



## You? With me? An interview?

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“I read your articles and I didn’t think you would be the right person to do an interview with me. Perhaps the editor-in-chief. But only if Forbes were a little more successful; the current distribution figures have not really convinced me.” When *János Serényi* started our interview like this I was lost for words. Blushing, I asked if he was aware how many copies of the first issues we had sold. But my heart was pounding when he looked me in the eye and told me he didn’t regard me as a good enough journalist. He did not leave me to suffer for long. He was just giving me a taster of what he has been doing since he stopped managing McCann Erickson. Together with his partners he has developed a special presentation training. During practice the subject’s stress levels are measured and then analysed, after which they practise until the presenter is able to accept - without so much as blinking - such explicit discomfort that had so disconcerted me.



“Stress is the number one enemy in public speaking, and that is why we are focussed on it. The former marketing guru saw the 360 ° camera at a conference. He was already familiar with the biofeedback system used to see how stroke patients deal with stress in various situations. He wrote the guidebook with 35 topics and several modules; there is a choice of sales, competition presentation, public figures, and job-seeking. In Hungary the system is most popular with direct clients; while abroad it is more sought-after by companies that offer training.

Previously recorded audiences, who put the nervous speaker in all manner of difficult situations, are projected into the corner. They ask difficult questions, leave the room, giggle, telephone and do not pay attention. János - who for our benefit plays the incompetent manager - tries to respond to everything and does not allow them to stop him in his tracks. The biofeedback on his finger measures the level of stress. Then the recording, body language and answers are analysed. Their program offers thirty-five themes, and they promise visible results with just half a day’s training, particularly if the client has a specific situation to prepare for.

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