



**Roxana Kia**

# **Impact Communicator Programme**

**A programme  
of three courses in  
authentic communication**

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# **Discover, develop, refine and deploy your in-the-spotlight communication for maximum impact – as a speaker, leader or motivator**

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## **Powerful communication is personal**

There are certain short-term tricks of the trade that usually work fairly well as practical helpers when you're "on stage" and otherwise in the spotlight.

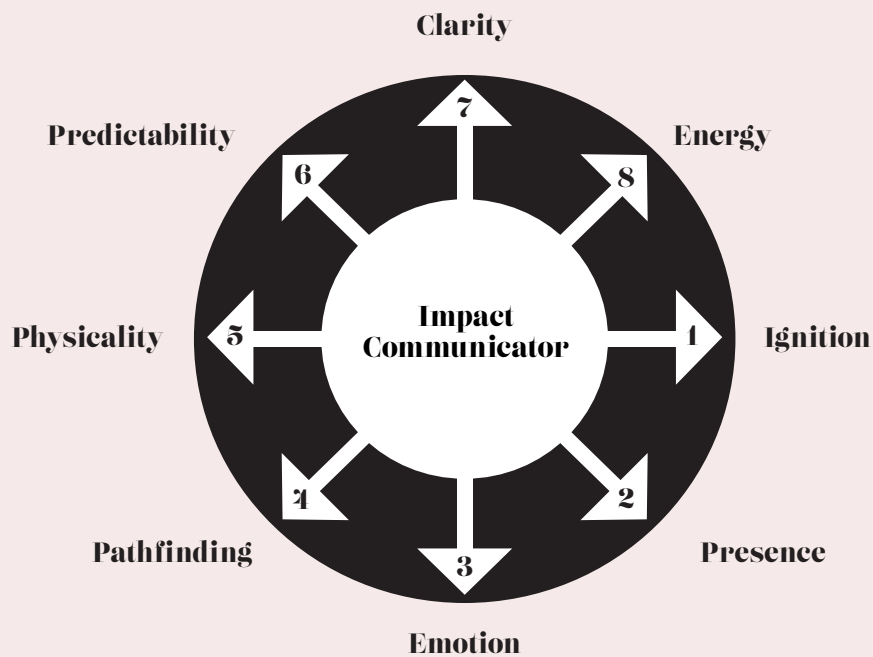
But in the long run it's always the personal sense of authenticity, inspiration and enthusiasm that wins the hearts and minds of an audience.

Powerful, authentic personal communication is about releasing yourself from limitations so you access the natural strength of what you really think and feel, and that you – perhaps to your own surprise – are really capable of. This is your genuine communicative power.

Your personal presence is the strongest asset you have as a communicator. This programme is designed to help you make the most of it.



## Master the 8 skills of the Impact Communicator



### Ignition

Ignite a spark in your audience's imagination, so that instead of being sceptical or pre-occupied by other issues they're receptive to new ideas and inputs, and feel free to open up for what will happen. You have to be free to provoke, awaken, surprise and inspire people so their imaginations can roam freely.

### Presence

Use all of your senses to absorb and register exactly what's going on in your surroundings. An active, self-aware presence enables you to accept and make good use of all the energies present, and to build audience relationships that encourage them to go all in, and absorb what you want to put across in full.

### Emotion

Redirect and re-channel your listeners' emotions – even scepticism, irritation and resistance – and turn them into powerful resources and motivators. Addressing people's real emotions builds a profound sense of trust and commitment as well as making communication dynamic and authentic.

### Pathfinding

Move on from maze-wandering to focus on clear goals about exactly why you're doing what you're doing. This provides the essential purposefulness in your personal communication and leadership narrative, making sure you have an impactful core message to speak from.

### Physicality

Establish conscious control of your heartbeat and breathing as part of an intense, self-aware body-and-voice physicality in every aspect of your communication. This adds a powerful new dimension to your leadership impact.

### Predictability

Develop a deep sensitivity that enables you to read what's coming, and the potential inherent in interaction with people. Quiet, active listening and enhanced sensitivity to the people around you and their real concerns, gives you a finely tuned sense of timing and awareness about interrelatedness so that the picture, vision, or dream you're presenting becomes attractive and magical for the listeners.

### Clarity

Use your mind and body as a clear, authentic basis for your communication and strategy thinking. Have the courage to act on your real convictions and what your feelings tell you, and what your heart tells you to do.

### Energy

Make the most of the four dimensions of vitality – spatial, emotional, physical and mental. This is about being the alchemical magician, able to transform energy – in people, in oneself, in the story – and radiating the appropriate energy in a delicate balance between vitality and integrity.

### On-stage training

Active on-stage training features prominently throughout the Impact Communicator Programme.

You'll be on your feet, active and trying out your personal communication capabilities on stage, with focused support and encouragement from Roxana Kia, along with feedback from the other course participants.

# The Impact Communicator Programme

## Overview

### Impact Communicator 1

extending over 2 days

Impact Communicator 1 is a breakthrough course. It removes your main obstacles for authentic communication and uses simple personal tools to awaken your charisma and presence on stage.



### Impact Communicator 2

extending over 9 days

Impact Communicator 2 brings you into key disciplines essential for authentic communication that creates a high level of impact. IC2 provides you with a “safe” arena within which to practice, explore and test your new communicative capabilities over a longer period of time, making sure you can really implement the tools and training from the previous course.

#### Pre-requirements for participation in Impact Communicator 2

If you wish to take part in this course, you must have attended the introductory Impact Communicator 1 course, or some other kind of training by Roxana Kia.

### Choose full programme or individual courses

You can sign up for the individual Impact Communicator courses (IC1, IC2 and IC3) separately, or for the full Impact Communicator Programme, thus qualifying for a substantial discount.

### Certification

To get formal Impact Communicator Certification, you can sign up for the stand-alone certification module at the end of the Impact Communicator 3 course.

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# Three courses building towards mastery of authentic communication

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## Impact Communicator 3

extending over 6 days

Impact Communicator 3 brings the communication training from IC1 and IC2 into more advanced, targeted exercises for achieving exceptional personal impact, combined with a deeper level of purpose that makes you stand out from any crowd.

IC3 helps you transform your output and performance results by making sure these are rooted in your particular sense of purpose, vision and clarity.

### Pre-requirements for participation in Impact Communicator 3

This is an advanced, course – admission via individual application only – specifically for people who have communication as a key part of their professional persona, and for those who've already taken part in the Impact Communicator 1 and Impact Communicator 2 courses. If you've signed up for the whole Impact Communicator Certificate programme, you have a guaranteed place on this follow-on course, which means you don't need to put in an application.

These applications and previous experience with Impact Communicator courses are intended to make sure those taking part have already learned the fundamentals, and have a solid basis for more advanced studies, exercises and leaps into uncharted communication territory.



## Impact Communicator Certification

1 day

Once you've completed the Impact Communicator 3 course, you can also sign up for an additional stand-alone certification module.

Impact Communicator Certification provides participants – and the organisations backing them – with clear documentation that they have undergone this comprehensive training and self-realisation course, and of their resulting communication abilities.

A certified Impact Communicator bears a Roxana Kia quality confirmation as being an authentic, purposeful and impactful communicator.



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# Security & reassurance

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Working with personal communication is powerful stuff – and some of the most fundamental, powerful human emotions are involved.

But there's nothing to worry about here. This isn't a rabbit-skinning/brain-scrambling course, and there's absolutely no negativity or criticism.

No fancy theory, just you “in the spotlight”, being encouraged, inspired, energised and pushed – all in Roxana's uniquely experienced hands.

Impact Communicator courses focus on you as a unique individual with personal resources that can be activated and energised. Roxana Kia employs a positive, appreciative, supportive approach throughout, working only with your strengths and reinforcing the best sides of your capabilities.

There are no more than ten people on each Impact Communicator course and we do everything possible to ensure a safe, reassuring environment that encourages and assist you in treading new paths with personal authenticity.

This includes a completely informal, no-responsibility vetting to steer around the most obvious expectation mismatches and/or incompatibilities.

»With limitless reserves of energy, and a never-ceasing flood of intelligent ideas and witty input, Roxana guides you through a totally different, exciting and challenging experience. I recommend the Impact Communicator Programme without reservation.«

Karl Wolfgang Dubois  
President, Bosch A/S

»One of Roxana's key capabilities lies in her ability to quickly spot each participant's unique potential.

The trick is that it is all quite simple and physical, which means that the exercises and tips remain relevant as well as being easy to apply in everyday life – and yet they have a huge effect.«

Simon Viggers  
Regional Director, Novo Nordisk



# Impact Communicator 1

## A breakthrough course for communicators and in-the-spotlight performers

### The course

This transformational course is where Roxana Kia takes you through a personalised “boot camp” session designed to give you a clear feel for what’s really involved in bringing out your unique voice, in finding the communication oomph you didn’t even know you had, and radically increasing your authenticity and ability to engage.

In this two-day course, with a maximum of ten people, you learn how to bring your unique presence and your distinctive traits to the stage or podium, and you experience a breakthrough in your ability to communicate once there.

You may not be entirely aware of them, but you yourself already have an abundance of innate resources, ready to be selected and applied in your personal communication efforts. The two days of this course will zero in on some important ones that you can use immediately.

### What you will get out of the course

- Clear awareness about effective ways to authentically engage, ignite and move your audience, with your own distinctive style
- Personal-to-you tools that you can implement in your communication the very next day
- Effective ways to tackle pressure, nervousness and challenges better

### What your organisation gets

Each course participant will:

- Be able to communicate with greater clarity and impact
- Be perceived as a more trustworthy, credible and authentic communicator
- Contribute to many organisational processes in a more active, positive way



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# Presence is the prime quality you need

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## Release energy

We work together to explore techniques that re-energise your personal presence, activate your body language and voice power, remove “stage fright” and generally create a positive, productive energy in the room via interaction between the person “on stage” at any given time and the audience consisting of the rest of the group.



## On stage

We spend much of day 2 in “on stage” situations and exercises in which you often interact with the whole group and they provide you with consistently constructive feedback about the impact you’re having and how you’re getting on.

Roxana guides you towards a sense of personal breakthrough, and provides you with three personal tools to practice with in order to visibly up your personal impact as communicator.



# Impact Communicator 2

## A nine-module course for communicators and in-the-spotlight performers

### The course

A course focused on exploring and developing high-impact personal communication in depth. This is far from conventional training in mere presentation technique. This course allows you to be who you really are and to use this core realisation in a dynamic, creative way to capture your audience's attention, so that you become heard, seen and felt as a speaker, leader, or presenter.

The course consists of nine separate and distinctive modules, each lasting one day. In between each module, you receive specific exercises to practice and to help you develop and establish a well-founded personal communication style that works for you in real-world contexts – at work, with your family and in other important situations where you're "in the spotlight".

### What you will get out of the course

- Practical, customised-for-you tools that bring out your originality and authenticity
- Effective techniques that help you deal with nervousness, resistance and unforeseen challenges, and to "improvise" confidently
- Hands-on methods about how to interact effectively with listeners of different kinds and with different priorities
- Clear understanding about how to get a core message across to a specific target group, and which techniques suit which situations

### What your organisation gets

Each course participant will be able to:

- Communicate with greater clarity and impact
- Deliver a story or presentation in a compelling way
- Tackle difficult, challenging conversations better
- Inspire, motivate and engage other employees and peers, and establish trust and confidence throughout the organisation

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# Nobody dreams of ordinary

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M1

## Remove obstacles

Eliminate whatever's holding you back when you're "in the spotlight". Establish a new basis for authentic, very personal communication and a new sense of freedom when using it. You develop a stronger ability to mould trust and acceptance in any context in which you're present.



M2

## Improvise with confidence

Confront the beliefs and challenges that hold you back. Learn to let go, to act in the now and work with whatever energies are present. Boost your courage, confidence and capacity to open up to the power, energy and impact of self-assured improvisation.



M3

## Employ emotional power

Learn how to identify, access and activate different emotional keys. Draw on your ability to fire people up emotionally, and make your storytelling become vivid and dynamic.



M4

## Identify a core message

Learn about a structured tool that helps you identify which kind of core message will have the most powerful authentic impact on your target group, and how to direct this. Discover how to capture your audience's attention in just 20 seconds, and how to end with a sense of impact.



M5

## Deal with resistance

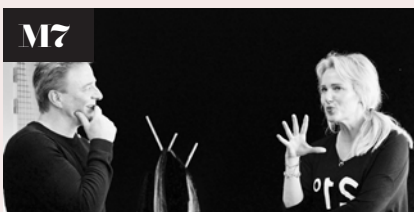
Discover how to tackle pushback, resistance, scepticism, or challenging questions from your audience. Explore how best to react, and how to use such reactions as a resource in your own performance. Learn how to meet on-stage challenges with calmness, integrity, humour and respect.



M6

## Tell a story, build a narrative

Build a dynamic presence in your personal performances. Learn how to balance the validation provided by logic, meaning and data with the richness of storytelling. Explore how to reach different types of people and how to speak on different communication levels.



M7

## Establish an authentic voice

Learn simple techniques for unleashing your unique tone and style of voice, with the help of a specialist voice expert. Find out how to loosen tensions and free up energy so you speak with a full-bodied voice that convinces listeners and can even enthral them.



M8

## Up your impact

Learn techniques for introducing and applying metaphors, imagery, humour and vitality into your performance. Experience how to deploy and employ your presence to full effect, and to raise your level of passion in order to make a powerful, memorable on-stage impact.



M9

## Bringing it all together

Based on a final presentation "performance", Roxana helps you fine-tune your personal style of impact communication, so you can use it to best effect in the future.



# Impact Communicator 3

## A six-module course for high-performers

### The course

#### Appreciate the differences

This course will be at a relatively advanced level.

It's like the musician who knows how to hit each key with exactly the right amount of force to create the crucial difference between good and amazing. It's about working with contrasts, having the trained, heightened awareness and experience to perform, to improvise and to do whatever is needed to achieve exceptional, memorable impact.

#### Exploring the craft

Communication is a complex, profound craft. To master it in full, you need to move well beyond mere personal issues such as feeling nervous or not being aware about how your body language or tone of voice impact people.

You need to be more subtle, to become more attuned to the tiny things that resonate and really matter, orchestrating the details and the nuances essential for achieving the impact you want to put across.

It's the small things that matter – the tone and timbre of your voice, the tiny pauses that make listeners hold their breath, the gaze you deliver, the way you freeze a movement to achieve a special kind of effect.

#### Perform for your audience

The Impact Communicator 3 course focuses on storytelling, improvisation and appreciating the delicate touches of your own tone when you “perform” for your audience.

The aim is to bring out your particular mastery of impact communication skills, to have a magnetic presence that gives your audience a feeling of magic, the intangible “wow” effect. Impact consists of everything – and affects the heart, the mind and the soul of your chosen audience.

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# Shine and resonate with full power and impact

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**M1**

## Inspire through stories

Learn the secrets of captivating, inspirational storytelling.



**M2**

## Set your imagination free

Improvise – let go of your plan and do what matters in the moment.



**M3**

## Fire up

Fire up under your own motivation and personal passion – and inspire your audience.



**M4**

## Get those shiny eyes

Radiate with your own energy, and apply it to energise your audience.



**M5**

## Express your originality

Discover and master your unique authentic voice and find what's special and different about you as a communicator. Express your uniqueness and make an original impact.



**M6**

## Make an unforgettable impression

Learn to stand out and leave an impression like a tattoo on the audience.

### What you will get out of the course

- A wide range of tangents and tools to draw on when you're communicating
- The ability to inspire others through your communication, even in difficult situations
- A more personal, intense presence in everything you do. Communication is everywhere ...

### What your organisation gets

- A powerful communicator whose messages get noticed and remembered
- A presenter enthusiastic and capable about engaging and inspiring other people
- A communicator able to transform heavy, fact-based material into lively, inspiring presentations
- A captivating storyteller, carefully aware of the importance of personal authenticity in any credible narrative

»Roxana has an unusual ability to see what's truly special about you as an individual, where your barriers are, and with laser-sharp precision she brings your hidden strengths to the surface in a very trustworthy manner.«

Emilia van Hauen, Speaker

»I developed my own personal talent for communication, presentation and total impact. Most important of all is that I can now stand in front of large gatherings and be 100% myself, with a surplus of energy that I can use to create an authentic contact and relationship with my audience.«

Anne-Mette Elsborg, CEO

PJ Diesel Engineering



## **About Roxana Kia**

Roxana Kia is one of Scandinavia's leading experts in encouraging and empowering ambitious people to achieve extraordinary impact. With a background in professional acting and 20 years of experience training high-performers, Roxana is renowned for developing, nurturing and orchestrating extraordinary leadership and communication skills in individual executives as well as whole management teams.

## **Prices**

The full Impact Communicator Programme consists of three courses

### **Impact Communicator 1 – extending over 2 days**

DKK 16,800 excluding Danish VAT  
For dates and detailed information,  
please see Impact Communicator 1 brochure

### **Impact Communicator 2 – extending over 9 days**

DKK 39,970 excluding Danish VAT  
For dates and detailed information,  
please see Impact Communicator 2 brochure

### **Impact Communicator 3 – extending over 6 days**

DKK 34,700 excluding Danish VAT  
For dates and detailed information,  
please see Impact Communicator 3 brochure

Purchased individually, the three courses together cost  
DKK 91,470 excluding Danish VAT

Purchased as a full programme, the three courses cost  
DKK 80,470 excluding Danish VAT – a saving of DKK 11,000

The Impact Communicator Certification module costs  
DKK 6,800 excluding Danish VAT

## **Venue**

The programme and the courses will be held at:  
Krudttønden, Serridslevvej 2, DK-2100 Copenhagen Ø, Denmark

## **More info**

The programme and the courses are normally held in Danish,  
but can also be held as an in-house session in English or Swedish, by special request.

Roxana's PA, Charlotte la Cour, is ready to help you  
with any practical questions, with booking and information.

Please contact her by email [info@roxanakia.dk](mailto:info@roxanakia.dk)  
or call +45 23 24 20 30.

Read more at [www.roxanakia.com](http://www.roxanakia.com)