged company content. This competition includes company judges (usually the event organizers and/or senior management) and selects the top presenters of the day. As results are tabulated the facilitator takes the group through an even more detailed coaching and video review further strengthening areas that have improved since the first presentation and drawing participants’ focus to their next areas to develop. After all of the individual coaching is finished, awards are presented to those who have won the support of the audience through using superior presentation skills.

The Full Two-Day Session

Day-One Morning

Same as half-day session, then off to a group lunch with facilitator

Day-One Afternoon

Participants are given a second presentation topic of five minutes with a longer and more intense evaluation, coaching and video review to begin preparing them for the competition the next day.

Day-Two Morning

Business presentation skills competition and voting, then off to a group lunch with facilitator.

Day-Two Afternoon

Tabulation of points, individualized evaluations, executive coaching, video review and awards ceremony.

什么是行政演讲技巧课程？

半天课程

第一部分：学员将首先进入到一个极其互动的开场介绍环节，了解怎样控制紧张的情绪、开场白、引导以及结尾这四个行政演讲的“关键技巧”。然后，导师会给大家一个演讲题目并要求每个人在短暂的休息时间内准备下一个环节的即兴演说。

第二部分：从休息时间回来，大家会在笑声中认真聆听每个人的 3 分钟轻松而有趣的演讲。

第三部分：行政演讲的实际效用从这里真正开始体现，所有学员从观察其他人在包括自我评价、专业指导以及视频回顾的个性化改善过程中学到了更多关于演讲的细节。每个人都会在课程结束时得到具体 2-3 个方面的辅导使他们能立刻获得进步。

全天课程

早晨

同半天课程内容，然后和导师共进午餐。

下午

围绕着事先预备好的有关贵公司的题材，学员们将会分组进行正式的商业演说。这个竞赛会邀请公司的裁判（通常是活动组织者或高层经理）参与投票选举当天的最佳演说者。统计选票时，导师会带领全班进入更细节化的指导，通过视频回顾巩固上午演讲的进步成果并且提醒大家下一步需要注意的问题。当所有的个别辅导结束后，将会向那些运用的高层次演讲技巧并赢得了听众投票支持的学员。

两天课程

第一天早晨

同半天课程内容，然后与导师共进午餐。

第一天下午

学员们将会得到第二个演讲题目并做 5 分钟的演讲，导师会进行更长时间的尖锐评估、指导，和视频回顾，以此为第二天正式比赛做准备。

第二天早晨

商业演说技巧比赛以及投票选举，然后和导师共进午餐。

第二天下午

统计选票、个别评估、行政辅导、视频回顾以及颁奖仪式。



Your Exec Presentation Skills Coach

Eric Houser (华先锋) is the author of “Exec Presentation Skills”, a program being used by Fortune 500 organizations across China to improve the communication skills of their top management and high potential young executives in order to start getting results during professional presentations. Before permanently relocating to China in 1997 Eric was a civil suit mediator. He is a certified Myers Briggs Type Indicator (MBTI) administer, Cambridge University trained CELTA facilitator and one of China’s only fully licensed Neuro Linguistic Programming (NLP) trainers, personally taught by NLP founder, Dr. Richard Bandler. Eric is currently the China Group Director for ExecutiveInternational.com and is a familiar face from his many television programs discussing cross cultural issues between Westerners and Chinese.

专业行政演讲技巧

针对加强和提高公司内部高层管理人员和具有极大发展潜力的年轻管理者的沟通技巧并使他们在各类演讲中取得巨大成效，Eric Houser (华先锋) 所执导的“行政演讲技巧”课程已经在中国被多家世界财富 500 强企业广泛运用。在 1997 年定居上海之前 Eric (华先锋) 曾在美国国内担任民事诉讼调解员。他不仅具备了 Myers Briggs Type Indicator (MBTI) 专业培训资格以及剑桥大学颁发的 CELTA 专业证书，还是现今国内少数几位具备由神经语言课程 (NLP) 创始人 Richard Bandler 博士亲自授予培训资格的老师。Eric (华先锋) 目前担任 ExecutiveInternational.com 中国区的集团执行经理，同时也以他参与的许多关于中西方文化交流的电视节目而为人熟知。

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