



30 conseils pour présenter efficacement vos idées (French Edition)

Bruno CLÉMENT, Sébastien BERNARD

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Peut-on prendre le risque de mal présenter ses idées ?

Si vous répondez « non » à cette question, vous partagez la même vision que les auteurs de ce livre : pour innover, il faut pouvoir bien présenter ses idées.

Cette conviction a réuni Bruno Clément, ex-planneur stratégique en agence de communication, Sébastien Bernard, metteur en scène de théâtre et Erik Tartrais, directeur artistique, lorsqu'ils ont créé ZEPRESENTERS. Leur société conseille et forme de nombreux dirigeants et cadres en entreprise dans l'art de présenter efficacement leurs idées.

Chaque jeudi, Sébastien et Bruno publient sur le web un conseil illustré par un dessin d'Erik. Régulièrement inspirés par l'actualité, ces conseils ont été réorganisés dans cet ouvrage pour illustrer leur méthode, le HUBSTORY®, qui concentre en sept étapes clés les outils et bonnes pratiques pour bâtir des présentations efficaces et inspirantes. Par sa dimension ludique et pédagogique, ce livre est le compagnon idéal pour guider le lecteur pas à pas dans la passionnante aventure qui consiste à prendre la parole pour faire aboutir les idées.

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