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ENHANCING SECRETARIES' PRESENTATION SKILLS USING NLP TECHNIQUES WITH SENSORY REPRESENTATION SYSTEMS

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Abstract: *This research examines the impact of Neuro-Linguistic Programming (NLP) techniques, particularly sensory representation systems, on enhancing secretaries' presentation skills. In today's fast-paced business environments, secretaries are required to deliver impactful and clear presentations. By applying NLP's visual, auditory, and kinesthetic (VAK) model, secretaries can tailor their presentations to match the sensory preferences of their audience. The study suggests that utilizing sensory representation systems not only improves audience engagement and retention but also aligns with cognitive and constructivist learning theories, making presentations more effective. This research uses qualitative, literature-based methods to explore the significance of NLP in professional development for secretaries.*

INTRODUCTION

In the rapidly evolving business world, secretaries play a critical role in ensuring smooth organizational communication, as they often serve as the bridge between senior management and other stakeholders. The ability to deliver clear, impactful, and engaging presentations is not just a desirable skill for secretaries; it is becoming a necessity in modern office environments. However, mastering presentation skills is more nuanced than simply learning how to speak in public or organize information effectively. This article examines how the application of Neuro-Linguistic Programming (NLP) techniques, particularly through the use of sensory representation systems, can significantly elevate the quality and impact of a secretary's presentation skills.

Neuro-Linguistic Programming (NLP) is a psychological framework that focuses on the intricate connections between neurological processes, language, and behavioral patterns learned through experience. NLP theory posits that individuals experience and interpret the world through different sensory modalities, mainly categorized into visual, auditory, and kinesthetic systems, often referred to as sensory representation systems. According to NLP theory, each person has a preferred sensory