

Be More Compelling

Project Yourself with an Impressive
and Charismatic Personal Presence



Scott Johnston

LL.B. (Hons) Barrister-at-Law

Speaker

Facilitator

Trainer

Courtroom Litigator

Executive Coach

European Champion Debater

Trainer of World Champion Debaters

www.BeMoreCompelling.com

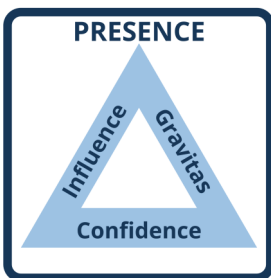
For Leaders, Executives and Ambitious Professionals who want to Be More Compelling

CPD For
Your Skills
Development

- ⇒ Stop holding back - and being overlooked
- ⇒ Step up for that new opportunity or promotion
- ⇒ More effective in challenging 'people' situations
- ⇒ More impressive presentations and conversations

In Person
On Video
Online

Mindset AND Skillset



The Personal Presence Accelerator™

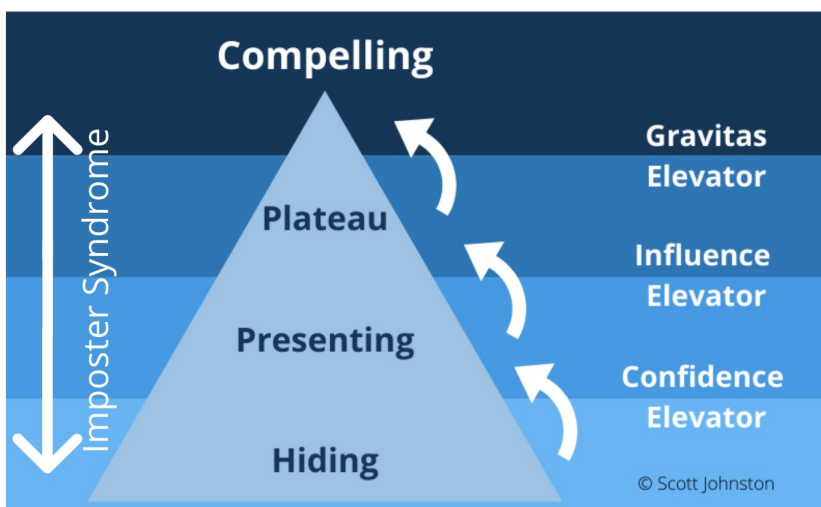
A diagnostic and development tool to help build your:

- ★ Level of Confidence
- ★ Ability to Influence
- ★ Measure of Gravitas



Be. More. Compelling.

The Personal Presence Accelerator™



www.PersonalPresenceAccelerator.com



*** Helps You Overcome Imposter Syndrome ***

Turn it up. Tone it down. On demand.

Compelling Conversations

Whether it's business development, building relationships or dealing with delicate interpersonal conflict you need to be compelling in **all** your conversations. Are you too meek and mild - or like a bull in a china shop? Learn to be confident, assertive and impressive yet warm, engaging and robust.

Compelling Leadership

Do you inspire people to trust and follow you? You can show vulnerability and imperfection, yet retain the respect of your team. But do you?

Are you strong on empathy and engagement, without compromising standards?

Not because you
are weak...

Because you are
ready to grow.



Compelling Video Presence

Are you confident and authentic on camera? Or does your 'Video Presence' let you down?

For all your conversations, meetings and presentations it's very easy to come across as dull and uncomfortable. Don't lose credibility on camera. Be a 'lifted' version of yourself.

Compelling Presentations

Are your presentations creating the best impression - or letting you down?

Do you over-rely on slides and bullet points or are you professional, engaging and impressive?

Do you inspire your audience - or just speak at them from a weak script?

Compelling Sales, Networking and Negotiating

Whether in conversation, a sales pitch or in writing, are you getting the best outcomes from your networking and negotiations - and successes from your sales activity?

Can you think-on-your-feet and speak off-the-cuff without getting all tongue tied? Or do you just draw a blank?



Compelling Media Interviews

Whether it's TV, radio or online interviews – or being 'door-stepped' – you need to keep your composure, know what to say (very briefly) and what NOT to say.

Remain composed. Get your message across. Use soundbites. Answer the question **you** want to answer. Whether it's good news or bad.

**"I saved £10,000
in just *ONE* conversation!"**

"I could not have done it without Scott's training and coaching giving me the confidence to go in there and actually ask for what I wanted."

Maggie Georgopoulos, author, Up The Ladder In A Skirt

Scott qualified as a Barrister in 1990



He has appeared in various Courts and Tribunals and can share his expertise in delivering powerful, compelling presentations, with Gravitas.

For 15 years he has been delivering interactive training sessions. In all his speaking and coaching work, Scott brings the skills of the legal world into your business world.

Whilst a member of a young professionals global network, Scott was a European Debating Champion and trained numerous World Debating Champions.

You can learn techniques for Thinking On Your Feet and Speaking Off-the-Cuff for those tricky moments when there is no time to prepare.

As a mentor and Executive Coach, Scott can help you problem-solve by drawing on your own inner brilliance - and inspire when you need a little help.

Scott Johnston
Johnston Consulting
89 Lochleven Road
Glasgow G42 9RD

Office 0141 632 1211
Mobile 07855 940035

sj@ScottJohnston.net
www.ScottJohnston.net

LinkedIn: Scott Johnston-Escaping Lawyer!

www.BeMoreCompelling.com

**"From complete novice speaker
to World Champion Debater
in only two years!"**

I would not have the skills or confidence in speaking today if it were not for Scott Johnston.

Leeanne Bradley

Financial Adviser, Past President JCI Edinburgh