



KEYNOTE: THE BALL MUST GO IN! THE SCIENTIFIC ART OF PERSUASION

By Florian Mueck

Whether it is a chat at a networking event, a conversation with a potential client or a presentation at a conference in front of 500 people—scoring the goal of persuasion always follows the same patterns: Does it make sense what the speaker says? Do I believe the speaker? Do I feel emotionally connected with the speaker and the speech topic? For 2,300 years this has been the rhetorical mix it takes to score that goal. In this interactive keynote training speech you'll learn about numerous tips and techniques that will turn your vivid players into deadly strikers. Because... the ball must go in!



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Florian Mueck from Germany, based in Barcelona, worked as a consultant and business development manager for almost a decade for KPMG, the global advisory firm. Since 2009 he has dedicated himself to helping companies improve their team performances and effectiveness by teaching them the power of persuasive communication and memorable presentations. His specialty is moving people to action in a fun, pragmatic, energetic way. Florian is the co-creator of the world's first public speaking board game RHETORIC. A collaborator of IESE Business School Barcelona and author of four books, Florian offers transformational communication seminars, keynote speeches and presentation coaching, in English, German and Spanish mainly to international brands like Banco Santander, Chupa Chups, Danone, Microsoft, Moët Hennessy or Zalando.

Format: Interactive keynote training speech

Duration: 60 minutes

Language: English, German, Spanish

Audience size: Flexible

Equipment: Sound, projector, flipchart



Florian is an extraordinary speaker who energized all our 120 managers during his speech within our Danone Leadership Summit! He's a great, funny, spontaneous and entertaining guy - thank you very much for being with us!

ANDREA HAUG

Senior Organization Development

& Learning Manager at Groupe Danone

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After 5 seconds we were surprised. After 60 seconds we were hooked. After 5 minutes we put down our smart phones. Florian's vibrant personality and exciting content impressed us. He's empathetic, competent, concrete and authentic - a true top speaker!

THOMAS KOMBRECHT

Product Marketing Manager at Microsoft

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Florian struck a very important chord at our international conference this year. Accountants have great messages to deliver and simply need the confidence, enthusiasm and comfort being slightly outrageous to make a difference through informing, motivating and entertaining our audience. Thank you Florian for sharing your contagious enthusiasm for public speaking through your inspiring presentations and discussions!

ROB TAUTGES

CEO at HLB International

