

LEADERSHIP AND COMMUNICATION EXCELLENCE



Take your success
to the next level!

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***

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.

* 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.

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.

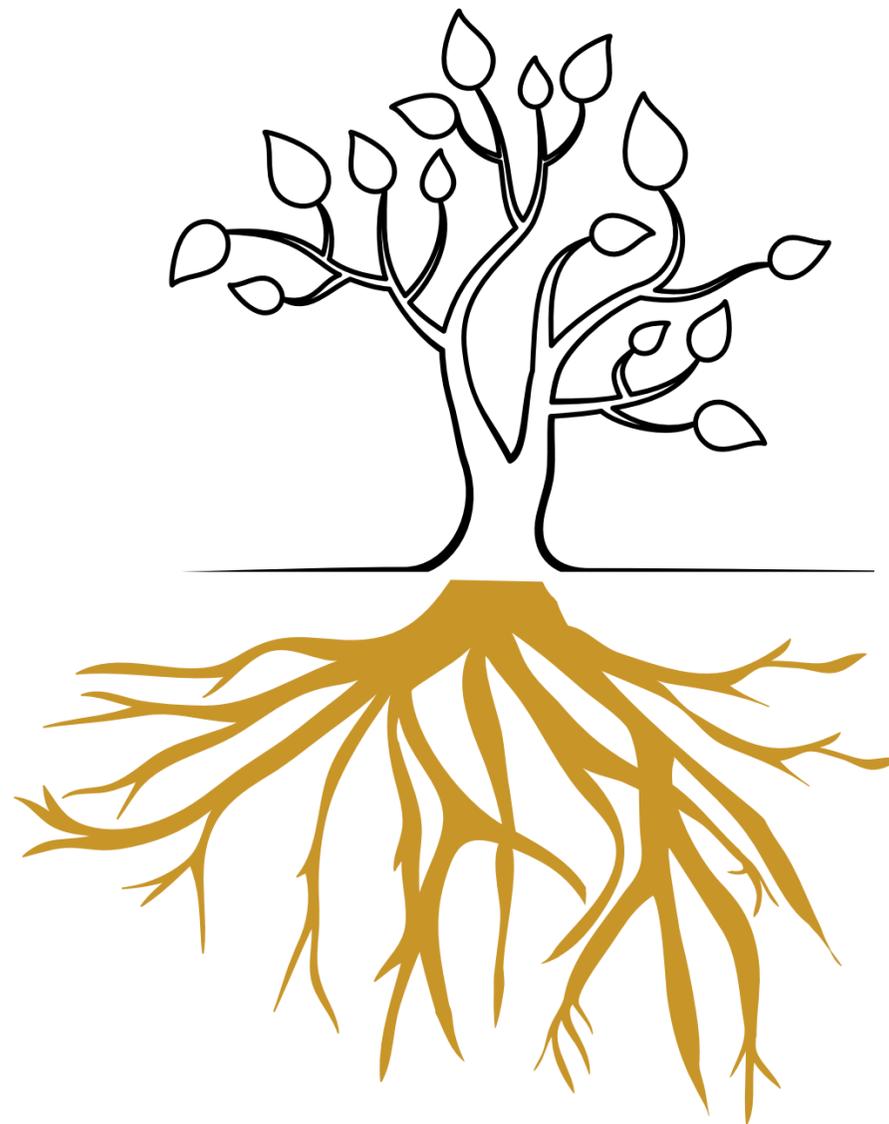


COMMUNICATION EXCELLENCE

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.



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

All modules follow a dual approach by empowering the participants to successfully apply concrete skills (DOING) while releasing inner power and overcoming limiting beliefs about what's possible (BEING).



LEADERSHIP EXCELLENCE

A SERIES OF 2-HOUR MODULES TO CHOOSE FROM

If you want your leaders to cultivate excellence, trust, and buy-in regardless of the magnitude of challenges encountered you find here a comprehensive suite of professional 2-hour modules that you can apply according to the specific needs of your organization. Please note that this overview serves as guidance to help you understand Ulrike's portfolio even though she always customizes the training programs to the specific needs of her clients. Each module can be extended including more time for practice and in-depth knowledge.

POWERFUL MUST-HAVES

In this set of modules, participants experience a combination of efficient and pragmatic communication and leadership techniques and powerful self-development methods. Each of the modules is a puzzle piece to exceptional leadership and communication skills that create positive work environments, nurture strong relationships, and drive organizational growth and success. But leaders do not become great communicators by learning a bunch of new skills. The approach of these modules is to teach them to inspire others while believing in their communication capabilities and applying powerful skills in a conscious way that fits their personal style.

LEADING SELF

Before guiding others, the most effective leaders first learn how to lead themselves effectively to achieve more in their personal and professional lives. These modules are fully dedicated to helping leaders to discover the importance of self-knowledge and emotional intelligence to enable them to lead with authentic energy. By understanding and transforming attitudes and habits, they will discover the power of self-motivation and of overcoming self-imposed limitations.

MANAGING AS A COACH

This series of 4 modules is a powerful approach that fosters growth, empowers individuals, and drives exceptional performance within teams. By adopting a coaching mindset, leaders create an environment that encourages learning, collaboration, and innovation. They actively listen, ask thought-provoking questions, and provide constructive feedback to inspire self-awareness and personal development. Throughout this journey, we will explore a straightforward technique of asking powerful questions that make the manager as a coach approach a game-changer when it comes to problem-solving. This series only develops its full potential when all 4 modules are utilized.

Ulrike Seminati
LEADERSHIP COACH



POWERFUL MUST-HAVES

1 EFFECTIVE MOTIVATION

By understanding the four drivers of our limbic brain, participants will experience what intrinsic motivation is made of for different personality styles. They will practice what they need to activate within themselves and in others in order to make the leap from procrastination to taking action.

2 CREATING TRIPLE WIN SITUATIONS

Participants will gain the capability to uplift both themselves and others from their current mental states, thereby fostering the necessary level of buy-in and engagement required to create a Win not only for themselves but also a Win for their team and a Win for their organization.

3 ACTIVE LISTENING

By learning powerful listening techniques participants will genuinely engage with others, strengthen their relationships, and foster understanding. These techniques help them to avoid misunderstandings leading to more effective problem-solving and collaboration.

4 THE ART OF INFLUENCING

Participants learn practical yet powerful tools to effectively influence others and maximize their impact through the strategic use of verbal and non-verbal communication. This module also includes a dedicated section on adapting body language for online interactions.

5 FROM INFORMATION TO INSPIRATION

Participants will acquire strategies to effectively prepare themselves and their content for engaging presentations to groups. They will employ techniques such as metaphors, storytelling, and interactive elements to effectively communicate their message and achieve desired outcomes.

6 LEADING CHANGE

Participants will acquire the skills to effectively lead individuals with diverse attitudes through the process of change. By comprehending the complexities of various mental stages throughout the change, they will be able to adeptly address underlying issues for successful transformation.

7 MANAGING CONFLICT

By purposefully leveraging the four drivers of the limbic system, participants can skillfully navigate conflicts and handle diverse personality styles. This goes beyond mere accommodation and compromise, promoting conflict management that nurtures enhanced collaboration.

8 FEEDBACK FOR GROWTH

Through the application of an engaging and impactful feedback model, participants will acquire the knowledge and skills to foster a culture of mutual learning. This involves developing a tangible action plan to personally contribute to cultivating exchange through feedback.

LEADING SELF

1 DEFINING THE POINT OF DEPARTURE

By understanding their past, participants will be able to identify the restraints that have confined them to a certain conditioned existence. Through the development of a strong self-image, they will begin to recognize the merit of being their own strong, authentic leader.

2 IDENTIFYING STRENGTHS AND VALUES

Understanding their strengths and values is essential for effective self-leadership as it enables them to align their actions with their core beliefs, capitalize on their abilities, and make decisions that are in harmony with their authentic self.

3 FINDING MISSION AND PURPOSE

This lesson will help participants define their life purpose, before establishing their priorities. After creating a mission statement, they will go through a meaningful goal-setting process and will learn to manage existing distractions that can be a hindrance to achieving their goals.

4 THE POWER OF POSITIVE EXPECTANCY

Participants will gain insights into the dynamics of positive expectancy and the pivotal role of beliefs. By cultivating a positive expectancy mindset, they will explore the formation of attitudes and habits, ultimately learning strategies to modify them and shape a self-fulfilling prophecy.

MANAGING AS A COACH

1 SETTING MEANINGFUL GOALS

Participants will acquire the skills to assist others in precisely determining their desired outcomes. By utilizing targeted questioning techniques, they will enable others to set direction by defining their own visionary goals, performance objectives, and process goals.

2 CHECKING THE REALITY

Participants will learn how to guide others in assessing the current situation objectively. It entails asking the right questions to explore the present circumstances and gain a clear understanding of the gap between the current reality and the desired goal.

3 CREATING OPTIONS

By using different question techniques, participants will learn how to open the mind of others to generate a wide range of possibilities and potential solutions. They will be able to help others evaluate different options, consider their feasibility, and select the most appropriate paths.

4 TURNING OPTIONS INTO ACTIONS

Participants learn how to enable others to develop commitment and a plan of action to follow through. It involves defining strategies and concrete first steps and establishing accountability measures to ensure progress and successful attainment of desired outcomes.

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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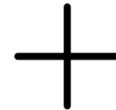
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CUSTOMIZED CORPORATE COURSES



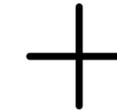
CUSTOMIZED TRAINING SESSIONS

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:

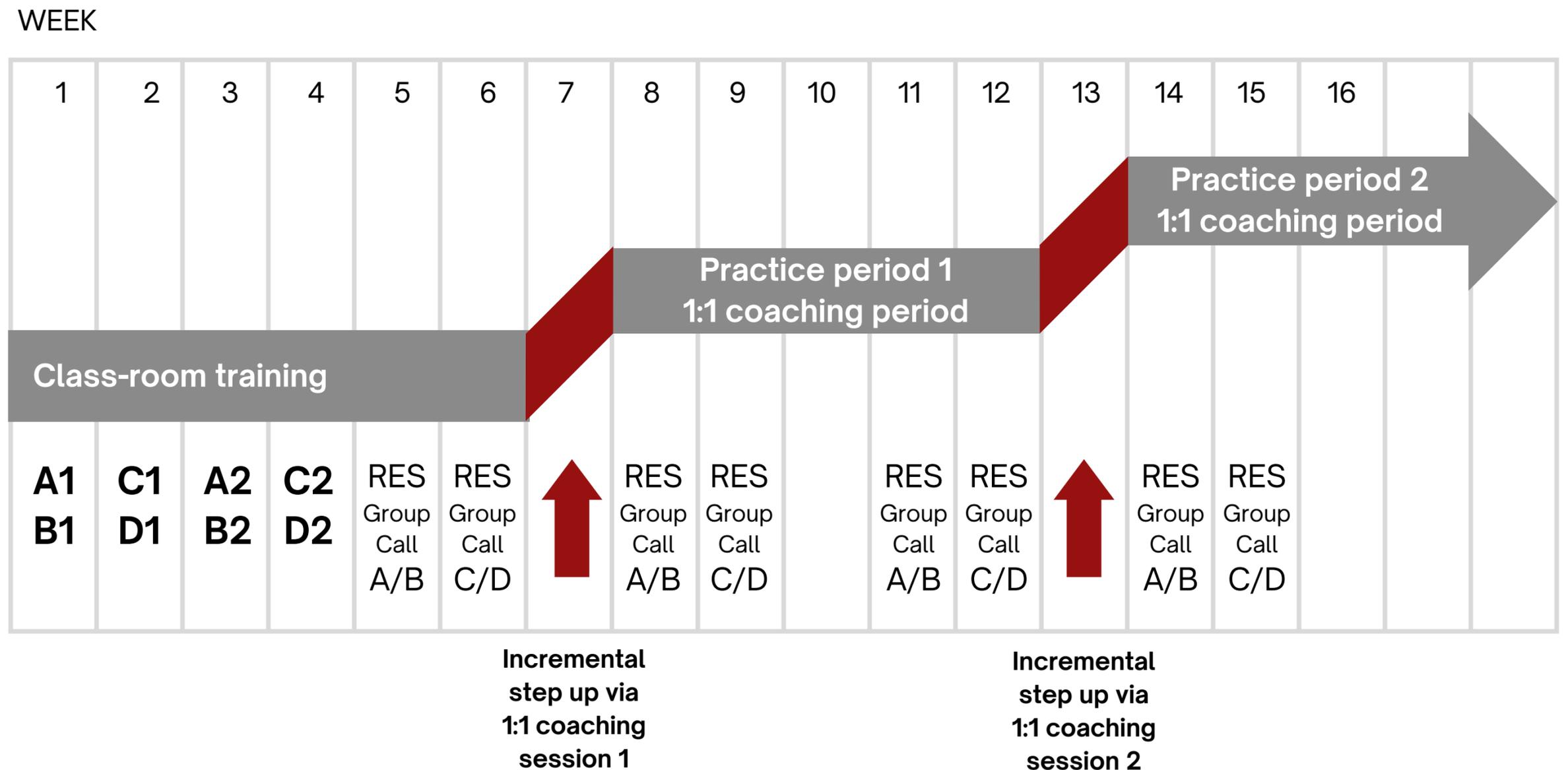
- **Significantly increasing productivity**
- **Leveraging expertise and leading change**
- **Higher level of trust and engagement**
- **Shaping high-performing teams**
- **Succeeding ambitious projects**

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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