

Effect appearance self-confidence, learn the power
of rhetoric, communicate present
moderate well, convince with body language
gestures & facial expressions



Simone Janson (ed.)

OSCAR-WINNING SPEECHES

Best of HR - Berufebilder.de®

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

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Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because only those who speak and can present themselves publicly are perceived in our society and can use their effect and charismatic demeanor to convince other people - many celebrities and politicians are already doing it. Rhetoric and the correct use of gestures and facial expressions are essential for success. Everyone has something to say and some targeted rhetorical tips and tricks can help to speak your audience in a convincing way. This book helps you to increase your self-confidence, build appearance and impact, and decisively improve charisma and charisma for the perfect public appearance.

In addition, our unique [publishing concept](#) offers you many best practice tips and examples from successful managers, entrepreneurs and other exciting personalities.

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Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions, optimize your strategies, and even solve complex problems. Whether it's your personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

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So you see: from cost savings to access to knowledge and education, to the opportunity to experience and live your own successes, to inspiration for entrepreneurial activities, and the possibility to earn money with our publishing house - reading our books can provide you with financial benefits in various ways.

Present like Hitchcock: Stimulate the head cinema with picture language

// By Michael Moesslang

With good presentations, a real head cinema is created in the minds of the audience. This shows how important the right visual language is for the success of a lecture.

How Picture Language Works

One reason that so many presentations are bad is in the structure and preparation of the presentation. Sure, it's a bit more work to prepare a presentation professionally.

But the usual method fails too often, because it is simply incredibly boring. And what is the usual method now?

How lecturing better not go

The file template is opened in PowerPoint, text bullet-filled bullet points are filled with keywords - or worse, whole sentences. Then a little work on the order, the one or the other product photo or pie chart and that's it.

During the presentation itself, the text is merely read aloud and a little commented. I call that a lesentation. The effect at the lowest level, the success also.

Building and preparing a good speech

But it works better too. Take, for example, the following film scene from a famous film starring Alfred Hitchcock: Cary Grant enters the lobby of a hotel. The head waiter welcomes him by name. He is led to three gentlemen. You have an appointment. Grant is the advertising expert Roger Thornhill. We greet each other politely.

Thornhill looks nervously at his watch. He says that he is annoyed with himself: "I asked my secretary to call my mother, but she can't reach her at home. In the meantime it occurred to me that she is playing bridge with a friend today. "

Focus on visual language during presentations

Meanwhile, a boy calls out a George Kaplan in the lobby. Thornhill turns to the boy. He waves to him. He wants to give up a telegram. The camera pans to two sinister shapes on the edge of the room. One murmurs to the other: "Kaplan". This is how the confusion in Alfred Hitchcock's film "The Invisible Third" begins.

This short scene I have described to you in the picture language. A very effective language for presentations. If you describe something, the language of the picture is more powerful because it stimulates the head cinema. Many of them say in sentences that are too soft, complicated, and have little to do with images.

Like Cary Grant in “The Invisible Third”

Cary Grant, who starred in Roger Horncock's "The Invisible Third" by Alfred Hitchcock, had an appointment with customers in the lobby of the New York Hotel Palace. These were already there and Thornhill was led to you by a friendly waiter who knew Thornhill by name.

After the gentlemen dressed in business-style greeted each other, they sat down. Thornhill nervously looked at his watch, which caught one of the gentlemen. He asked him about it and Thornhill replied that he was upset because he forgot ...

Good rhetoric: Away with the subordinate clauses

Such a narrative, which is overshadowed by statements and explanations, is hard to comprehend. The listener is more concerned with understanding the contexts, than having time, creating images in the head. This applies in particular to spoken text, since the possibility of reading a sentence again does not exist.

So if you tell stories or describe something in your presentation, use visual language. You only describe what you can see, hear and feel, interpretations or assumptions are omitted or arise from the description. Formulate in the present tense, even if the events happened earlier. To emphasize the time, use it: "Yesterday, I'm going ..."

Speak effectively: keep it short

Imagine they are a camera and can only play back what they see and hear. And only what is important. Just as the gentlemen are dressed does nothing to the point. When it comes to your feelings, it is even better to show them than to describe them.

Keep the sentences very short, shorter than usual. Set a lot of speech pauses so your audience has time to put your words together into a head cinema. If someone speaks in the story, preferably use the literal speech, perhaps even with a slightly different voice, body, and gesture.

The optimal speech: The entrance is important!

With picture language you create head cinema and thus stimulate the imagination of your listeners. So I have in the first version, the indication of which movie is, put