



SUSPENSE!

PRESENT LIKE IN HOLLYWOOD

Learn effect & power of rhetoric, convince with appearance for success inspiring speeches & talks, communicate moderate speak & perform to win

Best of HR - Berufebilder.de®

Suspense! Present like in Hollywood

Learn effect & power of rhetoric, convince with appearance for success inspiring speeches & talks, communicate moderate speak & perform to win

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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/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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Your Benefit in concrete Terms: Content, Organization and Structure of the Book

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 Alfred Hitchcock already knew that if you want to convince people, you have to get their attention and generate tension. Those who are bored, on the other hand, only cause disinterest. And only those who are noticed can inspire at all. Many celebrities and politicians are already showing off and are targeting their impact and charismatic demeanor. Everyone has something to say and some targeted rhetorical tips and tricks, the exciting structure of your own presentation and the targeted use of gestures and facial expressions help to convey your own message convincingly. This book helps to speak in front of an audience, to structure lectures, to perform and to build impact, and to improve charisma and charisma decisively for a self-confident public appearance.

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Information as desired with Membership Discounts, eCourses, Workbooks, and custom, individual eBooks

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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Present like Hitchcock: Creating Curiosity with Tension Technique

// By Michael Moesslang

A vast desert of harvested fields. Cary Grant gets out of a bus. He is supposed to meet here a mysterious agent from whom the audience knows long ago that they do not exist. Now he is standing there, at a lonely crossroads.

Exciting as a Hitchcock movie

A presentation could be as exciting as a Hitchcock movie. A dramaturgy that builds a tension curve from the beginning, suspense as that in the technical language is called. Slides, and a language that supports this tension as well as the dialogues, pictures and music in Hitchcock's masterpieces.

And the listeners are already tied up, like the visitors of the cinemas or today the viewers late at night, when old Hitchcock films are repeated.

Anyone can present like Hitchcock!

To use Hitchcock's techniques in presentations, you do not need to be a director or an actor. Anyone can present such as Hitchcock, if he knows the Suspense, Tension or the PlotPoint method.

In fact, one of the causes of boredom is a monotonous presentation. Monotone speech with little facial expressions, gestures and eye contact is unfortunately not exactly rare. The more vivid a presenter speaks, the easier it is for the audience to follow.

It depends on the successful entry

Excellent means for a good, exciting presentation, however, are: to create the right head cinema with picture language and effective rhetoric.

Successful entry is also very important for a good, engaging speech. Clarify details later, start with the most vivid scene possible. Alfred Hitchcock, for example, makes us wait a whole seven minutes in his film "The Invisible Third".

Tension as a means of enthusiasm

Seven minutes, in which he only shows us the vastness and desolation of the landscape. Without music. Only the sounds of passing cars and a spray plane in the distance can be heard.

Tension is relatively easy to use. Also, the version of the TV series, namely the change in another scene, you can use targeted. Steve Jobs, CEO of Apple, likes to do this. He announces a new product, but reveals no more than the name.

Use suspense for the lecture

You can also use this slowly increasing tension in the film for presentation. With exciting presentations you draw the attention of your audience and encourage you to think ahead and think ahead.

Why is Hitchcock tensing us so long? Because this creates tension. Tension is a form of tension that works with delay. You know that from almost all movies. The easiest way to work with it. There, a scene is played until just before a decision.

Delays as a means of rhetoric

Then cut and switch to another scene, so we still have to wait. This method, however, has the disadvantage that we are in the new scene shortly afterwards and the previous one have long forgotten when the change happens again.

Hitchcock's delay takes place in the same scene instead. This is the unusual, especially in this case because it takes so long. You can also easily use Tension in your presentation. Thus, a slightly longer speech pause can already generate this voltage.

Use pauses specifically when talking

For example, if you stretch the colon in the following sentence by taking as long a break as possible. "In around 150 years of cinema history, a name is always the first to be mentioned when it comes to suspense: Alfred Hitchcock!" The longer you "endure" the break, the greater the tension.

Instead of a speech pause, you can also provide an action for this tension moment. Before you go out with your news, go to the flipchart and write or write what you have just announced. The audience has to wait for your news. The slower you draw or write, the higher the voltage level.

Let the audience wait

It is only when the solution becomes apparent that you turn to the audience and pronounce the solution. If the solution is the number 635.000, write it slowly from the beginning, starting with the zeros. Just before you write to the 6, pronounce the number. Try it, it's fun to keep the audience waiting.

Instead of showing it to the curious fans and journalists, he first tells how successful the story of the predecessor product was. Or how uninteresting the ideas