



**PRACTICAL EDUCATION FOR  
EXECUTIVES S.C.**

## **INSTRUCTOR FORMING**



*Our only responsibility is to fight ignorance*

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## What does the course consist of?

Instructor forming must include deep change tools within the organization's personnel.

Focusing on the organization's success, which is centered in its ability to transmit and develop the learning process, leads us to find different techniques which impact the mind with the least effort.

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## Course Objective

The course is directed to produce dynamic presentation techniques in the participants and to create an environment where there may be a relevant, lasting and practical information exchange in order to achieve a better performance and productivity in the participants.

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## Who is it directed to?

- ◆ Businessmen
- ◆ Boards of Directors
- ◆ Managers
- ◆ Supervisors
- ◆ Employees

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## Results

- ✓ At the end of the course-workshop, the participant will be able to: Make presentations with new and dynamic techniques such as Neurolinguistic programming, mind mapping, brain gymnastics exercises and others. These assure the successful exchange of the participants' intellectual capital.

## Program

1. The advisor's context within the organization
2. Resources for an effective presentation
3. Presentation techniques
4. Photo interpretation as an activator of the intrinsic knowledge.
5. Use and application of previous knowledge in the new context.
6. Information exchange: How does it happen?
7. Knowledge creation and sharing
8. Note taking and Mind Maps
9. The learning process.
10. NLP in the presentation
11. Rapport or setting an environment of cooperation and interest
12. Communication channels and internal signs in a course
13. Precision language
14. Learning games and brain gymnastics
15. Video taping or micro-learning
16. The power of closing and use of activator words.

## Duration

- 16 hours, that can be imparted in 2 or 4 consecutive sessions.

Sincerely,

**Lic. María Teresa Zavala Alarcón**  
General Director

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