

Communication[®]
Mastery



Transform your team's
**communication. Boost their
performance.** Increase the
organization's **opportunities.**



SebastiánLora[®]
Communication Specialist



What impact does poor communication have at work?

Poor communication is the cause of:

- ✗ 44% of **unfinished projects**
- ✗ 25% of **unmet goals**
- ✗ 18% of **sales that don't close**
- ✗ 31% of cases of **low employee morale**

Study by The Economist Intelligence Unit

Effective communication helps to:

- ✓ Increase talent retention 4.5X
- ✓ Boost productivity by up to 25%
- ✓ Make employees 35 times more likely to **outperform** their peers

Bit Blog
McKinsey Report
Think Talent Report



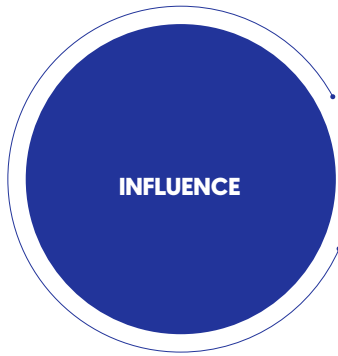
EMOS



WHAT IS

Communication Mastery

People who know how to communicate their ideas foster smooth collaboration, achieve superior results, and generate better business opportunities.



A training program

Structured in 100% online modules, designed for participants to progress at their own pace, **tailored to each individual's knowledge and development needs.**

Training tracks

Based on principles of **Public Speaking, Marketing & Publicity, Neuro Linguistic Programming, and Behavioral Sciences**, aimed at enhancing both your communication skills and those of your team.

A versatile and experiential approach

Helping professionals master key strategies to build their influence, improve the communication of **ideas, projects, and goals**, and create more cohesive and committed teams.





UNIQUE IN THE MARKET

Communication Mastery

Focused on improving participants' communication skills, the content can be used both in standalone training sessions and as part of more comprehensive strategic training projects.

Flexibility

Divided into **independent tracks**, each one consumable in under an hour, with training capsules **averaging 5 minutes in length**.

Applicability

The program is designed to attend to **current and common business challenges**.

Cross-functionality

Covering training needs for oral communication skills across the entire **organizational structure**.

Personalization

Personalized videos to raise awareness (teaser videos), workbooks with corporate logos, exercises tailored to the sector's context, live webinars, and practical sessions.

Simplicity

Easy-to-watch videos that offer a user experience similar to YouTube or Netflix.

Practicality

Each lesson includes a graphic summary, a practical exercise, and a test. It's designed so **each participant can work at their own pace**, whenever and wherever they want.

Multiplatform

Multimedia content **compatible with any learning management system**.

Adaptability

Training tracks can be combined with live sessions to create **blended training experiences customized** for your company.



TRAINING TRACKS

Communication Mastery

All content is structured in independent modules that adapt to each professional's specific learning needs.

M1

Strategic Preparation to Influence People

M2

Presenting to Physical and Virtual Audiences

M3

Persuasion and Sales Skills

M4

Successful Communication for Modern Leadership

M5

Image and Influence

M6

Strategies for Creating and Delivering Training Courses



MODULES

Communication Mastery

Practical principles that will help you prepare to participate in important situations (such as project meetings, public presentations, team management, and other contexts) and ensure you are listened to attentively, and make a positive impact on others and the organization.



8 lessons



40 min



1 hr 20 min



2 hrs

01 MODULE

Strategic Preparation to Influence People



Designed for all professionals within the company. The work done in this module serves as the foundation for the rest of the program's tracks.

Lessons:

- 1. Context analysis** to maximize results
- 2. Defining objectives** to communicate effectively
- 3. Crafting a message** to gain clarity and precision
- 4. Principles of persuasion** to convince others of your ideas
- 5. Clarity** to ensure people understand you
- 6. Credibility** (Part 1) > Assertive communication
- 7. Credibility** (Part 2) > Using evidence
- 8. Connection** > The motivating vision to inspire with your message



MODULES

Communication Mastery

Key techniques for presenting to groups of people (applicable both in physical and virtual formats) to connect with them and convince them of your ideas and projects.



11 lessons



55 min



2 hrs



2 hrs 55 min

02

MODULE

Presenting to Physical and Virtual Audiences



Designed for professionals at any organizational level who need to present ideas and projects to groups of people.

Lessons:

- 1. Structure:** how to make ideas flow
- 2. Storytelling:** convince with a success story
- 3. Designing** visual aids
- 4. Effective use** of visual aids
- 5.** Responding to audience **objections**
- 6. Connecting** with the audience to generate impact
- 7. Attention** principles to keep them listening until the end
- 8.** Strategies for **rehearsing** and making your speech flow
- 9. Tricks** to avoid going blank
- 10.** What to do if you **go blank**
- 11. Feedback:** evaluate your performance when presenting



MODULES

Communication Mastery

Communication strategies used in the world of sales to connect with people and convince them of your ideas in one-on-one conversations and exchanges.



10 lessons



50 min



1 h 30min



2 hrs 20 min

03 MODULE

Persuasion and Sales Skills



Designed for non-sales professionals at mid or senior levels, or junior professionals of any kind who need to meet with clients or collaborators from other areas and reach agreements.

Lessons:

1. **Influence principles** and how to use them to persuade
2. The **trust formula** for building a support network
3. **Allies:** essential to increasing your influence
4. Tricks to **easily memorize** names
5. Leaving a **positive impression** in every interaction
6. Asking **useful questions** to validate your argument
7. Keys to enhancing **active listening**
8. **Strategic empathy** to speak in an engaging way
9. Communicating the **value of your work**
10. Communicating with **decision-makers**

Sebastián

Fora

MODULES

Communication Mastery

In this module, you'll discover communication techniques that will help you motivate people, give them clarity about their work, and help them achieve their goals.



9 lessons



50 min



1 hr 30min



2 hrs 20 min

04

MODULE

Successful Communication for Modern Leadership



Designed for professionals who are starting to lead people or experienced leaders who want to improve their team's performance.

Lessons:

1. **Charismatic communication** to promote connection with your team
2. **Clarity to motivate**, delegate, and achieve goals
3. **The power of words** to create impact
4. **Assertive communication** to earn respect
5. **Feedback** (Part 1) > Challenges and best practices
6. **Feedback** (Part 2) > Structure and communication
7. Tips for handling **difficult conversations**
8. Keys to preparing and leading **effective meetings**
9. **Positive visibility** to showcase your team's work



MODULES

Communication Mastery

Actions you can take right away to project a highly professional image in every interaction, striking a balance between confidence and approachability to build trust.



6 lessons



30 min



1 hr



1 hr 30 min

05 MODULE

Image and Influence



Designed for all professionals within the company.

Lessons:

- 1. Body language** to convey a congruent message
- 2. Using your voice** to give power to your ideas
- 3. Your attire** as a means to convey credibility
- 4. First impressions:** how to influence from the very start
- 5.** Keys to bringing out your **natural charisma** and building trust
- 6.** Making the most of yourself in a **digital context**



MODULES

Communication Mastery

Methods, structures, and best practices for developing training courses that promote team growth with minimal investment, leveraging the company's know-how.



8 lessons



45 min



3 hrs 45 min



4 hrs 30 min

06 MODULE

Strategies for Creating and Delivering Training Courses



Designed for internal trainers, HR staff, and expert professionals whose knowledge is valuable and needs to be shared internally.

Lessons:

- 1. Setting objectives and internal selling** so your training gets approved and students want to take it
- 2. Selecting content** according to context to ensure the course's success
- 3. Modular structure** of content for flexible delivery
- 4. Designing the learning experience** to make it engaging, participatory, and effective
- 5. Keys to creating online content** to convey knowledge
- 6. Tips for recording yourself on video** to invite people to your program and create audiovisual content
- 7. How to prepare virtual courses** and ensure a transformation in students
- 8. How to facilitate virtual courses** and keep students engaged



MODULES AND PROFILES

Communication Mastery

This matrix provides a suggested match between the program's modules and their relevance for different professional profiles.

- Essential
- Valuable
- Not applicable

Professional profiles and modules	M1	M2	M3	M4	M5	M6
All staff participating in meetings	●	●	●		●	
All staff who need to present in public	●	●	●		●	
Junior staff	●		●		●	
Professionals in the onboarding process	●		●		●	
Professionals starting to lead teams	●	●	●	●	●	
Mid-level managers	●	●	●	●	●	
Senior managers	●	●	●	●	●	
Internal trainers	●	●	●		●	●
HR staff	●	●	●		●	●
Professionals who must train their peers	●	●	●		●	●



FACILITATOR

Communication Mastery

Communication skills are more crucial than ever for businesses that want to stay relevant and competitive.

Sebastián Lora

Communication skills specialist, trainer, author, speaker, and YouTuber.

He graduated in Industrial Engineering and completed an MBA focused on aviation because his dream was to start an airline. But in May 2009, he gave a speech at a wedding in front of 600 guests and discovered his passion for public speaking.

Today, he trains entrepreneurs, executives, and groups of professionals through in-person courses in Europe, Latin America, and the United States, helping them sell their ideas and projects, to make a positive impact on their organizations and careers.

His YouTube channel sebastianlora.tv has over 560,000 subscribers and more than 29 million views.

Author of the books *Unstoppable* ("Imparable") and *Make Them Listen and Succeed with Your Ideas* ("Haz que te escuchen y triunfa con tus ideas"), he is a TEDx Speaker and has shared the stage with Tony Robbins, Doug Lipp, Ismael Cala, Andy Stalman, among others.



Media

Forbes

tve

TEDx

EL CORREO

RRHHDigital

CADENA SER

HUFFPOST

Diario de Mallorca

UNIVISION

IESE
Business School
University of Navarra



TESTIMONIALS

Communication Mastery



Raquel Montesinos
Learning Partner Vodafone

"Now everything is done through screens, and there's an urgent need to learn how to communicate effectively through them. Communication Mastery's approach is very disruptive; there's nothing like it on the market, and it provides the tools to learn how to persuade through screens (and in person)."



Gerardo Barcia
Business Agility Consultant
BBVA Next Technologies

"It's amazing! I really love it! I think it's the best thing on the market."



Álvaro Rodatos
Consultant Indra

"The best training capsule to achieve your professional goals."



Javier Cánovas
Director, Caixabank

"You do a masterful job. You've made me a better person."



Gemma Villalbí
Training Manager,
Cuatrecasas

"Communication is perhaps the foundation for developing specific skills like convincing clients, transmitting knowledge, building trust with your team, negotiating, etc. Properly working on all these aspects is really complex because it requires an extensive and intensive training plan. Communication Mastery meets these needs, especially by combining the 100% online program with practical live sessions with Sebastián."



Karina Guaba
Vice President of Human
Resources, Grupo Puntacana

"In Sebastián Lora's program, the return on investment is achieved immediately."

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SebastiánLora[®]
Especialista en Comunicación