

CONTENTS

CONTENTS	1
INTRODUCTION	5
WORKSHOP	6
1. BASIC TERMS OF DISCUSSION	6
1.1 <i>Dialectics, Rhetoric</i>	7
1.2 <i>Components of Modern Enterprise Management</i>	9
1.3 <i>Sociology</i>	9
1.4 <i>The Difference between Conversation – Discussion – Debate</i>	13
1.5 <i>Cardinal Mistakes in the Process of Communication</i>	15
2. DIALOGUE; DISCUSSION.....	17
2.1 <i>Conscientious Preparation of the Topic</i>	17
2.2 <i>First Impressions</i>	19
2.3 <i>Effective Argumentation</i>	20
2.4 <i>Conclusion of the Conversation; Assessment</i>	22
3. CONFERENCES.....	23
3.1 <i>Devices for Leadership</i>	23
3.2 <i>Chairing a Conference</i>	24
3.3 <i>Planning, Direction, Objectives</i>	26
3.4 <i>Course of the Conference</i>	29
3.5 <i>Types of Participants (Conference typology)</i>	35
3.6 <i>Underlying Principles and Tips on Conference Techniques</i>	41
3.7 <i>After the Conference</i>	45
4. THE "FIVE-SENTENCES TECHNIQUE"	46
4.1 <i>Five Steps of Thought</i>	46
4.2 <i>Five important "Five-Sentences"</i>	49
4.3 <i>"Five-Sentences Technique" in Interviews</i>	52
5. TECHNIQUES FOR POSING QUESTIONS.....	54
6. DEALING WITH OBJECTIONS	57
6.1 <i>Three Steps</i>	57
6.2 <i>How to deal with a "No"</i>	58
6.3 <i>Repulsing Attacks</i>	59
7. LUCIDITY	66

Confidence in Dealing with Conferences, Discussions, and Speeches

8. CONFIDENT APPEARANCE	69
9. SHORT SPEECHES	74
9.1 <i>Preparing a Speech</i>	74
9.2 <i>Structuring a Speech</i>	75
9.3 <i>General Technical Advice</i>	77
9.4 <i>The Persuasive Speech</i>	78
9.5 <i>The Informative Lecture</i>	79
9.6 <i>The Instructive Lecture</i>	80
9.7 <i>Self-Analysis Following the Lecture</i>	82
9.8 <i>A Fully Written Manuscript</i>	84
9.9 <i>A Keyword-Manuscript</i>	85
10. INHIBITIONS IN SPEAKING	87
11. PERSONALITY	91
12. BODY LANGUAGE (KINESICS)	93
12.1 <i>Statistics</i>	93
12.2 <i>Signals</i>	95
12.3 <i>Actions (Examples)</i>	97
13. UNFAIR TACTICS	99
14. LAW OF ACTION	105
15. SELLING YOURSELF AND THE IDEA	106
READING TEXTS	109
CHARACTERS	109
INTERVIEW WITH THE RECRUITMENT OFFICER	114
ARRIVAL IN MANCHESTER	120
A VISIT TO THE CAR FACTORY	122
IN RON GORDON'S OFFICE	124
IN PETER CAMPBELL'S OFFICE	126
A MANAGEMENT MEETING	127
HOW TO SAVE MONEY	129
A MEETING WITH THE DEPARTMENTS' CO-ORDINATORS	130
A WORKING GROUP MEETING	134
MAKING DECISIONS	136
A SPECIAL TASK	139
COST REDUCTIONS	147
A SIMPLE IDEA	150
HANDLING STAFF	152
A GREAT SUCCESS?	156

REPETITION: ADDITIONAL AIDS IN MEETINGS..... 157

1. EXPRESSIONS NEEDED BY THE CHAIRPERSON OF A MEETING	157
1.1 <i>Welcoming Remarks</i>	157
1.2 <i>Opening Remarks</i>	157
1.3 <i>The Objectives of the Meeting</i>	158
1.4 <i>Interrupting the Speaker (he speaks too long)</i>	158
2. MEETINGS AND DISCUSSIONS	159
2.1 <i>Coming too late</i>	159
2.2 <i>The Agenda</i>	159
2.3 <i>The argument</i>	160
2.4 <i>Clarifying by Examples</i>	160
2.5 <i>Asking for clarification</i>	161
2.6 <i>Stressing issues</i>	161
2.7 <i>Tactical Balance</i>	161
2.8 <i>Reference to texts</i>	162
2.9 <i>The discussion</i>	162
2.10 <i>To get information</i>	162
2.11 <i>Explaining items</i>	162
2.12 <i>To explain a report</i>	163
2.13 <i>Additional ideas</i>	163
2.14 <i>Support and opposition (diminishing degree)</i>	163
2.15 <i>Interruptions</i>	164
2.16 <i>To avoid or to postpone agreements</i>	164
2.17 <i>Stages to an agreement</i>	165
2.18 <i>To ask questions</i>	166
2.19 <i>Pinpointing the reference</i>	166
2.20 <i>To cover a gap in the presentation</i>	166
2.21 <i>Final comments</i>	166
2.22 <i>Apology for not taking part at the meal after the meeting</i>	167

FAST AND EASY LEARNING WITH THE SUPERLEARNING METHOD..... 168

SHORT INTRODUCTION TO "SUPERLEARNING"	168
WHAT IS "MENTAL TRAINING"?	169
WHAT IS "MENTAL ACTING"?	171
HOW TO REMEMBER YOUR RESOURCES	172
HOW TO PLAN YOUR OWN LEARNING	173
LEARNING IN FOUR STEPS	175

Confidence in Dealing with Conferences, Discussions, and Speeches

<i>Preparation phase</i>	175
<i>Learning phase</i>	175
<i>Concert phase</i>	175
<i>Exercise phase</i>	176
PROVERBS AND SAYINGS	178
PHRASES	182
SOME ENGLISH EXPRESSIONS	193
DIFFERENCES BETWEEN BRITISH AND AMERICAN ENGLISH	201
GRAMMAR	209
TRAINING PREPOSITIONS	209
NATIONALITIES	213
EXERCISES	215
1. CONVERSATIONS, DISCUSSIONS, TALKS, SPEECHES AND PRESENTATIONS	215
<i>Answers</i>	226
2. BODY LANGUAGE	235
<i>Answers</i>	237
3. SOCIALIZING	240
<i>Answers</i>	242
4. GRAMMAR	242
<i>Answers</i>	247
INDEX	251
BIBLIOGRAPHY	259