

# COMMUNICATION EXCELLENCE




Take your success  
to the next level!

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*Ulrike Seminati*







**Do you have a compelling strategy and clear goals, but notice that they are often implemented too late or not to their fullest extent?**

**Is your workforce made up of highly skilled professionals who despite their qualifications are struggling to bring their teams along for the ride?**

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# **EFFECTIVE COMMUNICATION**

## **IS THE KEY ENABLER OF HIGH-PERFORMING TEAMS**

Your company can have the most compelling goals, but if your leaders are not able to get their teams on board you are giving away a significant amount of potential every day.

According to a report by The Economist Intelligence Unit, poor communication can lead to low morale, missed performance goals, and lost revenue. Separate studies found that poor communication can cost large companies with 100,000 employees an average of \$64.2 million per year\*, while smaller organizations of 100 employees risk losing \$420,000 annually\*\*.

Leaders can only motivate and successfully support change if they are able to build credibility and trust remotely and in-person through effective communication - the basis for creating high-performing teams.

**70%**  
**of business mistakes**  
**are due to poor**  
**communication\*\*\***

\* David Grossman's "The Cost of Poor Communications", a survey of 400 companies with 100,000 employees

\*\* Debra Hamilton's "Top Ten Email Blunders that Cost Companies Money."

\*\*\* Research by US firm Gartner

**Our voice has 5,4x**  
**our body language 8,1x**  
**more effect on others**  
**than our words.**

## **SUCCESSFULLY IMPLEMENTING BUSINESS STRATEGIES**

Especially today, when companies continue to adjust to the "New Normal", we need leaders who inspire others to set out for new, promising goals – capable to accompany them through major change.

Successful business strategies are carried out by an effective team with a high level of engagement. Grounded leaders who communicate from their authentic selves send their messages with power and credibility and are significantly more likely to shape cohesive teams ready to go the extra mile.



**Leaders do not become great communicators by learning a bunch of new skills.**

**They learn to inspire others when they are grounded within themselves, believe in their communication capabilities, and apply powerful skills in a conscious and well-selected way that fits their personal style.**

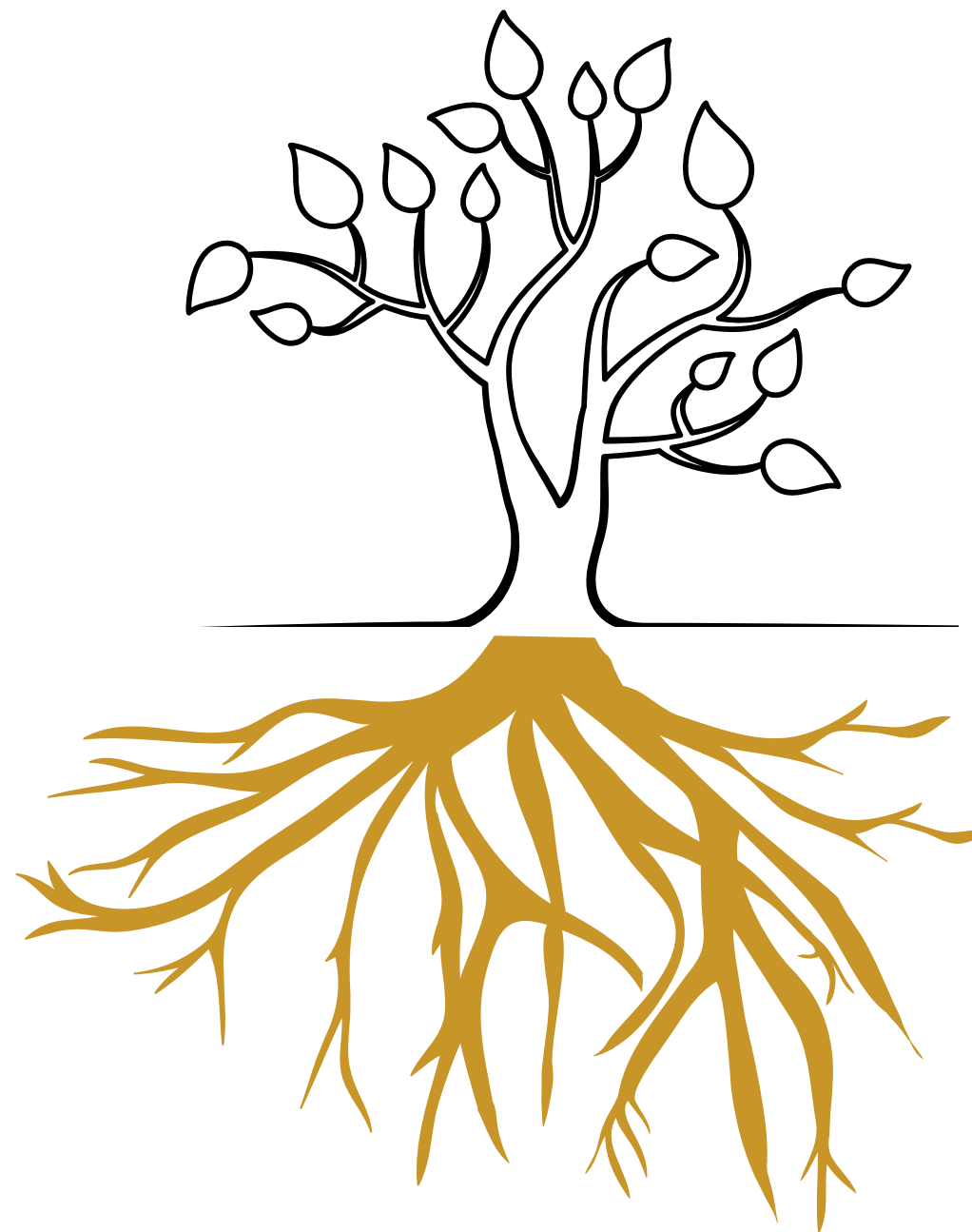


# COMMUNICATION EXCELLENCE

## FROM THE INSIDE OUT

Ulrike combines her personal experience of over 20 years as a leader at ALL hierarchy levels with efficient communication techniques and powerful self-development and self-leadership methods. The training follows an integrative approach by empowering the participant to successfully apply concrete skills while releasing inner power and overcoming limiting beliefs about what's possible.

*Ulrike Seminati*  
LEADERSHIP COACH



### DOING = proven communication techniques

- Mastering the essentials of targeted communication
- Driving strategic messages top-down and bottom-up
- Presenting with impact - from information to inspiration
- Active listening: physically, mentally, and emotionally
- Building trust and buy-in
- Creating Win-Win-Win situations
- Facilitating feedback to enable mutual growth

**Accompanied, practical application based on on-the-job situations and customized implementation steps.**

### BEING = authentic leader personality

- Creating the connection between personal and company goals
- Understanding and lifting existing communication limits
- Increasing applied emotional intelligence
- Detecting discrepancies between real and shown self
- Confident appearance through authentic body language
- Creating the courage to be bold, short and precise



I recommend running the training sessions in short modules of 2-4 hours each spaced out over a period of two to four months.

This provides lasting benefits as it allows for ample time to practice on the job in between sessions.

I accompany participants over the whole period and help them to put their newly acquired capabilities into practice.

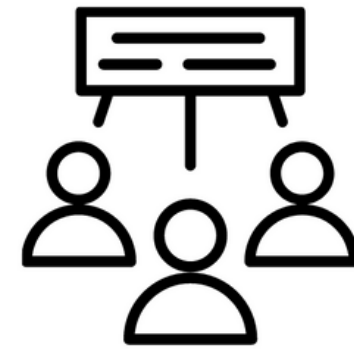
This includes regular Real-Life Experience Sharing calls to foster mutual learning and - on demand - individual coaching sessions.

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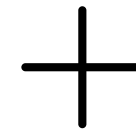
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# CUSTOMIZED **CORPORATE COURSES**



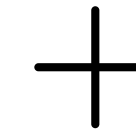
## **CUSTOMIZED TRAINING SESSIONS**

Held on- or offline in groups of 8 to 15 people, your leaders will obtain actionable knowledge and skills in interactive and engaging training modules according to pre-defined needs.



## **REAL-LIFE EXPERIENCE SHARING**

In regular online calls, the participants share what they have learned while applying the newly acquired skills on the job. This creates mutual learning from which everyone can benefit beyond their own experiences.



## **1:1 COACHING**

The 1:1 coaching sessions are optional and round up the whole experience by helping individuals to maximize their personal leadership and communication potential.



Make a lasting impact on financial results by:

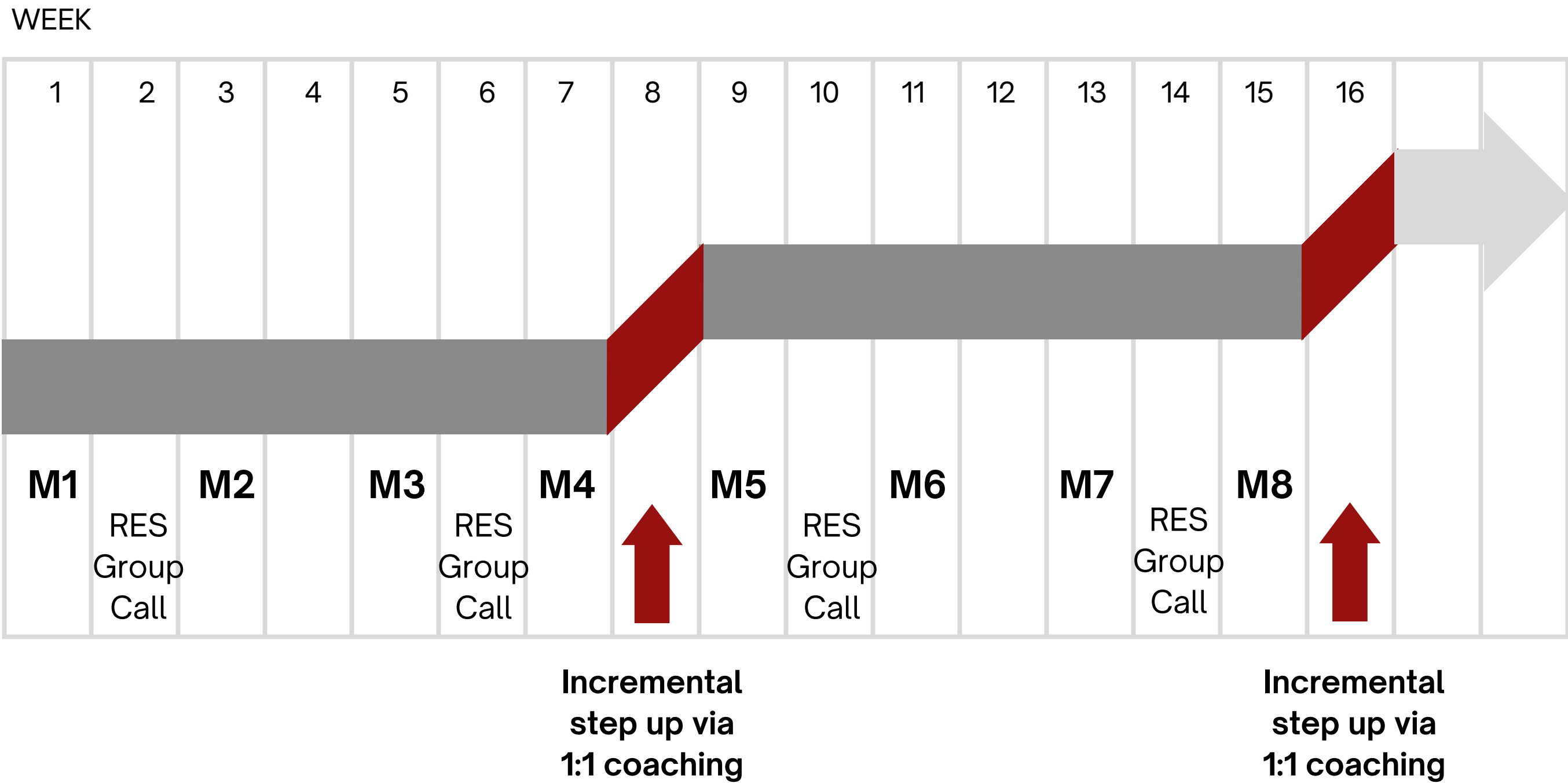
- **Significantly increasing productivity**
- **Leveraging expertise**
- **Higher level of trust and engagement**
- **Shaping high-performing teams**
- **Succeeding ambitious projects**

# 4 MONTH IMPLEMENTATION PLAN



## EXAMPLE TO BE CUSTOMIZED TO YOUR REQUIREMENTS

This example shows 8 two-hour training modules spread over 15 weeks. In between the training sessions, participants share their on-the-job experience with the learned skills in Real-Experience-Sharing (RES) calls. The approach below is an example and will be fully customized to your needs and timelines. Depending on the scope of the program, the costs amount to US\$ 1'500 to US\$ 3'000 per participant.



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# I AM PLEASED TO MEET YOU.

I combine some of the most advanced self-development techniques with my vast experience as a senior corporate communications executive to provide leaders and organizations across the globe with tools that help them grow and reach their most ambitious goals.

Prior to founding my company in 2019, I worked in corporate communications for over 20 years in a variety of industries, steadily climbing the corporate ladder until I became a member of the executive committee of an international pharmaceutical company based in Zurich in 2015.

During my career in the corporate world, I have designed award-winning global engagement programs and successfully implemented numerous leadership, change, and corporate culture programs. I have extensive intercultural experience both in large corporations such as Daimler AG as well as in medium-sized companies such as Acino AG or the TV station Arte.

In all these years, one thing has struck me time and again: The sustainable benefit of leader training all too often comes to nothing because the individual is unable to implement what they have learned. This happens for two reasons: The lack of accompanying the practical application of what has been learned and unconscious factors such as self-sabotaging behaviors that prevent the application of knowledge. The foundation is missing, so to speak, the fertile soil on which the potential of leaders, employees and thus the company goals can grow and flourish.

This is why I've shaped training programs that follow an integrative approach: I empower the successful application of proven communication techniques by releasing the authentic personal style of each individual.

I hold an MA in Marketing Management from Robert Schuman University in Strasbourg, France. I am a CCA-certified coach, a member of the International Association of Coaching Institutes (ICI), and founder and host of the podcast Empowering Female Leaders. I carry out my programs in English, German or French.

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