

Talking – in a way that makes people listen

Many people get shaky at the mere thought of holding a speech in front of a group. To arouse the interest – and keep it – are necessary conditions for a good speech, and something that is possible to learn.

“IT IS VERY MUCH about confidence, to dare, be trustworthy and worth listening to,” Gösta Palmqvist, instructor at the Swedish educational company Inlär i Väst AB says about the speech training offered by the company. “It doesn’t matter however creative a person might be, if he or she doesn’t have the courage to present their ideas. In my courses the focus is on the practical exercises where the members practice to hold speeches in front of the group.”



Gösta Palmqvist, instructor.

The one day course, or two half days, appeals both to the unaccustomed speaker and the more experienced, used to hold speeches in their work.

“Among the 9,000 people that have attended my courses, you can find everyone, from the person who hardly goes outside the house to the performer,” Gösta Palmqvist says.

The objective of the course is to hold a good speech by learning and exercising simple, concrete methods. The training focus is on manuscript and memory technique, starting and ending a speech. Among other things, tech-

niques for how to establish contact with the audience and how to engage them, are studied and tested by the members of the course group, which usually consists of five to fifteen persons. The company, Inlär i Väst, also arranges courses in meeting techniques, problem solving and troubleshooting (how to deal with conflicts).

Gösta Palmqvist has also taught courses in Barcelona for the last couple of years. The target group has then been the employees in Swedish companies.

“It has been very popular, among other things, because many of the employees that I have met do not think that there is much commitments made for them in the form of personal development, for example,” says Gösta Palmqvist.

Voices from course members:

Jan Bryngelmark, a departmental manager at the public transport company Göteborgs Spårvägar, is one who has attended the course.

“The memory technique I learned at that time has been very useful to me in my work. I had no good structure for my speeches before. When I now use the technique which is built up by strong internal pictures as support for the memory, it works much better. How to start and how to finish a speech is also something I have learned, which is useful when I am informing a staff group, with sometimes as many as 180 members.”

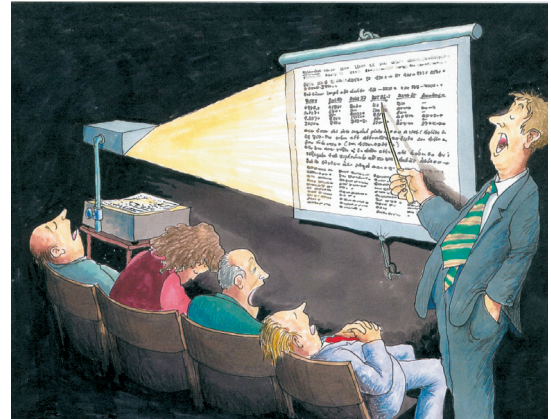
Håkan Thorell from the IT company WM-data, has attended the course several times. At his work the executive body as well as other staff groups have also attended the courses run by Inlär i Väst.

“Our management consul-

tants and project leaders have ranked the course as the best this year. Since they attend courses as a group, at least once a month, this is a very good mark. The course focuses and accentuates

on your abilities and strengthens the participants. The exercises help you to polish those things you have to practise more. Seeing that you can

always get better, you can derive benefits from the course even if you attend it more than once. It is always good to take advantage of opportunities to practise.” ■



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