

Intelligent Communication = Positive ROI

*Training and keynote sessions in communication skills
to drive business results*



SebastiánLora[®]
Communication Specialist

A MENU TO SUIT ALL TASTES

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My Expertise at Your Service

My name is Sebastián Lora. Industrial Engineer with an MBA in Aviation; I am a specialist in communication skills, trainer, speaker, author, and YouTuber. In May 2009, I gave a speech at a wedding in front of 600 guests that changed my life and allowed me to discover my passion for communication.

Many companies waste time and money due to communication problems. I teach teams a system for communicating clearly and confidently in public, in person, and through digital media, which aims to achieve more and better business opportunities, improved business results, and an instant-positive return on investment.

Forbes

tve

**europa
press**

IESE
Business School
University of Navarra

TEDx


UNIVISION

HUFFPOST

RRHHDigital

**CADENA
SER**

msn

Social Media
+600k Followers

YouTube
+29MM Views

Talks
+30k Attendees

Training Programs
+3k Participants

Books
2

Intelligent Communication

According to *The Economist*, poor communication is the cause of:

44%

of failed projects

25%

of unmet objectives

18%

of sales that don't close

31%

of cases of low employee morale

Technical excellence without communication skills is costly because it hinders collaboration.

Technical Excellence + Intelligent Communication = Guaranteed Return

Productivity improvement up to
25%

Employee turnover reduction up to
50%

Customer satisfaction increase up to
30%

Training ROI up to
250%

Superpowers that Change the World*

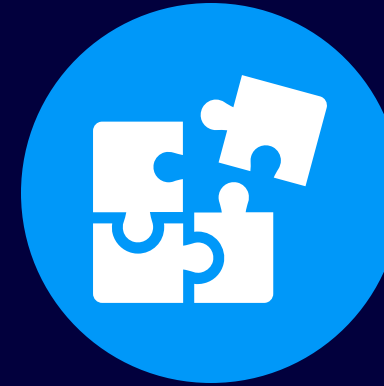
**from the Workplace*



Communication



Influence



Opportunities

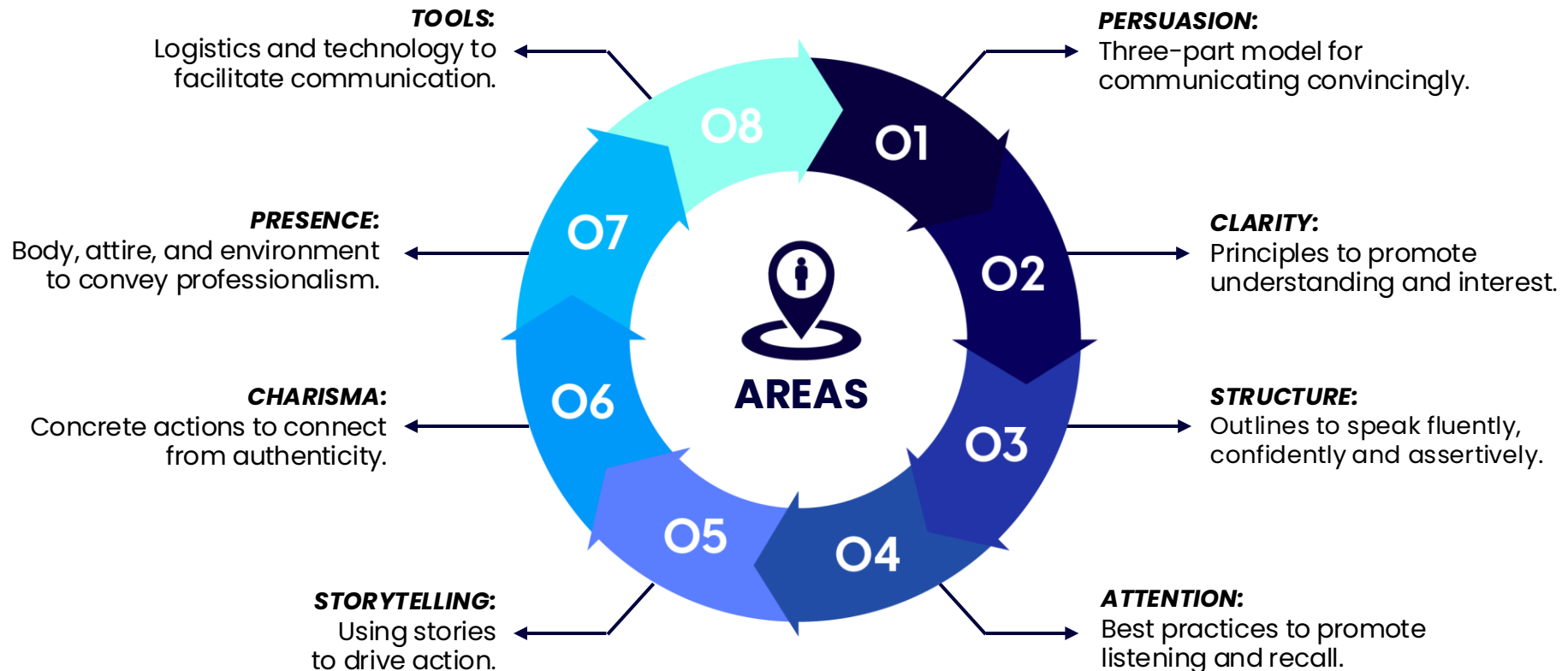
We teach **communication skills to enhance employees' influence**, making collaboration easier and creating more and better business opportunities, in all business contexts.

It's like developing **a superpower to positively impact the world**—starting from the workplace.

Superpowers that Change the World*

**from the Workplace*

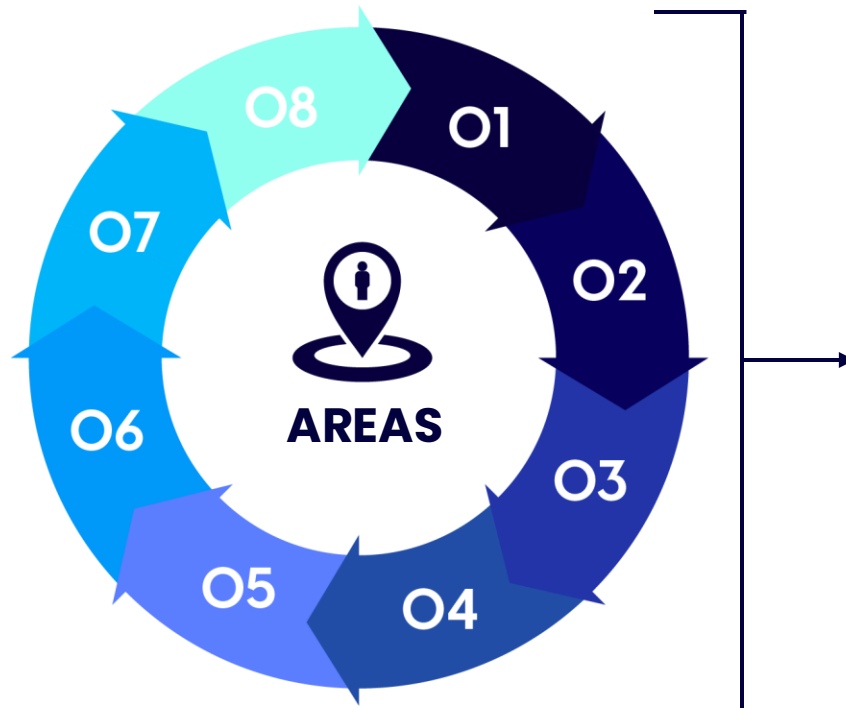
We focus on the following communication areas to equip professionals with tools that will help them to achieve their goals more efficiently.



Superpowers that Change the World*

**from the Workplace*

Your company can strategically combine all our teaching tools to get a training experience adapted to the specific target audiences and your business context.



SALES:

For better sales conversions and more revenue.

LEADERSHIP:

For improving team cohesion and performance.

COLLABORATION:

For more efficient meetings and projects that run smoothly.

PRESENTATION & PUBLIC SPEAKING:

For presentations that influence stakeholders.

TRAINING:

For internal training that effectively transfers the company's know-how.

PROJECTS:

For strategically selling projects to decision-makers.

ONBOARDING:

For the seamless arrival of new professionals to the company.

CLIENTS:

For interactions that build customer loyalty and increase margins.

REMOTE WORK:

For effective communication through digital media.

Training Experiences with Immediate Implementation

Communication[®] Mastery

A **100% online**, comprehensive, versatile, and **experiential training program** designed to enhance your team's communication skills across **six key areas**: strategic preparation, presentations, persuasion, leadership, professional image, and internal training.



STRATEGIC Communication

An **intensive, highly practical training experience** focused on providing participants with the tools to **present their ideas and projects strategically**, gain support from decision-makers, and drive innovation within the company.



WINNING COMMERCIAL COMMUNICATION

An **engaging, flexible, and immediately applicable** training experience designed to equip professionals with communication tools to **sell more effectively and get better deals** by delivering high value to clients and building trust-based relationships.



EFFECTIVE COMMUNICATION for Modern Leadership

A **dynamic and flexible training program** where participants learn practical, instantly applicable principles to enhance team performance through effective communication when **giving instructions, providing feedback, and leading meetings**.

Training Experiences with Immediate Implementation

 **INFLUENTIAL
COMMUNICATION**

A **practical training program with group exercises** that provides participants with immediately applicable tools to engage effectively in meetings, build trust with their counterparts, and foster collaboration by **communicating their ideas clearly and fluently**.

 **STORYTELLING**
TO CONVINC

A training program designed to teach participants **how to incorporate storytelling into their daily communication** (with clients and colleagues), based on the understanding **that stories are the most powerful communication tool** for providing context and convincing people of the message's validity.

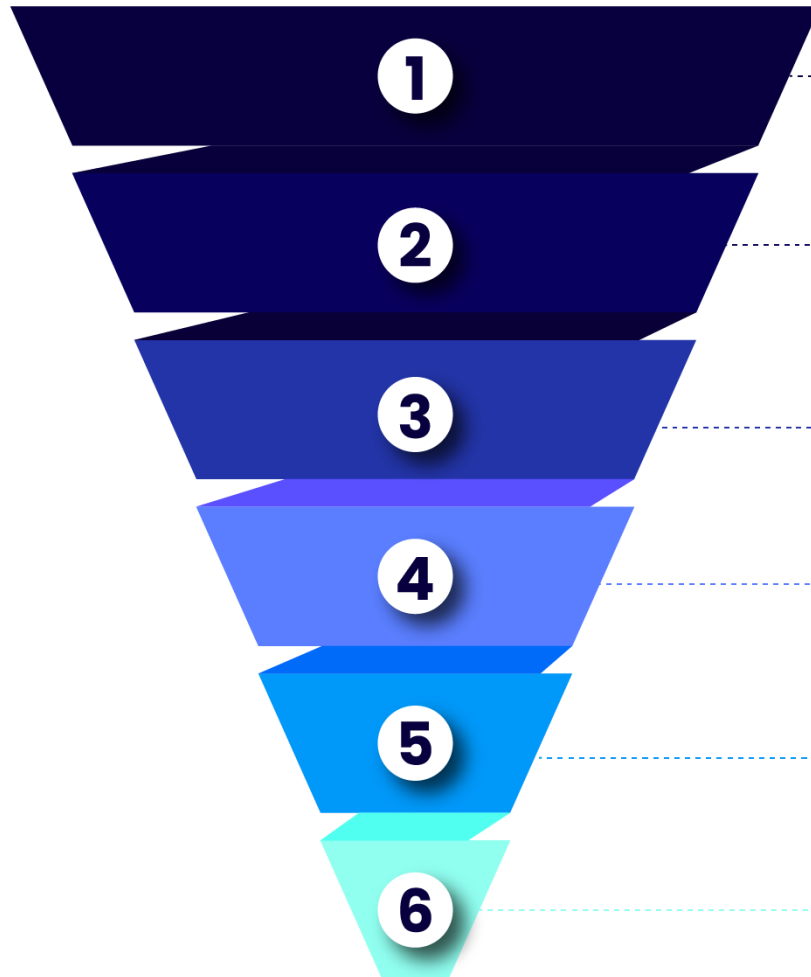
 **MASTER
TRAINER**

A **hybrid training program** that provides participants with **a step-by-step system to design and build training programs** in both virtual and in-person formats, aimed at facilitating employee learning and the implementation of new skills.

 **Presentations
that Persuade**

An intensive, **highly practical training experience** that provides participants with **a repeatable methodology for delivering convincing public presentations**, crafting an engaging message, and inspiring the audience to take action.

Strategic Communication for Positive ROI



Invitation:

After selecting the ideal audience, we send prospective participants a video invitation to participate in a webinar.

Enrollment:

We increase the proportion of interested people by offering relevant content and using marketing techniques in the way we present it.

Webinar Kick-Off:

With a well-defined campaign, we ensure that a high proportion of registrants attend.

End of the Webinar:

With the right promise and a well-crafted message, we get participants to watch the entire webinar.

Gamified Application:

By advertising a more extensive training program with few seats available, many will compete to participate.

Intensive Training:

Admitting the most motivated participants increases the ROI of the training and the interest of others to participate in the future.

Interactive Keynotes to Inspire Change



The 6 Steps to Sell Your Projects and Convince Decision-Makers

If you have **a great idea that could improve your department or company's results**, this talk will teach you **six proven steps across various sectors** for strategic communication, with a clear goal: to **persuade decision-makers in your organization** to greenlight your idea. This talk is designed for project office managers, department leaders, and professionals with visibility before decision-makers in high-level meetings and presentations.



How to Unleash Your Natural Charisma to Earn People's Trust

In this interactive talk, you'll discover that **everyone has charisma** and that bringing it out authentically is as simple as practicing **three key behaviors**. With these, you can make the people you interact with feel valued, comfortable, and in good hands—creating the ideal context for them to listen openly. You'll learn to use my "**Natural Charisma Matrix**" to connect more effectively with others, a crucial step toward **building trust-based relationships**.



The 3 Cs of Convincing Communication: Three Steps to Easily Sell Your Ideas

In this interactive talk, you'll discover that **to influence others**—whether clients, decision-makers, team members, or professionals from other departments—**your message must be clear, credible, and connected to your vision**. To help you achieve this in your daily work, I'll share three practical tactics that will make it easier to sell your ideas and projects effectively.



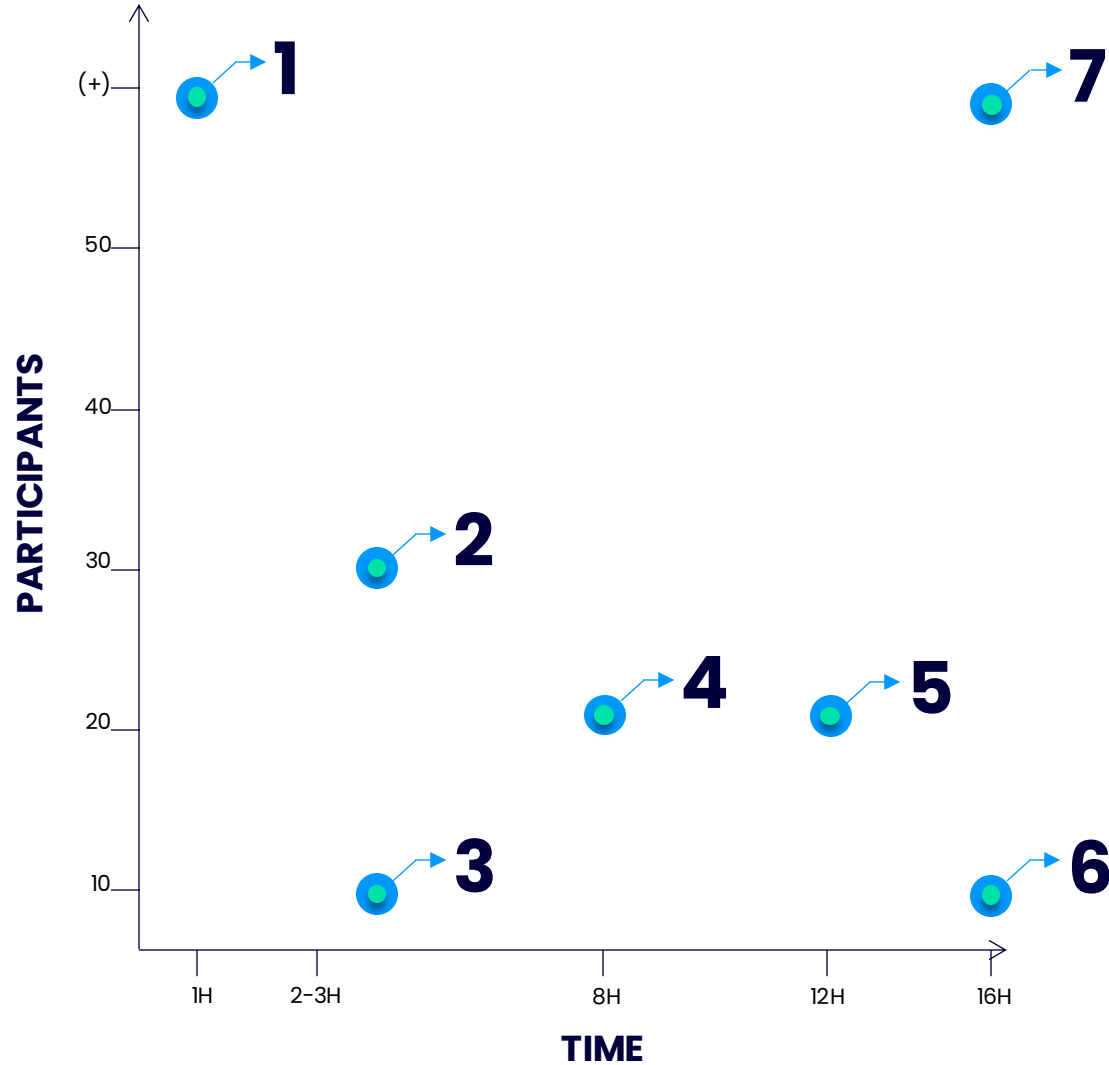
Unstoppable: Multiply Your Professional Value, Connect with the Right People, and Sell Your Ideas

This talk provides tools to **position yourself as a valuable professional and seize strategic opportunities**. You'll strengthen your **social skills** to connect with key decision-makers and learn **persuasion principles** to present your ideas successfully, boosting your chances for professional growth.

Additional Conference Topics:

- How to Manage your Fears to Ensure Your Message Reaches Far and Wide
- How to Communicate to Motivate Your Team and Delegate More Easily
- How to Use Storytelling Techniques to Communicate Key Ideas
- How to Project a Professional Image to Gain Influence

Flexible Formats, Happy Clients



Type of Contact	Format	Duration	Participants
 Talk	 Virtual or face-to-face	 1-2 hours	 Unlimited
1			
Group practice session	Virtual or face-to-face	2-4 hours	Up to 30 participants
2			
Individual practice session	Virtual or face-to-face	2-4 hours	Up to 10 participants
3			
Intensive program with group practice	Face-to-face	8 hours	Up to 20 participants
4			
Hybrid program	Hybrid (e-learning + live)	12 hours	Up to 20 participants
5			
Intensive program with individual practice	Face-to-face	16 hours	Up to 10 participants
6			
Training event	Face-to-face	Tailored (4 - 16 hours)	Up to 60 participants
7			

Trust & Appreciation Earned: Repeat Clients



Trust & Appreciation Earned: Testimonials

"At Vodafone Spain's training team, we are absolute fans of Sebastián because we're seeing feedback in his session evaluations that we've never seen before. Above all, it's his ability to make people feel that his sessions bring immediate value to their day-to-day work."

Raquel Montesinos, Head of Learning & Development, Vodafone Spain

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

Karina Guaba, VP Human Resources, Grupo Puntacana

"Your work is just phenomenal. You've turned me into a better person."

Javier Cánovas, Director, CaixaBank

"It's the best training I've attended in 12 years."

Francesca Penzo, Head of Flight Supply, lastminute.com

"Impressive results. Sebastián has a high level of expertise, and his programs are highly effective and recommended."

Esther Ovejero, Director of Human Resources, Jumeirah Port de Sóller

"Sebastián provided me with the structured thinking and confidence to succeed in 16 talks. These resulted in numerous projects, including one to deliver premium training for at least four years for a leading company in my sector."

Rosa Albaladejo, Resarcher, Founder y Director, Clic

Start the Transformation Today: Online Content

This is a sample of the type of content I post regularly:

- *How to sell your Project through the power of Context*
- *The One-Sentence Sales Pitch*
- *The Assertive Communication Formula*
- *Boost your Credibility & Influence*
- *How to Stand Out at Work*
- *Having Difficult Conversations*
- *Saying NO Politely and Without Guilt*
- *How to Avoid Digital Fatigue*

Start the Transformation Today: Sebastián speaking (in Spanish)

EXMA Fearless Minds, Mexico 2023
in front of 10.000 people, where I
shared the stage with Tony
Robbins

Virtual Talk: Three Psychological
Tricks to Boost Your Charisma

Feature on Univisión's *Despeirta
América* show

My TEDx talk: How to Connect with
Your Purpose and Wake Up Every
Morning with Enthusiasm

Talk: How to Overcome the Fear of
Being on Camera and Speaking in
Public

My Interview on Televisión Española

Let's Talk!

If you think I can add value to your company, feel free to contact me—I'd be delighted to have a conversation.

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