

# The Seven Minute Star

Inspiring Communication for Leaders and Teams

by Florian Mueck

## 15 Steps to Becoming an Inspiring Communicator

“Entertaining, energizing, educational –  
an inspiring experience.”

Michael Kalkowski, Co-Founder of GameDuell

**Toastmasters Special**  
Madrid, May 6 2011

# W E L C O M E

Dear Friend of Inspiring Communication!

Welcome to much more than just another presentation skills course or public speaking seminar.

## **15 Steps to Becoming an Inspiring Communicator**

is entertaining, energizing and educational. The content is 100% experience-driven, practical and to the point. In a highly entertaining and interactive way you will learn the basics of how to communicate with impact and how to be memorable.

Have you heard of the fall of the Alpha Dog? Or why you should never say 'Thank you' at the end of your speech? Or why you are not a clown on stage?

Isn't it time to find out the answers? Come and join our Toastmasters Special in Madrid on May 6 2011!

Your sincerely,

Florian Mueck      Sebastián Lora

"Inspiring Communication for Leaders and Teams"

# SEMINAR FACTS

**Trainer**

[Florian Mueck](#)

**Date**

May 6 2011

**Time**

16-20h

**Venue**

Instituto de Empresa  
Room D201  
C/María de Molina 7, Madrid

**Value**

50€ Toastmasters  
55€ General public

**Info & Subscription**

Sebastián Lora  
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"Truly inspirational and a great balance between theory and practice. Highly recommendable!"

Carsten Frien, CEO Madvertise



# THE SEMINAR

*Focusing on learning by doing, stepping out of the comfort zone and practical tips, tricks and tools for a **more impactful and memorable way to communicate.***

Set The Stage	Characteristics of great speakers and emotional check	16:00-16:15
The Seven Minute Star Speech	Interactive presentation by FM: confidence, transparency, first sentence, eye contact, voice, body language, visual aids, structure, rhetoric, anecdotes, quotes, humor, enthusiasm, passion, smile	16:15-17:15
<a href="#"><u>The Speech Structure Building Method</u></a>	Interactive exercise: How to build any speech/presentation in just 10 minutes	17:15-17:45
<i>Break</i>		<i>17:45-18:00</i>
You Speak	Learning by doing & Stepping out of the comfort zone: Preparation, speeches, evaluations (approx. 10 random speeches)	18:00-19:50
Wrap-up	Q&A	19:50-20:00

“Change is the essence of life. Be willing to surrender what you are for what you could become.”

Mahatma Gandhi

# FLORIAN MUECK

style

practical

fresh

creative

Florian Mueck from Germany is co-founder and president of thefestival.eu — an initiative to create a European team spirit. Before coming up with the idea to create this movement, this entrepreneur, based in Barcelona, Spain, and Berlin, Germany, worked as a consultant and business development manager for almost a decade for KPMG, the global advisory firm.

Since Florian joined a chapter of Toastmasters International in Barcelona in 2005, public speaking, already his passion, has become his profession.

The Associate Professor of EADA Business School Barcelona and author of “The Seven Minute Star – become a great speaker in 15 simple steps” offer inspiring communication seminars, presentation coaching and keynote speeches.

For more information on Florian Mueck: [www.linkedin.com](http://www.linkedin.com), [www.thefestival.eu](http://www.thefestival.eu), [www.thesevenminutestar.com](http://www.thesevenminutestar.com), and [his blog](#).



# THE BOOK

*Experience-driven, practical, to the point - The Seven Minute Star is your entertaining guide to becoming a great speaker! Whatever your profession, these 15 steps will propel you up the stairs where you'll find your seven minutes of glory - on stage:*

You will release your hand brake.

You will be as translucent as ice-cold water.

You will surprise your audience.

You will look deeply into their eyes.

You will set your voice free.

You will make your body talk.

You will explore the power of 3D.

You will learn how to create any speech in just ten minutes.

You will arm yourself with rhetorical weapons.

You will tell your own stories.

You will borrow credibility without being a thief.

You will make your audience laugh.

You will be more enthusiastic than Michael Jordan.

You will engage your audience and express yourself with passion.

And, most importantly, you will rediscover your smile!



**[The Seven Minute Star on Amazon...](#)**

# TESTIMONIALS



**Gerrit Mauch, Head of HR Development at Accor Germany (until 01/2011)**

"At Accor we highly appreciate the professional development and training of our people. In this sense the Académie Accor Germany only cooperates with partners who can convince us of their high quality and pedagogical standards. Additionally, the specific learning habits of our employees as part of the service industry require an attractive and innovative didactic approach. Florian Mueck guarantees this with his vivid personality and his profound expertise based on 'The Seven Minute Star' method."



**Laksman Omar Cham, Credit & Collections Germany at HP Barcelona**

"More than 100 people enjoyed Florian's educational training speech 'The Seven Minute Star'. It was definitely one of the highlights of our HP EMEA Finance Training Day. It is not like any other rhetorical training. It is highly interactive. You get entertainment at its best, and still it is a very informative session. In 15 simple steps Florian shows how to implement those rhetorical tools in many different occasions. I can only recommend Florian as a speaker and trainer [...] I was one of the first to buy his book. There you can review all the tools you need to become an entirely successful public speaker."



**Ralf Beunker, Member of the Banking Leadership Team, KPMG Europe LLP**

"With his motivating and engaging style Florian triggered a 'movement' among our team - now they are all committed to being better communicators. A convincing seminar concept."



# C O N T A C T

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