

Meaning Makers - Start Presenting So Others Care

When: 27-28 April 2019; 9 am till 4 pm

Where: MBA Zone, room no. 104

Why Meaning Makers? Because...

- nobody will ever know how smart you are, unless you can effectively present what you know – and *make meaning* with your words
- today, it's not only WHAT you know or sell, but HOW you talk about it
- in a world of noise, commoditization and customer indifference, no one cares... unless you can get their interest, generate engagement and get remembered

More on WHY it's important: <https://meaningmakers.eu/en/why/>

How Meaning Makers help you to stand out?

- learn how to craft and deliver your message to the only real decision-maker – the human brain – sometimes, without the use of a single slide (!)
- utilizing the latest in brain science, social psychology and behavioral economics, learn how to shape your message in-line with, not against, the rules of attention, engagement and memorability
- disrupt your audiences' status quo and stand out from the crowd by understanding how effective, science-based messaging works and PLAN, not HOPE, for success

More on HOW we work: <https://meaningmakers.eu/en/how/>

What is Meaning Makers?

- a live workshop that will teach you how to get noticed, understood, remembered and generate engagement - to make your customers *care* about what you have to say and so you stop wasting any more opportunities in business
- a consulting project, focused on results-oriented presenting in an engaging, attractive and memorable way, through the use of science-based techniques
- 10 years, 17 countries and 250 workshops worth of messaging experience, captured in a simple, memorable and actionable process – for you and your team to benefit from

What will you learn during the workshop?

- How to make others care about what you have to say? How to generate authentic engagement in your listeners? During Meaning Makers workshop you will learn the 3 necessary steps to do this. Every time.
- What you have to say doesn't matter, if no one is listening. How to present so people do not look at their phones? We will show you ways to attract and keep attention that the human brain cannot ignore.
- Why nobody remembers what you spoke about? Why there are never any questions at the end? Presenting complex things in a simple and easy-to-remember way is a true skill. Learn its secrets.

More on WHAT MM is: <https://meaningmakers.eu/en/>



Wojciech Mendyka

Meaning Maker, an international business trainer and MBA lecturer. Expert in building, presenting and negotiating value across sales cycles.

In 8 years delivered more than 250 training projects in 18 countries (UK, Italy, Norway, Germany, Benelux, Czech Republic, Hungary, Romania, Russia and more). Ex-trainer for Sales at United Parcel Service, where he introduced and developed sales and negotiation skills across EMEA as well as leadership growth projects.

Wojciech leads *Meaning Makers*, his consulting project, focused on results-oriented presenting in an engaging, attractive and memorable way, through the use of science-based techniques. In a world of noise, commoditization and customer indifference, *Meaning Makers* workshops help leaders, experts and sales people present *so that others listen*, by shaping their message to *work with*, not against, the human brain. Most likely, exactly the opposite of what you or your team are doing today.

Wojciech is a top-rated lecturer at the MBA studies of *WSB University in Wroclaw* as well as post-graduate master studies in English. His signature class focuses on the use of disrupting, counter-intuitive rules of *Meaning-Making*, to create and deliver presentations that sell ideas, products or visions. Often, without the need for a single slide.

Regularly cooperates with international consulting/training companies including *Corporate Visions*, *Speak-First* and *Harvard Business Review*, delivering and developing performance improvement programmes focused on leadership and sales growth.

Staying on top of the latest research in neuroscience, social psychology and behavioral economics, with his unique delivery techniques and international sales training experience, Wojciech helps business people to stop wasting opportunities when selling, presenting or negotiating with their customers.

Wojciech speaks fluent English and Polish. He lives in Warsaw, Poland. Travels everywhere.

Learn more: [linkedin.com/in/wojciechmendyka](https://www.linkedin.com/in/wojciechmendyka)