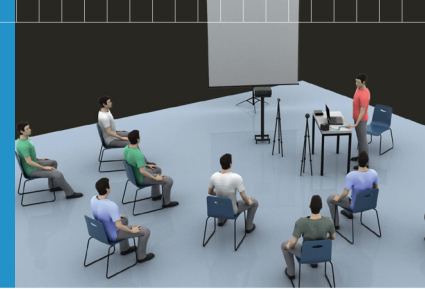


FreeRunner Simulation Program

Controlled Live Simulation



What is FreeRunner Simulation Program ?

FreeRunner Simulation Program is an unparalleled experience for the participants of the training and a special competitive edge for companies that use it. FreeRunner is a perfect solution for running a personalized, company-specific simulation. FreeRunner and its continuously expanding range of programs are at your disposal for running a simulation with personalized content (sales, presentation, customer service etc).

With the help of the FreeRunner Simulation Program, participants can back up training materials and freshly acquired knowledge with the power of practical experience.

Through the use of continuous biofeedback readings, FreeRunner provides never-before-seen objectivity for the evaluation of simulations. Synchronized video recordings offer unique opportunities for analysis: apart from content and verbal performance, this provides a chance to examine posture and the interplay between presenter and audience. The sophisticated impulses developed specifically for the individual modules are provided by the

participants of the training, coordinated by the trainer through previously distributed cards and a unique signaling program.

The synchronized lines of data in the simulation provide immediate feedback for participants, offering a special opportunity for all involved parties by expanding the range of tools utilized in team coaching.

The program is suitable for simultaneously involving up to 20-30 individuals in the program.

In the case of leadership training or individual / small group coaching, the audience can consist of 1-5 individuals.



WHAT DO WE SEE DURING THE SIMULATION?

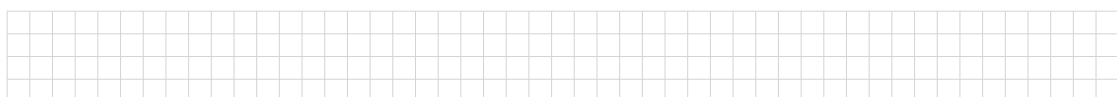
- 1 A camera records the speech, motions, and reactions of the presenter or trainer under training.
- 2 A second camera simultaneously records the questions and disturbing motions of the audience.
- 3 At the same time, the program also records the list of data from biofeedback sensors.
- 4 When the given series of tasks is completed, the software developed for this purpose displays the recordings and data from the above three items on a large-sized split projected image. This allows for the analysis of the presenter's performance. We examine the content elements of the presenter's message. We analyze his or her body language (posture, gestures, facial expressions, tone of voice, speech rate, eye movement etc.). We examine when, why and how the changes in stress levels occurred.

With the help of the summary video, presenters/trainers receive instant feedback, while the training group uses the video to evaluate – for shared learning purposes – the recorded events together.

The evaluation is assisted by detailed, expert material we developed in video format – to a degree suitable for the user.

Documents and supplementary material help the trainers facilitate the preparation process for the training and FreeRunner simulation.

1. To-do list and checklist – Help organize the preparations for the training, making sure you won't forget anything or be forced to work in a hurry at the last (or very last) moment.
2. Negotiation aid – We've collected all the questions and subjects to be clarified and reviewed during the preparation for the training. These can be easily used in the sales process as well, in order to prepare an offer that is tailored to the personal needs of the clients.
3. Evaluation questions – To prepare the training/simulation and collect the relevant information for the training concerning groups and individual participants. This can help you identify the subjects which aren't useful for the group in question and focus on those which provide them with great advantages.
4. Advertisement : If you wish to advertise FreeRunner as a service on your own market, we suggest you use the prepared documents. You can download the general FreeRunner advertisement in an editable form for press releases, as well as for inclusion on web pages and catalogs.
5. DM. We suggest you send information on the service to potential clients in an individual eDM or traditional DM campaign or through your newsletter database. To this end, you can use the following editable DM letter documents.



The following documents and supplementary material help the trainers facilitate the preparation process for the training and FreeRunner simulation. (Continued)

6. Follow-up .The effectiveness of the training/simulation can be greatly improved by an effective follow-up campaign, which also improves the satisfaction of the client and sets up the next round of orders. The follow-up documents focusing on the content of the individual modules are contained in the module boxes.
7. The “Thank you for your participation DM letter” is a small gesture of consideration, but still means a lot to the receiver.

ABOUT THE AUTHOR



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Author : FreeFunner Training System
Professional Presentation ‘Live’

Dr. János Serényi, For the past twelve years Dr. Serenyi has worked in the design and hosting of individual development programs and trainings for his firm, Értéktrend Consulting. He continues to be a highly sought after public speaker for the fields of his expertise, in particularly personal branding, presentations and leadership science. He previously led the establishment and direction of the Budapest-based company of the American advertising giant, McCann Erickson.



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Zsolt Mészáros has worked for such globally reputed companies in the most diverse fields of communication as for example Porsche, or McCann Erickson advertising agency.

In the course of his career he has acquired significant experience in how a message can be conveyed packaged into an experience, sound, color or impression. Currently, he is working on the development of technologies, simulation systems in which the conveyance of information occurs via exciting, realistic life-situations, in an adventurous way.

He is coordinating the development of application systems that provide practical knowledge to the participants of development programs in an efficient as well as entertaining manner. In the process of this innovative work he considers it an outstandingly important objective that the methods which are revolutionary even in global comparison should be simply and comfortably applicable by the trainers, facilitators and coaches who conduct the courses.



For more information about **Persona** GLOBAL® metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT Persona GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL® metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,600 certified **Persona** GLOBAL® practitioners around the world serve their clients as strategic business partners.

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