

# Communication with Impact

## Applying TEDx Methodology



**ARTURO  
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LIDERAZGO CONSCIENTE

# Why TEDx Methodology ?

- THE IDEA IS KING; EVEN BEYOND COMMUNICATIONS SKILLS
- LESS IS MORE; IT IS ESSENTIAL TO S FOCUS ON THE RELEVANT INFORMATION
- THE SPEAKER IS THE CENTER OF ATTENTION, NOT THE POWERPOINT OR OTHER VISUALS
- EMOTION AND LOGIC (DATA, RIGOR) MUST BE BALANCED
- YOU ARE NOT THE HERO; THE AUDIENCE IS. YOUR PRESENTATION IS A GIFT TO THEM.
- YOU NEED TO BE AUTHENTIC; HOWEVER, AUTHENTICITY DOESN'T COME NATURALLY.

# **TED** Ideas worth spreading



**IMPROVE YOUR  
COMMUNICATION  
SKILLS**



**HOW TO WORK  
ON YOUR IDEAS  
AND STRUCTURE  
YOUR MESSAGE**



**MAKE AN  
IMPACT:  
HOW CAN YOU  
CONNECT WITH  
YOUR AUDIENCE**



1

# IMPROVE YOUR COMMUNICATION SKILLS

Skills, skills, skills and, skills...It's all about skills that we can learn

A hand is shown holding a green, torn-edge sign that says "PUBLIC SPEAKING" in bold, black, uppercase letters. The background is a blurred image of a person's face and hand.

**75%**

**75% of the population is  
afraid of public speaking.  
This is called  
Glossophobia.**

**PUBLIC  
SPEAKING**

# IMPROVE YOUR COMMUNICATION SKILLS



**Confidence**



**Voice:  
Energy and  
Modulation**



**Eye Contact**



**Body  
Language**



**Energy and  
Passion**

# IN THESE SESSIONS WE WILL WORK ON:

What's your story? ICE Break

The Power of storytelling for building authentic leadership

Talks like a TEDx Speaker and apply your seven essential communications skills:

- Confidence
- Eye contact
- Voz: volume and modulation
- How to use powerful pauses and avoid filler words
- How to avoid nervous tics or fidgeting
- Body language: how to use your hands, arms and move intention
- Energy and Passion: how can you connect with your audience



**2**

# **HOW TO WORK ON YOUR IDEAS AND STRUCTURE YOUR MESSAGE**

**Logic and Emotions must be balanced. It is not enough to communicate with passion and confidence; you need to organize your ideas and structure your message.**



A photograph of Guy Kawasaki, a man with grey hair, wearing a dark blue suit jacket over a light-colored shirt. He is standing on a stage, gesturing with his right hand towards the text on the left. The background is dark with a green light source on the right and a bright circular light on the left.

# 95%

"95% OF PRESENTATIONS  
IS SUCK"  
**GUY KAWASAKI**

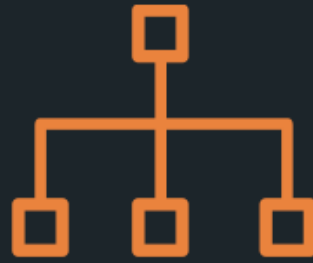
# HOW TO WORK ON YOUR IDEAS AND STRUCTURE YOUR MESSAGE



**How to  
connect  
through  
stories**



**How to open  
and close  
your  
presentation**



**The  
throughline  
and three  
main points**



**Design your  
Powerpoint  
and use data  
with impact**



**How to use  
metaphors,  
analogies and  
parables**

# IN THESE SESSIONS WE WILL WORK ON:

The power of Storytelling. How can we use stories in our presentation? Different types of stories for corporate audiences.

Powerful Opening, STAR Moments and Powerful Closing (Call to Action)

The balance between emotions and logic. How can we design our message using emotions but keeping the rigor and data?

What is the throughline or Main Idea? How can you link the throughline with three sub-ideas?

Basic rules of Powerpoint design when presenting in public



**3**

# **MAKE AN IMPACT: HOW CAN YOU CONNECT WITH YOUR AUDIENCE**

The brain is sincere by nature and expresses what we feel through the tone of voice and non-verbal language. The emotion is shown on the face without our control over it; therefore, we cannot deceive.

**"IF COMPANIES HAD AS LITTLE  
RESPECT FOR BUSINESS AS THEY  
HAVE FOR PRESENTATIONS, THE  
MAJORITY WOULD GO BANKRUPT"**

---

**JOHN MEDINA**



# **SPEAK WITH PASSION AND CONNECT WITH YOUR AUDIENCE**



**How to deal  
with your  
nerves**



**Convert your  
negative  
stress into  
positive**



**Connect with  
your audience  
with humor**



**How to  
present your  
vulnerable  
side to be  
more credible**



**Communicate  
with passion**

# IN THESE SESSIONS WE WILL WORK ON:

How to translate negative stress into positive.

How to show more presence on stage

Nervous and stress visualization (Mindfulness)-

Positive visualization on stage (Mindfulness).

How to use humor

How to present with authentic charisma

# Total price per group



**2.550€ + IVA**

Max 12 pax

17 hours (150€ price hour)

Travel expenses not included

Payment:

- 50% in advance
- 50% end of the project



# THIS PROGRAM CAN BE DELIVERED ON ZOOM VIDEO

**How to improve your  
video presentations**

Weekly sessions



# Coach BIO: Arturo Cuenllas

**Speaker, Leadership and Communication Coach, Book Author "A Higher Purpose: Three Rules of Conscious Leadership"**

An experienced executive with broad expertise in Communication Skills, Leadership, and Organizational Behavior. Arturo Cuenllas has led many teams in the hospitality sector in different companies and countries (Mexico, Dominican Republic, The Philippines, France, etc.) +20years.

Professor of Leadership and Communication in different Business Schools and Universities: IE Business School, IE University, EAE Business School, ESDEN Business School, City University of Seattle, BHMS Switzerland, ESCP Europe Business School.

He has graduated from Hotel Management at Glion Institute of Higher Education, Executive Master in Tourism Management at IE Business School (graduated with honors), and PDD (High Advanced Management Program) at IESE Business School.

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