

RIACT is a short course covering the basics of influencing our Customers through storytelling, messaging, argumentation, body language, voice and rhetoric. Focusing on specific subjects, the participants learn from and receive feedback from the trainer and also the group on content as well as on style.

Objectives: to acquire basics of influencing through a customer centric approach during on-line and off-line verbal interactions.

Short Footprint: Unique approach of two individual 45-minute coaching sessions and one 8h full day group course using structured video self-analysis with coaching and peer debriefs.

COURSE OBJECTIVES

RIACT

Rhetoric and Influencing for Airbus Commercial Teams

COURSE FOOTPRINT

PHASE 1	PHASE 2	PHASE 3
 <p>45 minutes</p> <p>10-min WEB-presentation 35-min individual debrief session</p>	 <p>1 day</p> <p>group APT workshop face-to-face course</p>	 <p>45 minutes</p> <p>individual debrief and autonomous Action Plan Tool</p>

COURSE DESCRIPTION AND CONTENT

0 PREPARE a short professional subject to present via Gmeet.
Maximum 10 minutes and 5 slides max.

1 INDIVIDUAL filmed web-presentation in virtual and physical face-to-face session: **45 minutes**

2 GROUP training workshop full day: Audience Point-of-View analysis, messaging, structuring by storytelling, slides, voice, and body language: **1 day**

3 INDIVIDUAL debrief session of filmed exercises and autonomous Action Plan Tool: **45 minutes**

PREREQUISITES

Mastery of English.
Prepared professional subject (must have a commercial value)
5 slides max. With the goal to persuade, not just inform.

Target Population

Commercial and international teams with a focus on direct customer facing teams.

10 participants max

