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Parkside resident brings Broadway into business

by Lisa Bernstein
Lead Correspondent

Using his extensive background as an accomplished actor and theater director, Hollywood resident Achim Nowak applies a unique approach in helping business leaders become better speakers. His daylong workshops for business professionals incorporating acting techniques have become the newest trend in leadership development.

Achim Nowak, born in Germany and educated at a private school in Washington, DC, began working as an actor and director Off-Broadway in New York City. He also received training as a mediator and skilled in conflict resolution through the New York City Court system. Achim relocated to Hollywood two years ago. "I was attracted to Hollywood's beautiful beaches, eclectic architecture and funky charm. I love my Parkside neighborhood," he admits.

In 2004, he founded Influens, a training and coaching consulting firm focusing on improving the public speaking performance of business professionals. He also wrote his first book on the subject-'Power Speaking-The Art of the Exceptional Speaker', published in 2004. His theater-based approach incorporates acting techniques, such as role-playing, 'being in the moment' focusing, detecting expressive signals and connecting emotionally to the audience or person. "It's a great feeling to notice an immediate difference in a individual's presentation skills. I call it communicating with confidence," declares Achim.

Eighty percent of these seminars take place out-of-state for corporations and international organizations. His most rewarding workshop is for the international organization-'Seeds of Peace' headquartered in New York City.



Achim and his work have been featured on 60 Minutes, the Today Show and NPR

His focus is to create a dialog among teenagers from warring countries to establish real relationships and a better understanding of history.

His daylong workshops entitled-'Acting for Business Leaders' are offered at the Miami Beach Cinematheque. Participants are personally coached and encouraged to discover a more engaging delivery and presentation style in a fun, approachable class. Along with teaching the traditional basics, such as diction and stage presence, Achim and other instructors strive to 'unlock a person's authentic self' and establish interpersonal relationships. "Achim is a master at personalizing the workshop to meet everyone's individual needs," remarks Kiki Lawrence, a Hollywood property manager, who recently attended a workshop.

Achim and his work have been featured on 60 Minutes, the Today Show, NPR, and in the award-winning documentary, 'The Last Enemy.' His next workshop is scheduled for June in Miami Beach. For more information, call 954-923-0821.