

Get to the Point!

Become an effective communicator when speaking and writing

The ability to communicate effectively cross-culturally in English is a priority for anyone wishing to succeed in international business. Communication in the digital age is short and fast. Hence, clarity and brevity are key in contemporary communication - both in speaking and writing. In this workshop you will learn to convey the right information and get your message across in clear, precise and targeted words.

Content

Knowing what matters

- Tailoring relevant content.
- Putting your ideas in a logical order.
- Developing a clear message.
- Regarding mindset and attitude.

High proportion of exercises - lots of practical tips!

Making your presentation engaging

- Winning and losing your audience and readers - dos and don'ts.
- Captivating your audience and readers - even with factual information.
- Effectively deploying visual devices.

Framing your speech

- Strong opening, plausible body and skillful conclusion.
- Clearly structuring, polishing and effectively staging (short) speeches.
- Finding the appropriate arguments to support your point.

The Power of simple words

- The Dimensions of Comprehensibility.
- Advice on speaking and writing in English.

Writing clearly and concisely

- Reviewing your writing skillfully.
- Writing emails and texts so that people want to read them.
- Less is more: how to convince with concise texts.

Optimising your presentation

Please bring along your presentation sequence (max. 5 charts) on your notebook to the workshop for practice.

Optimising your business texts

Bring along, e.g. letters, emails, memos, circulars, position papers and decision papers (max. 2-3 pages) for editing.

Online Learning Platform

Once you have registered, you will be able to access your online learning platform, including extra materials for consolidating what you have learned.

Your benefits

- You will learn to distinguish between supersaturating and relevant information and to focus on the core content.
- You will learn to develop your texts and arguments clearly, precisely and to the point - in a straightforward way
- You will learn about tips and tricks to structure and develop interesting and motivating speeches and texts that grab the attention of your audience and readers.

- You will learn to convey your message so that it actually reaches your audience and readers.
- You will communicate more effectively and efficiently in English.
- You will express yourself in a more active, more focused and thus more effective way.

Methods

Practice-proven exercises, speech and writing tasks, participant presentations with individual feedback from trainer and group.

On the basis of typical speaking and writing situations and concrete questions from participants, we will develop individual strategies for using words and language in a concise, focused and convincing manner.

Who should attend

Experts and managers (working cross-culturally) who want to get their message across, argue their point and stand their ground effectively in future by impressive speeches and pointed (short) presentations as well as clearly structured and concisely formulated texts.

Open Badges - Show what you can do digitally too.

Open Badges are recognised, digital certificates of participation. These verifiable credentials are the current standard for integration in career networks such as LinkedIn.

With them, you digitally demonstrate the competences you possess.

After successful completion, you will receive an Open Badge from us.

Read more:

<https://www.haufe-akademie.de/seminare-lehrgaenge/trending-topics/open-badges>



Instructor



Jana Federico

Es gibt zwei Leitthemen in meinem Leben: Kommunikation & Selbstorganisation.

Nachdem ich 5 Jahre in New York gearbeitet habe, bin ich mit meinem Amerikanischen Mann nach Deutschland gezogen. Meine Kollegen haben mich immer wieder um Hilfe gebeten bzgl. englischer Kommunikation. Das hat mir so viel Freude bereitet, dass ich das zu meinem Beruf gemacht habe.

Ich habe 2018 am Training "Getting things done - by David Allen" teilgenommen. Da drehte sich alles um Selbstorganisation im Beruf. Seit



Heike Thomsen

I am a philologist (M.A.), translator (English, Spanish, Dutch) and certified business coach with 10 years of professional experience abroad in various organisational forms. With my long-term experience, I advise and support you in communicating and moderating clearly, and effectively in English and German.

2018 beschäftige ich mich sehr intensiv mit dem Thema Selbstorganisation & Zeitmanagement und optimiere meinen Alltag stetig.

Training details

Training in English | Präsenz

2 days
Limited number of participants

Dates & locations

10.-11.06.2026

München

Venue

Hyperion Hotel München

Days & Times

Wednesday, 10.06.2026

9:30 am - 6:00 pm

Thursday, 11.06.2026

8:30 am - 5:00 pm

01.-02.09.2026

Berlin

Venue

Seminaris CampusHotel

Days & Times

Tuesday, 01.09.2026

9:30 am - 6:00 pm

Wednesday, 02.09.2026

8:30 am - 5:00 pm

26.-27.10.2026

Köln/Niederkassel

Venue

Hotel Clostermanns Hof

Days & Times

Monday, 26.10.2026

9:30 am - 6:00 pm

Tuesday, 27.10.2026

8:30 am - 5:00 pm

Current dates and further information can be found at www.haufe-akademie.de/3279

Participation fee

€ 1.540,- excl. VAT

€ 1.832,60 incl. VAT

The stated participation fee includes a group lunch per full seminar day, refreshments during breaks and extensive course handouts. The participant must settle accommodation costs directly with the hotel. Regarding the booking of the hotel, you will find a reservation form in your online learning platform.

Your registration options

Online: www.haufe-akademie.de/3279

E-mail: anmelden@haufe-akademie.de

Book your training course quickly and easily online. Please be sure to enter the name of the participant and the full billing address with telephone number and e-mail address.

In our Questions & Answers (FAQ) section you will find all the answers to the most frequently asked questions about our training courses:

<https://www.haufe-akademie.de/faqs>

You can also find our detailed conditions of participation on the Internet under www.haufe-akademie.de/agb or in the overall program.

You can find the complete data protection regulations at www.haufe-akademie.de/datenschutz.

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