



We turn interesting people into
impactful speakers.

SPEAKUP
SILNÝ REČNÍK

Public Speaking
Training
by
Katarína
Kovalčíková

ATTENTION.

From a young age, we all crave attention and try to find ways how to get it. Sometimes we had been shamed, criticized, or ignored because of that. As if the need for attention itself was some kind of a character flaw that needed to be removed. („Do not mind him, he just wants attention," they used to say.)

Maybe we have learned to pretend that we do not need attention. That we're better than that.

But...

Have you ever experienced speaking and seeing that no one paid attention?

It might have left you feeling uninteresting, unimportant, insignificant... Some people feel shame about that, some feel anxiety and some feel anger when that happens.

But we all have one thing in common.

We all naturally want people to listen to us when we talk. We **NEED** attention.

I have bad news and I have good news.

*The bad news is
that YOU ARE*

**NOT ENTITLED TO
OTHER PEOPLE'S
ATTENTION.**

We cannot demand attention from
others just because we are talking.

Sometimes, people pay attention to
us for various reasons:

- Fear of authority: When we are in a position of power, people sometimes listen to us because they are afraid not to.
- Politeness: Some people have such good manners that they keep listening even though they would most rather have a nap.
- Sympathy: Sometimes we look so pitifully during the presentation that people try to encourage us by listening so that we do not end up completely traumatized by the experience.

None of those is probably the type of attention you want.

I bet that you would like people to listen because they want to. Because they are honestly interested in what you are saying. Because they enjoy listening to you and they find it the best thing they can do with their attention at the present moment.

And here comes the good news.

**WE CAN EARN
OTHER
PEOPLE'S
ATTENTION.**

But we need to understand that
attention is a very limited
resource. More valuable than time
or money.

BUSINESS WITH ATTENTION.

Imagine that attention is like money.

We have a limited amount of it. When we spend it somewhere, we might have a lack of it elsewhere. So we carefully think about where we use it.

In English, the term „pay attention“ is quite literal. We pay with our attention. Imagine that people pay with their attention for what you are saying.

If they do not find it interesting and valuable enough or if it is too hard for them to listen to you, they will stop paying attention to you and redirect their attention to other topics (emails, Facebook, dinner plans...)

HERE IS A QUITE LONG BUT INCOMPLETE LIST OF THE MOST COMMON REASONS WHY PEOPLE ARE NOT WILLING TO PAY ATTENTION TO YOU:

- You don't enjoy it. You speak just to come just to get it over with.
- Your sentences are too loooong and complicated.
- You use abstract language without any mental images.
- Illogical flow. Weak structure. Chaotic speaking. Lots of blind alleys.
- You are in your „presentation mode“ instead of your authentic self. Forced effort to sound smart and look professional.
- Quiet and uneventful voice.
- Bad diction. You mumble.
- Bad eye contact.
- PowerPoint crammed with bullet points.
- Unclear message.
- Distracting body language.
- No silence. You won't shut up and make pauses after your sentences

And maaany other specific reasons we'll be happy to point out to you so you can change that. Because we know you can. And you will.

THE QUESTION THEN IS:

How to prepare a presentation so that the people would willingly and happily pay attention to me?

THE ANSWER:

We must know and respect the

LAWS OF ATTENTION.

They are equally relevant and effective as the laws of gravity. Even if we do not like them, they work.

A person who knows them and follows them speaks in a way that others want to listen to.

Some people know them intuitively without any learning. We suspect they simply got a gift from God. Don't worry, we don't like them either. 😊

The good news is, that anybody can understand the laws of attention. And if they start to respect them and put them into practice, everything is going to change.

And that is what SpeakUP is about.

PRESENTATION SKILLS AS AN UNFAIR MARKET ADVANTAGE

The ability to make interesting presentations makes everything better: it improves brand perception, makes internal communication more effective, and increases sales.

MANAGEMENT OFTEN ASKS CRUCIAL QUESTIONS:

How do I improve the flow of communication in a company to achieve the desired results faster?

How do I better communicate the value to our current and potential clients to increase sales?

How do I improve the leadership skills of our managers to be able to maintain engagement in their teams?

70%

of employees agree that presentation skills are the basis of their success at work.

63%

of people in decision-making positions say that their decision to purchase depends on the persuasiveness of the sales presentation. (The rest of them are not really aware enough, haha.)

#1

is the position of the fear of public speaking among all fears. Even fear of death comes after that.

Every interaction with your team, partners, and clients is a presentation – from the one behind the conference table to the one happening on the phone.

The consequences of weak presentation skills:



1. Loss of sales



2. Ineffective cooperation



3. Reputation damage

Weak presentation skills are expensive.

Great presentation skills are an unfair advantage in a competitive business.

PUBLIC SPEAKING TRAINING

SPEAKUP
SILNÝ REČNÍK

We turn interesting people into powerful speakers.

WWW.SILNYRECNIK.SK

The aim of the
SpeakUP
training is

**THAT EVERYONE
LEAVES AS A
MORE POWERFUL
SPEAKER.**

(No matter how
advanced their
public speaking
abilities were
before the training.)

RECOMMENDED BY:

ADAstra



HILTI



WebSupport

Lyreco

KPMG

T-Mobile Systems



UniCredit

Forbes



ANASOFT

pwc

SIEMENS



nexi

DÖVERA

ERSTE

SpeakUP = 20% KNOW-HOW
80% EXPERIENCE

EXPERIENTIAL LEARNING

=

ACCELERATED LEARNING

=

LONG-TERM SUSTAINABLE
LEARNING

Finally, your people will not perceive taking a training as an unpleasant necessity. They will see SpeakUP as a reward and will thank you for it. (And you can thank us later, too.)

„I love SpeakUP. It is an amazing and motivating experience on how to become a speaker. The whole process was challenging, full of emotions, and above all professional. The trainers helped me to remove problems such as voice trembling, fear of the audience, they helped me to express my opinion clearly and persuasively. I recommend it to everyone. And do you know what I gained? Self-confidence."

Silvia Koudelová (38), sales
project manager

„SpeakUP is from
another planet.
Simply world-class."

Peter Žipaj (35),
CEO Sodexo

TESTIMONIALS

„You convinced me that
there is no person
whom you would not
teach to speak in public
and give their 100
percent."

Bohuš Mišovic (34),
programmer

„No bulls•t, no empty words, just pure practice. It is incredible to what level I and other people got. No matter what level you currently are at, the training will move you a few steps forward. SpeakUP is about amazing people, who do things differently. The team of trainers around Katka is incredible and they give their all to us. My presentations and speeches will be looking waaay differently and I am looking forward to that."

Matej Lisý (28), Managing
Director

„The most interesting
training I have ever been
to. Very inspiring, full of
emotions and practice.
They helped me not to be
afraid and to enjoy my
presentation instead."

Lucia Gálková (33),
bank manager

OUR TRAINING DOES WORK.



Traditional learning:

In standard education training, participants first learn theory. They listen to the explanations on how to use the theory in different situations, then they try it in demonstrative exercises and they discuss how to use this theory in practice.

This type of training has very limited effectiveness.

There is a huge difference between theoretical knowledge and the real use of skills.

That demotivates people and they lose attention. In the end, they end up just passively sitting in the training.



Learning by experience



Learning by experience

We throw you into deep water and jump there right after you.

Students are immediately exposed to the experience. Neural pathways that promote learning are activated right away after a person is face-to-face with failure, fear or curiosity in a safe and encouraging environment.

The experiences they acquire this way get wired into the brain much more deeply and stay there more permanently.

Simply, if it clicks once, you will know it forever.

About Katarina

She knows what she's doing and loves her job.

Lots of public speaking coaches have never stood on a stage.
Not Katka.

Katarina is a successful speaker with international experience. She regularly performs at conferences at home or abroad and she is usually titled as „**The Best Speaker of the Conference**” by the votes of the participants.

In the year 2011, she took part in the International Public Speaking Contest Toastmasters International and **won the title of the European Champion in Public Speaking. She even won with a humorous speech so you are in for a lot of fun and laughter.**

She personally trains all her trainers and it is an intense process before they get the title – Certified SpeakUP Trainer. She takes her job personally and she deeply cares (sometimes even obsessively 😊) about the high quality of the training.

Her approach to trainings is extraordinary, disarmingly human and fresh. She is inexcusably herself, and encourages her colleagues and clients to do so as well. That is probably the reason why her trainings are so popular that people often treat themselves to them even if it is instead of a summer holiday.

She was awarded the title Trainer of the Year (Learning & Development Awards) for her trainings.



**Katarína
Kovalčíková**

OUR TEAM



Katarína Kovalčíková

The author of the SpeakUP training, 2015
European champion of International Public Speaking Contest Toastmasters, 2011
A regular speaker at international conferences
Consults the presentations for CEOs, board members and business owners
Member of psychotherapeutic training PCA (Carl Rogers)

„I am ready to dive deep with you. Are you?”



Táňa Cárová

Works as a trainer and lecturer for more than 20 years
She first fell for experiential and informal learning of young people, which she later brought into the teaching of adults as a communication skills trainer.
She has trained in Slovakia and abroad, in companies, the public sector and non-profit organizations.

„I used to think it was important to understand the world. Today I want to understand especially myself and the people around me.”



Eva Pavolková

Psychologist
7 years of active training in the field of personal growth (workshops, training, coaching program)
Member of psychotherapeutic training PCA (Carl Rogers)
Moderator, facilitator and speaker on workshops dealing with personal growth

„I believe that thanks to support everyone can grow.”

OUR TEAM

Veronika Danevová

She has been Katka's right hand for 10 years.

In the year 2016, when she was the President of the rhetorical Club Slovak Toastmasters, the club became the most successful in the world.

„I love when the miracle happens in trainings and people leave with exactly what they came for.”

Tono Kovalčík

Certified trainer of Power Training 2011

Firewalking Master – firewalking guide

President of the Club Slovak Toastmasters 2012

Member of long-term psychotherapeutic training PCA (Carl Rogers)

Executive Director of StepChange Company

„I believe that to understand yourself is the key to freedom.”

Veronika Kultánová

As a trainer, she has trained thousands of people in the last 7 years.

She looooves experiential learning methods. She is also trained as an actress so trainings with her are extra fun.

She also used to compete in public speaking and here's her achievement:
3rd place in European Public Speaking Contest, 2012, Germany

„I guarantee an intense experience. I am convinced that this is the best way to learn.”

EXPERIENCE IN PSYCHOLOGY

„Oooh, SpeakUP just pretends to be a Public Speaking Training“,

our clients laugh and they are right.



We are convinced that a person is only as powerful a speaker as he is a human being.

That is the reason why we need to look deeper into ourselves, our values and motives, and find out what we honestly think and what we truly stand for. We touch your blind spots and explore your vulnerability. You have to find the courage to face possible criticism and disagreement.

Your self-esteem rises with each such presentation.

Our trainers have experiences with human psychology – some have education in the field of psychology or they are part of psychotherapeutic training, and others have experiences with the approach of Carl Gustav Jung, coaching, or encounter groups of Carl Rogers.

We can create an atmosphere, in which you will feel safe and will want to grow.

INTENSE PROCESS

SpeakUP takes place in a small group – max. 10 people. The training is conducted by two SpeakUP trainers. During the training, we further divide this small group into halves so that we can work with people as personally as possible and be individually involved in their speech just as they need to.

We feel co-responsible for the progress you experience with us. We are ready to give all of our souls in the training.

REAL FEEDBACK

Group feedback

Most of our clients have never got proper feedback.

„It was fine,“ –is what you usually receive as an answer if you ask for feedback.

Although you see that you have not engaged people, you do not know what you are doing wrong and how to change that.

In our training you will find out.

The whole group (including the trainers) will openly and honestly state when and why they lost attention. This way, they not only help you but also learn what does work in a presentation and what does not.

One-on-one feedback

During the training, there will be multiple blocks focused on giving one-to-one feedback. The trainers have time for each participant to work with them and consult their speech.



TRAINING CONTENT

TOPIC CONTRIBUTION:

- Great presentation skills as an unfair competitive business advantage
- Confident and authentic self-presentation is a necessary skill for every leader and everyone who works with customers

YOU WILL LEARN:

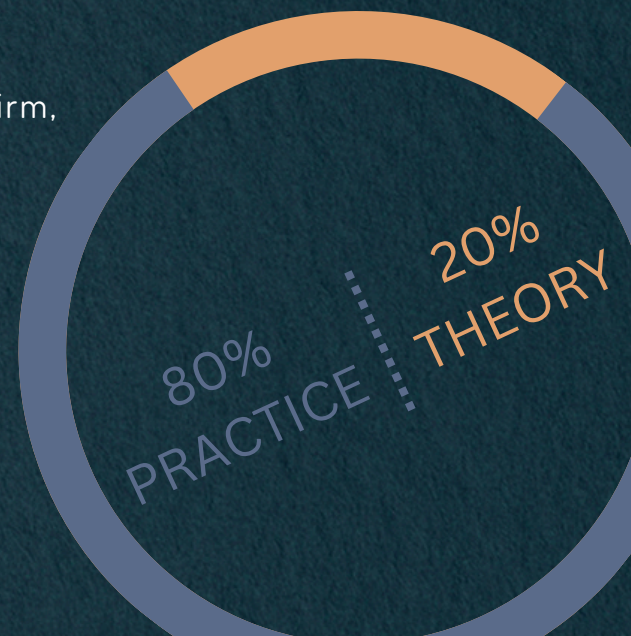
- To get attention and to keep it until the end
- To create a feeling of connection with the audience and earn their trust
- To inspire with your story
- To persuade and motivate to change
- To create an original sales presentation
- To use PowerPoint to your advantage (otherwise it will destroy you)
- To improvise (yes, it is possible to learn that)
- To explain complex topics clearly and effectively
- To initiate interaction and answer questions from the audience
- To deal with objections and attacks from the audience

BODY LANGUAGE

- How to stand and naturally move on the stage (without distracting the audience).
- What to do with your hands? You will finally find out.
- Keep eye-contact to not only engage people but to create connection with them.
- Voice training – so that your voice sounds firm, strong, and clear.

STAGE FRIGHT

- We do not want you to get rid of it.
You will use it to your advantage!



PRICE

2280 € without VAT per day in Slovak language

**2780 € without VAT
if the training is in
English**

Includes all training aids and work of two SpeakUP trainers.

The price is for the group of max. 10 people (ideally 6-8). For each additional person, there is an additional fee of 150 euros without VAT per day.

There may be extra costs for travel and accomodation outside of Bratislava or for specific training design if it needs to be highly tailor-made.

POSSIBLE DATES

Upon agreement.

The recommended length of the training is 3 days. It depends on how many people are in the group and how high our goals are.

VENUE

We can book one for you – on
Hurbanovo
námestie 5 in
Bratislava
230 eur /day

REFRESHMENTS

COFFEE BREAKS:

**14 EUROS/PERSON PER
DAY**

Fresh and incredibly tasty homemade pies, cakes, strudels, fruit, and sandwiches. Soft drinks, tea and unlimited quality coffee.

CANCELLATION POLICY:

50% of the price less than 2 weeks in advance

30% of the price less than 4 weeks in advance

SPEAKUP

SILNÝ REČNÍK

BECOME A POWERFUL SPEAKER

FOR THE MOST DEMANDING CLIENTS.

It doesn't matter if you stutter from stage fright or if you earn a living by speaking.

It doesn't matter if this is your first course or if you have had dozens of them before.

It does not matter whether you are a student or a top manager.

You will all come into your own here.

Because SpeakUP is much more than just a public speaking training.

And that you have to experience to understand...



Book your SpeakUP training now.

I feel excited about us working together.

Do you as well? :)

Katarína Kovalčíková

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