



Make people follow your words

Become a charismatic speaker!

SPEAKER TRAINING - BASED ON ACOUSTIC AND SCIENTIFIC METHODS

Speaking is the key to professional success and personal satisfaction, but not just any kind of speaking... A way of speaking that attracts the attention of your listeners, persuades them of your ideas, goals, or products; and a way of speaking that makes you stand out from the crowd - and unforgettable to your listeners.

Now, all of us can learn to become charismatic speakers and make our lives easier and more successful. We at SDU have developed a unique and outstanding rhetorical training. Over and above helping you use the right words, we measure the acoustic charisma profile of your voice, identify your weak spots, and then train your speaking competences based on computer analysis and personal phonetic feedback. On average our training participants increase their charisma profile by more than 50%!

Our approach is strictly empirical and tested in scientific experiments. It builds on more than 15 years of research in which we identified the relevant linguistic structures and analyzed some of the world's best speakers, such as Steve Jobs, Oprah Winfrey, Martin Luther King, Ginni Rometty, Barack Obama, and Nelson Mandela. Just learn from the best in the world!



www.flickr.com/photos/ibmevents/



commons.wikimedia.org/wiki/File:Steve_Jobs_WWDC07.jpg



CHARISMA IS A CAREER BOOSTER!

Scientific studies show that charismatic speakers have an easier time managing job interviews, climbing up the career ladder, reaching higher salaries, becoming part of professional networks, acquiring investor capital, selling products to customers, leading employees, and, more generally, influencing the decisions, actions, and opinions of other people. Teachers who are distinguished by charismatic speech can even achieve a higher and more sustained learning success for their students.

Everybody can benefit from becoming a more charismatic speaker, be it managers, politicians, entrepreneurs, artists, self-employed businessmen – or teachers and lecturers who educate the decision-maker of tomorrow.

TRAINING AT THE NEXT LEVEL!

Since the ancient times of Plato almost 2,500 years ago we are aware of the fact that charismatic speech is useful for politicians. But, did you know that rhetorical training has stayed essentially the same since then? A lot of things have changed over the past 2,500 years. We have developed high-end empirical research methods and stunning digital technologies! Wouldn't it be about time to make use of this research and technology in training charismatic speech? We think it is!

We at the Mads Clausen Institute of the University of Southern Denmark have developed a new method that lifts rhetorical training to the next level. We integrate experts and know-how in acoustic analyses, speech sciences, digital-signal processing, information technology, and innovation management. Besides some advice on words and syntax, we teach the key feature of charismatic speech - the right tone-of-voice - in a measurable way with the support of latest software tools.



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YOUR LEARNING EXPERIENCE WITH US

We offer you exclusive 3-day seminars. As we want to be able to focus on your individual training needs and guarantee you an effective training experience, our seminars are limited to a maximum of 10 participants.

- Use our computer-based feedback and evaluation tools to monitor your learning success and train critical parameters of your speech or voice individually.
- Let an experienced speech researcher guide your way.
- Enjoy acoustic-ambiance simulation and virtual-reality audience simulation to learn how you best tailor your speech to different groups of people and different environments.
- Get a certificate of participation from us for your own personal CV, showing your initial and final charismatic-speech performance.

The seminar takes place in the SDU MCI Innovation Lab of the University of Southern Denmark. It is equipped with the latest technical infrastructure and located in a beautiful building right at the seaside, with Sønderborg's beaches, seaside restaurants, and shopping promenade at a walking distance. Wi-Fi access, coffee breaks and light lunch are included.

Note that due to organizational reasons, we can only offer 4 seminars per year. So, get enrolled today!



The SDU MCI Acoustic Charisma Profiling and Training is supported by the Chair of Technology Management, FAU Nuremberg, Germany.

University of Southern Denmark



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THE CLASSES TAUGHT BY MR NIEBUHR HAS TAKEN OUR LEVEL OF INSIGHT TO A WHOLE NEW LEVEL — ADDING A LAYER OF STRONG ACADEMIC KNOWLEDGE — TO OUR OTHERWISE SUBJECTIVELY STRONG TOOLBOX

KEN MADSEN, CEO DXTR-LABS

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IT HAS CERTAINLY BEEN A NEW WORLD FOR ME TO STEP INTO. I THINK THAT'S SOMETHING THAT CAN MOVE A LOT.

STEPHAN KLEINSCHMIDT, POLITICIAN, SCHLESWIG PARTY

GET MORE INFORMATION OR SIGN UP NOW!

www.sdu.dk/tei

Our weekend seminars start on Friday 15.00 with an informal get together and kick-off meeting in Alstion 2, DK-6400 Sønderborg. There will be the option of a joint dinner after the kick-off meeting in a traditional Danish restaurant at the harbor. The concluding session of the weekend seminar is on Sunday 13.00-15.00 so that there is enough time for everyone to return home afterwards.

Prices for the weekend seminars start at 12,500 DKK pp (incl. coffee breaks and light lunch on Saturday, excl. accommodation) and refer to fully-booked classes with some time slots for self-learning. Fully supervised intensive training seminars start at 16,500 DKK pp.

Individual half-day or full-day intensive training sessions for more or less experienced speakers are also offered on request.

Please visit our website or send an e-mail to oniebuhr@mci.sdu.dk in order to get further information on content and prices of our consulting services. Group packages for seminars with hotel accommodation included can also be organized. We look forward to satisfy your ideas and meet your expectations!

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THE COURSE PCN (PERSUASIVE COMMUNICATION AND NEGOTIATION) WAS A WHOLE NEW EXPERIENCE FOR ME [...] THE SKILLS MEDIATED BY OLIVER NIEBUHR ARE OF EXCEPTIONAL VALUE.

JULIUS BORN, INNOVATION AND BUSINESS STUDENT, SDU, SONDERBORG

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OLIVER'S CLASS MADE A BIG IMPACT IN MY STUDENT AND FUTURE WORK LIFE AND INFLUENCED NOT ONLY MY WAY OF SPEAKING, BUT ALSO MY WAY OF LISTENING TO PEOPLE.

JULIA BERTELS, INNOVATION AND BUSINESS STUDENT, SDU, SONDERBORG