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The Secret Art of highly effective communication

Have you ever wondered how some appear to be natural communicators? And you find yourself buying what they are selling without even noticing that you're doing it?

So how about learning the secret arts?

Having originally studied Sociology and Psychology at College. And more recently qualified as a Master in Neuro-Linguistic Programming with a particular interest in Communication and Human Behaviour; I've always been interested in people.

The more I studied NLP, the more concerned I became that this really ought to be a licensed profession. And that whilst it remains un-licensed it leaves the door wide open for charlatans and hustlers to 'hoodwink' unsuspecting people into doing all sorts of things without fully understanding as to what they have done or why!

This exceptionally cleverly put together keynote presentation takes the audience on a journey through the secret arts of highly effective communication, and leaves them with a far greater understanding of HOW to structure communication to ensure it is ALWAYS a WIN:WIN:WIN. (I also share why a WIN:WIN is actually a Loose: Loose)

I'll break down each stage of the process, and explain:

- **What** is happening
- **How** it is happening
- **WHY** it is happening

And by doing so enabling the audience to understand the WHAT, WHEN and WHY of highly effective communication, where to use it, how to use it and what to expect as a result.

I'll give practical examples of how it is being used both online and offline. What to look out for, and how to guard against any unscrupulous, mis-use of these methods to prevent or safe-guard you, your colleagues and your family.

Based on a combination of my qualifications and experiences, this is an exceptionally open, honest and groundbreaking look at the human psyche and helping to understand listening, learning, consideration and buying decision patterns of prospects, be that in business or in life.

"You will NEVER communicate the same way again!"



"I've had the pleasure of hearing Jay speak several times now, and have always been taken by his rapport, language and the impact he has on his audience.

Jay goes to great lengths to conduct his research, to ensure what he delivers on stage is up to date, relevant to the audience and highly impactful"

Lee Jackson, Past President Professional Speaking Association