

Pitching The American Way

Strategies To Present And Persuade In English

A talk by Guillaume Wiatr, Principal & Founder of MetaHelm

Introduction

As virtual presentations become the norm, you can now touch more culturally diverse audiences. It's an opportunity that also creates more stress if you're not a native English speaker or are not familiar with people's cultural norms in front of you. As a result, you will feel more anxiety. This talk reveals the secrets to make it easier. If you're a global business professional, you will regain confidence by learning how to deliver a compelling pitch from an international expert who's been in your shoes for over two decades.

Description

During this talk, Guillaume reveals the secrets of becoming a more convincing global business professional. What principles should you follow? What strategies will allow you to win? Presenting to inspire people to take action in a multicultural setting is a learnable skill. Whether you need to present a company, a product, a concept, or yourself, we will discuss the basics of pitching and the specifics of doing it with an international audience.

What attendees will learn

- The most significant shift in the way we influence people.
- The science behind pitching to humans.
- Six golden rules to pitch anything.
- How to use your intercultural differences as an edge.
- The words that will make you heard.

Themes

Communication, Influence, Sales, Global Leadership, International Relationships.

Audience

Global Business Professionals, Business Owners, Sales Executives, C-suite executives, Product Managers, Entrepreneurs, Startup Founders, International Organizations Members.

Format

In-person or virtual.

Speaking engagement of 15 to 60 minutes, available in English or French.