

# MASTERCLASS AdGENCY EXPERTS

AdGENCY Experts  
**AdGENCY**

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## SESSIONS 2020

18-19 February - French

6-7 April - English

2-3 June - French

7-8 July - English

29-30 September - French

19-20 November - English

**TRANSFORMATIONAL  
LEADERSHIP : INSPIRE  
YOUR AUDIENCES !**





*« This training is challenging  
and goes to the heart of  
what it means to be a  
leader.»*

*Catharina & Paul*

*Masterclass in French and English*

# SUMMARY

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# DESCRIPTION

## TRANSFORMATION IS GOING ON AT EVERY LEVEL OF OUR SOCIETY

Projects involving transformation/change are everywhere and they generate a lot of expectations, usually involve high stakes and almost always high levels of anxiety and stress. It is obvious that the presence of leadership, and the quality of that presence will affect the outcome. Are they capable of convincing? Will they get the necessary buy-in to follow through with the strategy? Will teams be fully engaged? Even if a lot of these questions might stay unanswered for some time, what is for sure is that the days of just passing messages along are definitively over. It is very clear that nowadays leaders have to do more.



# FEEDBACK

« I really felt an amazing transformation, that I was able to put to the test several times with key notes in front of more than 500 people. Not only did a lot of people notice the transformation, but I felt so much more at ease and confident thanks to the training that made me feel much more impactful.»

**Pierre-Louis de Guillebon, CEO Orange - International Carriers**



# DESCRIPTION

## TRANSFORMATIONAL LEADERSHIP COACHING – INSPIRE YOUR TEAMS

To empower others to fully engage in THEIR jobs, you have to know how to become fully present in yours. This masterclass will challenge you. It is the result of over 35 years of coaching leaders all over the world. It will teach you how to access your inner resources. The inner resources that are so precious to embodied leadership. After the two days of the masterclass you will have the tools you need to systematically activate the knowledge of your heart, the wisdom of your breath, and the brilliance of your imagination so that you can access systematically the science of inspiration. This masterclass is designed to take you to a whole new level in your ability to engage an audience or a team. Leadership sessions with High Impact specialist Paul Barrett and voice and breath specialist Catharina von Bargaen

## FEEDBACK

« Enriching masterclass. It makes me want to continue. Inspirational session! »

**Aminata Ndiaye VP Marketing, Digital and Customer Experience Orange  
Middle East and Africa**



# PLANNING

## MORNING

Transformation and Leadership : attitudes to change.

Confidence : the essential basis for inspiration.

Presence : 3 foundational communication paradigms

Personal dimension – essential for presence/charisma/inspiration

Getting fear and anxiety to work for you as opposed to against you : 2 essential steps to emotional intelligence

Establishing a strong relationship with your image through video feedback

## AFTERNOON

7 power behaviours to create leadership and stage presence

The 50/50 rule : communication as a shared responsibility

Vocal energy, physical awareness, breathing

Rediscovering a full, open and connected breath which uses all your respiratory system : Transformational Breath®

Principles of successful stress management and the 5 elements

Emotional Intelligence

1<sup>st</sup> Breathing session



# FEEDBACK

« Amazing Transformation! A before and an after. »

**Dominique Schelcher CEO Systems U**

# PLANNING

## MORNING

How ethical leadership positioning creates impact

Structure : the key to memorable communication

3D communication : content and style

Storytelling : the 6 stories all leaders have to master

THE preparation technique : creativity as core component of impact

Maximize flexibility and simplicity as principles of effective communication

## AFTERNOON

Presenting with full vocal energy that expresses YOUR power

Creating the habit of breathing deeply : oxygenation/presence

2<sup>nd</sup> breathing session

Creating impactful slides

Transforming reactive emotions into intentional emotional energy

Integrating communication principles to make leadership style a conscious choice

Impact as a tool / creating trust as a consequence

# FEEDBACK

« Powerful and enriching training! Alternating coaching and breathwork brings clear progress and quickly. Very Inspiring! »

**Anne Charlotte Fredenucci CEO Ametra**



# BIOGRAPHY

Expert in high impact communication, Paul is the author of « High Impact Presenting » and a key player in the world of corporate events. He hosts and facilitates international conferences, corporate conventions and award ceremonies and presents keynotes on: Presence and Leadership, Presence and How to Pitch & Transformational Breath®

Both a cinema and a theatre actor, Paul coaches leaders both on and off the stage, using his technical knowledge in communication to better serve his clients. Paul has shared the stage with many well-known political and business figures : Kofi Annan, Jean-Marc Ayrault, Craig Venter, and many business leaders like Jacques D'Estais, Pierre Pringuet, Marc de Garidel, Henri de Castries, Paul Hermelin, Béatrice Belorgey, Jean- Guillaume Despature, Franck Riboud.

Presentation Skills

Impact and Storytelling

Pitch & Presence

High Impact presenting

Presence & Transformational Breath



PAUL  
BARRETT



# BIOGRAPHY

Catharina von Bargaen is a certified senior trainer in Transformational Breath® and has developed Quantum Reconnexion, an approach based on presence, body awareness and breath. With a background in classical guitar, Catharina's performance skills now serve all leaders willing to step into their power.

Catharina hosts workshops in France, England and in Germany as a high level coach for leaders and artists. For business executives, she teaches « Power of the Voice », and in collaboration with Paul Barrett « Transformational Leadership », a program which combines vocal power, stage presence and High Impact Presenting.

Breath

Presence

Personal development

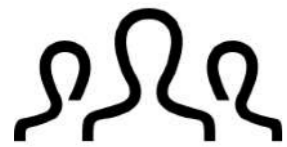
Stage performance



CATHARINA  
VON BARGEN



8 participants  
Maximum



2 experts

Paris



2 Days

**3 000 € H.T.**

Breakfasts and lunches included





## CONTACTS



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For any questions, feel free to contact us.



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**Kofi Annan and Paul Barrett**