



# **FULL TRAINING CATALOGUE**

TRAINING AND COACHING

in

PRESENTATION, SALES and LEADERSHIP

**INNOVATION IN SPOKEN, BUSINESS COMMUNICATION**



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## **PRESENTATION TRAININGS**

Nonverbal communication in presentation

Presenting with charisma

Professional presentations

Media training

PowerPoint for humans

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## NONVERBAL COMMUNICATION IN PRESENTATION

- 1 session of ½ day
- Up to 8 trainees
- On-site
- FR, NL, EN

### FOR WHO

Top-managers, managers, experts

Since you make presentations on regular basis, you wish to:

- Get an objective feedback on your behaviour when presenting with or without slides
- Have a clear, direct picture of the impact of your voice, face and posture on the feelings, reactions and engagement of your audience
- Get an observable, objective explanation of your reputation, image and communication impact
- Get basic advice on how to improve quickly and efficiently

### GOALS

After this training, you will be capable of:

- Detecting and suppressing the behaviours that reflect your stress
- Being more yourself and daring to speak more openly
- Preparing your presentations for a real impact: knowing how to trigger the best part of your communication style to get positive feelings in your audience
- Being trusted, perceived as competent and having real, natural authority

## MODULES OF THE TRAINING

- Test presentation of your choice with camera
- Short presentation on the latest scientific discoveries about charisma, leadership and nonverbal communication
- Review of your performance: discovering your non verbal style
- Becoming aware of your image, the social judgements and the impact of the stress on your behaviour
- Discovering what to change in your preparation as to get positive behaviours and image

## GOING FURTHER

Professional presentations – Presenting with charisma

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## PRESENTING WITH CHARISMA

- ½ day every month over six month + individual practice
- One trainee
- On-site
- FR, NL, EN

### FOR WHO

Top-managers

For top-managers who want to improve their impact when presenting their vision, strategy, or results on regular basis to the management comity, boards and investors.

For top-managers willing to modernize their communication style to meet reach younger generations with presentation formats such as TED-style presentations or short video clips for internal communication.

### GOAL

Develop your own, unique style to its full potential as to engage and influence your organization more efficiently

After this training, you will be capable of:

- Preparing your speech as to appear as a natural leader
- Anticipating and using the reactions of your audience using social intelligence
- Being perceived as confident and trustworthy even when dealing with difficult announcements

- Preparing your talks with specific ingredients to engage your audience to engage with your message
- Being fully aware of your own image and mastering its impact on your audience

## MODULES OF THIS PROGRAMME

In this programme, you will progressively build up your presentations through repeated exercises on the following topics:

### Develop your non verbal communication

- Build awareness of your image (face, voice, body posture, gestures)
- Understand the social judgments triggered by your non verbal communication
- Discover your best non verbal style and maintain it under mild stress
- Develop your natural authority and charisma drawing attention to your voice
- Master your behaviour when presenting slides as to capture maximum attention
- Entering and leaving the stage, interacting with co-presenters

### Develop and express social intelligence

- Social creativity exercise: verbalize the likely reactions of the audience, talk from various points of view, defuse potential oppositions
- Develop your speaking techniques (question form, repetitions, ...)
- Techniques to engage your audience from the first sentence
- Including persuasion techniques in your talk
- Dealing with expectations, emotions and give a meaning to the events the audience face

- Practice 8 persuasion techniques

Find, develop and use work experience to increase engagement and memorization

- Creating short stories
- Gripping, shorter stories
- Linking stories to your topic with explicit cues
- Using stories to illustrate values and meaning of working life

## GOING FURTHER

Persuasion and negotiations – Media training



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## PROFESSIONAL PRESENTATIONS

- 4 sessions of ½ day each + individual practice
- Up to 8 trainees
- On-site
- FR, NL, EN

### FOR WHO

Middle management and experts

As people manager, functional manager or coordinator, a large part of your job is to communicate and organize the cooperation between people, across teams or business units. From time to time you are also requested to make a brief, stressful presentation to the top management. You want to gain confidence, prepare faster and make more impact: you want your message to capture attention, be understood and acted upon. You also want to influence and speak in a way that will create engagement even when there is opposition or conflict.

This training has also proven to help significantly those who are requested to share their knowledge and represent their company with presentations in industry fairs and congress, or to talk to the general public in formats such as TED-style 18-minute motivational speech, or short marketing film clips.

### GOALS

- Develop your own communication style to gain confidence and make your message matter.

- After this training, you will be capable of:
- Preparing your speech focusing directly on impactful ingredients
- Anticipating the reactions of your audience and preparing accordingly
- Being perceived as confident and trustworthy even under stress
- Preparing your talks with specific ingredients to engage your audience from the beginning
- Being fully aware of your own image

## SESSIONS OF THIS PROGRAMME

### Session 1: Develop your non verbal communication

- Build awareness of your image (face, voice, body posture, gestures)
- Understand the social judgments triggered by your non verbal communication
- Discover your best non verbal style and maintain it under mild stress
- Develop your natural authority and sociability in your voice
- Master your behaviour when presenting slides as to capture maximum attention
- Entering and leaving the stage, interacting with other speakers and audience

### Session 2: Develop and express social intelligence

- Social creativity exercise: verbalize the likely reactions of the audience, talk from various points of view, defuse potential oppositions
- Develop your speaking techniques (question form, repetitions, ...)

- Techniques to engage your audience from the first sentence

### Session 3: Include persuasion techniques in your talk

- Dealing with expectations, emotions and give a meaning to the events the audience face
- Practice 8 efficient persuasion techniques

### Session 4: Find, develop and use work experience to increase engagement and memorization

- Creating short stories
- Gripping, shorter stories
- Linking stories to your topic with explicit cues
- Using stories to illustrate values and meaning of working life

Optional re-enforcement session: 1 session of 3h30' with two trainers.

## GOING FURTHTER

Successful negotiation – Talking to the media – Workload, stress, conflict: efficient solutions

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## MEDIA TRAINING

- 4 sessions of ½ day each + individual practice
- Up to 8 trainees
- On-site
- FR, NL, EN

### FOR WHO

Spokesman, head of communication, top-managers, experts

For those who present their company, product or opinion to the corporate and general press on a regular basis, over the phone, face-to-face or on camera.

You wish to

- Deliver every time a high quality interview, even in foreign language
- Gain self-confidence even when facing difficult questions
- Raise interest for your message from the first sentence
- Appear as having real authority, competence; being perceived as trustworthy
- Preparing in a way that will minimize the impact of the stress on your behaviour (voice, face, posture, hands) and strengthen the global impact of your message

### GOALS

After this training, you will be capable of:

- Predicting the impact of your message in terms of attention, memorization and image

- Strengthening your corporate image through behaviours and messages that are consistent over time and across your company
- Gaining self-confidence in your own, personal style through faster detection of your stress response
- Detecting manipulation techniques used by interviewers during and “off” the interview
- Reading and interpreting the reactions of the interviewer
- Managing the risks with a fast, step-by-step preparation method
- Speaking in a more natural manner while meeting the format requirements of the media
- Expressing disagreement and setting limits in a positive manner

## SESSIONS OF THIS PROGRAMME

### Session 1: Develop your nonverbal communication

- Build awareness of your image (face, voice, body posture, gestures)
- Understand the social judgments triggered by your non verbal communication
- Discover your best non verbal style and maintain it under mild stress
- Develop your natural authority and sociability in your voice
- Master your behaviour (eye contact and voice empathy) when listening to the questions
- Opening and closing the interview, interacting with the interviewer

### Session 2: Meeting the needs of the journalists

- Journalists’ goals and means
- Practice short formats with camera or voice recorder

- Understanding the needs in the audience
- Typical journalist methods: why they use it, how to respond
- How to get a good briefing

### Session 3: Preparing your message

- Social creativity exercise: verbalize the likely reactions of the audience, talk from various points of view, defuse potential oppositions
- Practicing 6 persuasion techniques
- Read and manage the 5 basic emotions during the interview

### Session 4: Defuse objections and master persuasion

- Exercise on rephrasing expectations and emotions
- Further practice on persuasion techniques
- Using anecdotes and real-life examples
- Further practice on disagreement and rephrasing
- Dealing with unexpected reactions

Optional re-enforcement session: 1 session of 3h30' .

## GOING FURTHER

Charismatic presentations – Professional presentation

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## POWERPOINT FOR HUMANS

- 2 sessions of ½ day
- Up to 8 trainees
- On-site
- FR, NL, EN

### FOR WHO

Anyone making presentations with slides on a regular basis

Anyone making and circulating slides

Anyone making slides for top-management, salespeople,...

Anyone giving instructions for someone else to make the slides

When making slides, you wish to:

- Have the slides make the right impact on the audience: make sure they support the messages with maximal impact
- Spend less time and energy in making the slides
- Spend less time in modifying the slides
- Get positive feedback on slides

### GOALS

After this training, you will be capable of:

- Making slides that are easier perceived, capture attention properly and increase understanding and memorization
- Defining and using a colour scheme that drive the attention to the right element of the slide
- Revolutionising the usage of text and bullet points...

- Making ideas more visual with simple tools
- Making data speak visually

## MODULES OF THE TRAINING

### Session 1: Optimizing colour and text according to human specs

- Exercise 'Presenting slides', with camera
- Short presentation on the latest scientific discoveries about vision, attention and memory
- Review of 3-slide presentation films: discovering what works and what does not work in the slides and in the speaker behaviour
- Where to start? Defining ideas and mood
- Guiding the attention: usage of titles, pointers, axis labels and animations
- Improving your colour scheme for human vision
- How much text? The truth on bullet points, text lines and font size
- From text to image: exercise

### Session 2: Optimizing tables, charts, and pictures according to human specs

- Exercise 'Presenting data slides', with camera
- Chart and tables: where is the information?
- Exercises on chart and table design, usage of cues
- Pictures: analysing pictures: vision, attention, meaning
- Animations: moving elements and attention
- First and last slide

Optional re-enforcement session: 1 session of 3h30' .



## GOING FURTHER

Professional presentations – Presenting with charisma – The art of pitching

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## **SALES TRAININGS**

Nonverbal communication in sales and negotiation

The art of pitching

Persuasion and negotiations

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## NONVERBAL COMMUNICATION IN SALES AND NEGOTIATION

- 1 session of ½ day
- Up to 8 trainees
- On-site
- FR, NL, EN

### FOR WHO

Sales people, product and branch managers, business developers, investor relation managers

When pitching or negotiating, you wish to:

- Get an objective feedback on your behaviour
- Have a clear, direct picture of the impact of your voice, face and posture on the feelings, reactions and decisions of the other person
- Get an observable, objective explanation which behaviour might weaken your message, impair confidence or delay the closing of the deal
- Get basic advice on how to improve quickly and efficiently

### GOALS

After this training, you will be capable of:

- Detecting and suppressing the behaviours that reflect your stress
- Being more yourself and daring to speak more openly
- Preparing your pitch or negotiation for a real impact: knowing how to trigger the best part of your

communication style to induce positive feelings in the other person

- Being trusted, perceived as competent and having real, natural authority

## MODULES OF THE TRAINING

### Nonverbal communication in one-to-one and team meetings

- Role-play of pitching or negotiation, with camera
- Short presentation on the latest scientific discoveries about sales, negotiation and non verbal communication
- Review of the role-play: discovering your non verbal style
- Becoming aware of your image, the social judgements and the impact of the stress on your behaviour
- Discovering what to change in your preparation in order to show positive behaviours and raise trust, likeability and commitment

Optional re-enforcement session: 1 session of 3h30'.

## GOING FURTHER

The art of pitching – Persuasion and negotiation

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## THE ART OF PITCHING

- 4 sessions of ½ day each + individual practice
- Up to 8 trainees
- On-site
- FR, NL, EN

### FOR WHO

Sales people, product and branch managers, business developers, investor relation managers

A key part of your job is to present your company, products and services to prospects, clients, partners or investors. You wish to:

- Deliver every time a high quality pitch whatever the situation
- Gain self-confidence and sociability
- Trigger positive interest from the start
- Speed up the transition from pitching to negotiating

You have just made a pitch that didn't quite work and have to make it again soon

You are exploring a new market or launching a new product

You are starting to look for new investors

You have decided to participate in a fair and want to maximize your efficiency on the stand

## GOALS

Develop your own, natural communication style and pitch with ease at any moment. After this training, you will be capable of:

- Bounding quickly with your audience
- Getting your audience picture out the product category and benefits for them
- Raising interest so that your audience definitively want to know more
- Being perceived as competent, trustworthy and social even if you feel the stress inside
- Spending less time in preparation thanks to the pitch material developed during the training
- Having a sharper, deeper vision about your products, services, clients, market and positing

## MODULES OF THE TRAINING

### Session 1: Develop your nonverbal communication

- Build awareness of your image (face, voice, body posture, gestures)
- Understand the social judgments triggered by your non verbal communication
- Discover your best non verbal style and maintain it under mild stress
- Develop your natural authority and sociability in your voice
- Master your behaviour when presenting slides as to capture maximum attention
- Entering and leaving the stage, interacting with other speakers and audience

### Session 2: Basic pitch and networking pitch

- The 6 key ingredients of the basic pitch
- Real-life story as a pitch
- How to get useful feedback: tools to improve your pitch on your own

### Session 3: Sales pitch and investor pitch

- Social creativity exercise: verbalize the likely reactions of the audience, talk from various points of view, defuse potential oppositions
- 8 ingredients for a full pitch
- 6 techniques of social intelligence and persuasion to influence your audience during the pitch

### Session 4: Perfect Pitch: end-to-end captivating pitch with storytelling and style

- Develop your speaking techniques (question form,...)
- Cue and engage the audience from the start
- Find, structure and use real-life examples that will be remembered
- Break the ice and conclude in a way that closely relate to your core message

Optional re-enforcement session: 1 session of 3h30'.

## GOING FURTHER

Successful negotiations – Talking to the media

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## PERSUASION AND NEGOTIATIONS

- 4 sessions of ½ day each + individual practice
- Up to 8 trainees
- On-site
- FR, NL, EN

### FOR WHO

Sales people, purchase professionals, managers, top managers

You negotiate with clients or providers on a daily basis. You work under time pressure and closing deals faster is key. Knowing quicker the real needs, means and intentions of your counterpart is also essential to meet your objectives.

You are responsible for cross-organization projects. You need to obtain resources or results from people depending on other reporting lines. You want exert gentle pressure to guarantee cooperation with less emails, conflicts and escalations.

### GOALS

After this training, you will be capable of:

- Get faster understanding of the true needs, means and obstacles from the other party
- Influence the other party towards your goals by using proven techniques when you feel like using them
- Detecting the persuasion techniques used by the other party



- Being aware of your own behaviour and its impact on the outcome of the negotiation, when talking and when listening
- Preparing faster and anticipating disagreements

## MODULES OF THE TRAINING

### Session 1: Establishing the basis for negotiation: the role of social intelligence

- Role-play of your last negotiation: when and why it gets painful
- Translating your opinions into facts and feelings
- Rephrasing to the other's needs, facts, requests and needs
- The art of questioning and rephrasing to speed up defining the true positions of each other

### Session 2: Using persuasion techniques (basic)

- 8 scientifically-proven persuasion techniques
- Simple role-play practice
- Inclusion of persuasion techniques in your own negotiation
- More practice: checking up the correct usage of persuasion techniques

### Session 3: Non verbal communication in negotiation

- Filmed negotiation role-play
- Review of your behaviour using scientific tools from experimental psychology
- Natural expression exercise with camera
- Become aware of the impact of the stress on your behaviour and negotiation outcome

### Session 4: Anchoring negotiation method with more practice

- Wrap-up exercise

- Developing and testing a new negotiation from A to Z
- Reviewing the performance
- Improving your voice and pace with questioning techniques to gain authority and trust
- Conclusions and personal recommendations

Optional re-enforcement session: 1 session of 3h30'.

## GOING FURTHER

The art of pitching

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## TRAINING IN LEADERSHIP

Nonverbal communication in leadership

Efficient solutions for managing motivation, stress and conflicts

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## NONVERBAL COMMUNICATION IN LEADERSHIP

- 1 session of ½ day
- Up to 8 trainees
- On-site
- FR, NL, EN

### FOR WHO

Top-managers, managers

As a manager you wish to:

- Get an objective feedback on your behaviour in one-to-one or team meetings
- Have a clear, direct picture of the impact of your voice, face and posture on the feelings, reactions and decisions of the other person
- Get an observable, objective explanation of your reputation, image or link your 360 leadership assessment to specific behaviours
- Get basic advice on how to improve quickly and efficiently

### GOALS

After this training, you will be capable of:

- Detecting and suppressing the behaviours that reflect your stress
- Being more yourself and daring to speak more openly
- Preparing your meetings for a real impact: knowing how to trigger the best part of your communication style to get positive feelings in your team and management

- Being trusted, perceived as competent and having real, natural authority

## MODULES OF THE TRAINING

- Nonverbal communication in one-to-one and team meetings
- Role-play of one-to-one or team meeting, with camera
- Short presentation on the latest scientific discoveries about charisma, leadership and non verbal communication
- Review of the role-play: discovering your non verbal style
- Becoming aware of your image, the social judgements and the impact of the stress on your behaviour
- Discovering what to change in your preparation as to get positive behaviours and image

Optional re-enforcement session: 1 session of 3h30'.

## GOING FURTHER

Efficient solutions for motivation, stress and conflicts

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## EFFICIENT SOLUTIONS FOR MANAGING MOTIVATION, STRESS AND CONFLICTS

- 6 sessions of ½ day each + individual practice
- Up to 8 trainees
- On-site
- FR, NL, EN

### FOR WHO

Top-managers, managers

As a manager you want more engagement, more cooperation, fewer conflicts from your team. You wish to spend less time and energy on « people issues »; you wish your team to behave in a way that triggers positive feedback from clients and management.

### GOALS

After this training, you will be capable of:

- Communicating decisions to your team in a way less likely to create conflicts
- Having shorter, more efficient one-to-one meetings
- Detecting conflicts, disengagement and potential burn-out earlier
- Rising the engagement, productivity and happiness of your team
- Managing your own response to stress and micro conflicts in a way that minimizes the impact on your energy and team productivity

## MODULES OF THE TRAINING

### Session 1: Non verbal communication in one-to-one and team meetings

- Role-play of one-to-one or team meeting, with camera
- Short presentation on the latest scientific discoveries about charisma, leadership and non verbal communication
- Review of the role-play: discovering your non verbal style
- Becoming aware of your image, the social judgements and the impact of the stress on your behaviour

### Session 2: Conflict management

- Identification and evaluation of conflicts
- Identify and defuse the defence mechanism of the other person
- Practice of techniques to defuse opposition from the other person
- The truth about empathy: theory and exercises
- From conflict to 'win-win' agreement

### Session 3: Disengagement, depression and burnout

- Stress, depression and burnout: a scientific perspective
- Exercises to identify behaviours likely to signal stress, depression and behaviours
- The stages of burnout: identify and understand the process of burnout
- When and how to deal with people showing depression or burnout

### Session 4: Motivation and engagement: acting as a leader

- One-to-one motivational role-play (with camera)
- Deconstructing the one-to-one motivational issues

- Why I work: exercise on personal values
- Why we work: discovering team values
- Practice: using values and stories to make sense in one-to-one meetings

#### Session 5: Manage your own stress

- Discovering the causes of your stress
- Measuring your own stress level
- Discovering the impact of the stress on your behaviour and on others
- Techniques for stress reduction on the job and at home
- Exercise with biofeedback tools

#### Session 6: Motivation and engagement: engaging as a leader

- One-to-one engaging role-play (with camera)
- Deconstructing the one-to-one engagement issues
- Why you work: exercise on discovering personal values of your colleague
- Why we work: linking personal values, team values and initiative to make the other commit to actions and productivity

Optional re-enforcement session: 1 session of 3h30'.

## GOING FURTHER

Successful negotiations



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## PRICING POLICY AND TERMS OF SERVICES

All our training programmes take place on client's premises; we do not organize multi-client training sessions at the moment.

Our prices are available on request. We charge a fix rate per coach per half day. The prices are therefore independent from the number of participants, as long as the number of participants remains within the limits set in the offer.

Depending on the choice of the client, the training sessions are led by one or two coaches. Choosing for two coaches brings real advantages, allowing many more personalized advices, making sure no one is ever left behind during practice, energizing the pace of learning as well as exercises. The participants often name these advantages, along with the complementarity of the trainers as one of the three most important pillars of the Leadercom method.

In all training programme, the support materiel (workbook, USB keys for participants with their rehearsals on video, beamer, camera, sound kit), the transportation of the coaches to your premises in Belgium and one in-take meeting are included in the costs.

All our training programmes are available as individual coaching programmes in sessions of minimum two hours.

We offer 50 per cent rebate to Belgian public institutions; we also help some organizations in training their speakers in exchange with sponsorship.

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## WHY LEADERCOM ?

**Scientific:** We went to all the trouble to read and reflect on hundreds of first hand scientific papers to make sure you are learning the truth, not the myths, not the Guru's tips.

**Pragmatic:** You will be working 90% of the time applying our methods directly to your next presentation / pitch / negotiation... Applying your new skills to your real job challenge starts from your first exercise.

**Long-lasting skills:** Our goal is to change your habits. We know how fast you can understand what we teach. We know how hard it is to apply it, and how much repeated practice it takes to make it a habit.

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## OUR METHOD

### THE COHERENCE PRINCIPLE

A great presentation, sales pitch, media interview... depends mostly on the coherence between your expressiveness (emotions on your face, tone of voice, gestures, posture), what you say and the expectations of the audience. Our first job is to make you aware of the discrepancies between these and the unconscious judgments they trigger in the audience (perceived competence, authority, sociability...).

For instance, you wish to motivate (goal) your staff by sharing the good quarterly figures with them (content). As you rehearse this with us in a training session, we film you doing your speech. When reviewing the film with you from the audience point of view, we analyse your facial expression on the screen and it appears that most of the time your face is blank (devoid of emotion, see 'defence mechanism' below). In general, the absence of emotion in the face triggers in the audience judgments of average authority and competence, low sociability, empathy and joviality. But when presenting good news with such a face, the discrepancy between the words and the blankness of the face will trigger judgments of distrust and suspicion. Your communication will very likely create anxiety and disengagement in your staff, for the human mind detects discrepancies very effectively, albeit unconsciously.

Another discrepancy might be that while your face expression underpins your message, your voice fades out or goes up all the

time, or you fill every silence with sounds such as 'euh/er', 'hum', 'well...', 'aaaand'..., leaving no time for breathing... and this makes you perceived as anxious, hence, when telling good news, not trustworthy.

## DEFENCE MECHANISM

Among all stressors, the social stress is the most impacting. Being watched by others while performing a task is stressful. It is even more so when there are high expectations regarding our performance or when the audience is large, or when we are being watched by people whom we believe have a higher hierarchical position than us.

When pitching to a client, talking to a camera or a large audience, or reassuring your team on sensitive issues, we feel ourselves not being 'natural': the stress does change our behaviours. For instance, some naturally smiling women suddenly can only display blank faces; some people start to speak hesitantly although they usually are very self-confident/assertive ; others will appear fidgety... This can go as far as displaying simultaneously a permanent light smile and surprised and fearful eyes (François Hollande) or asymmetrical, twitchy movements of the lips that people read as 'social disgust' (Nicolas Sarkozy). Each of us tend to express the same parasite behaviours across all types of stressful situations. However, they vary between individuals. We are all different and have our own range of specific parasite behaviours. It is paramount for everyone to discover one's own specific defence mechanisms. Indeed they

impact our communication negatively: some appear not be social, others, lacking authority,...

As a client puts it : « That person on the screen, it's not really me. It's the first time that I hear someone clarify my mixed feelings about my performance, predict how the audience will receive my talk/speech in terms of authority, trust, sociability, and point out the very specific behaviours that I had never noticed before. »

## WHY IT WORKS

When you meet someone for the first time, your mind produces a first social impression (dangerous/ not dangerous, like / dislike,...) within a few milliseconds. These social impressions are swift, consensual (other people will tend to have the same impressions), long-lasting and unconscious. When you have bad or mixed feelings about someone presenting you with an attractive opportunity (great product, ...) you will tend to reason yourself and try to suppress those feelings, but they will not disappear! Our mind is built in a way that social judgments have incredible weight and power.

For that reason, when talking to someone, we want to create the right feeling very quickly. Presentations often seem to make it or fail within the first minute (or less). Since at least sixty per cent of your social image is driven by your non verbal communication (face, tone of voice, hands, posture) it would be critical to control it. The trouble is that talking, presenting, negotiating... requires all our attention. There is no way we can pay attention to/focus on our voice, hands or face and control them at the same time?, unless we become actors.

Our method offers two complementary ways of solving this problem: (1) making you aware of your behaviour during the training sessions will help you suppress your defence mechanism and re-appear more natural; (2) preparing what you say using a way that is closer to natural, spontaneous, spoken communication. Indeed, we all have trained to prepare talks, sales pitches, meetings... using logical arguments and figures. That is great for written communication but terrible for spoken communication. Therefore we help you build up your speech by consciously using some of the great tools of spoken communication, like storytelling, question forms, emotional intelligence and influence techniques... This preparation does trigger the better part of your expressiveness without controlling it.

## PEDAGOGY

- We always start with a role-play or a presentation from your real job, as a baseline and direct anchor into your real challenges
- We film it (except when you don't feel like being filmed, which we always respect)
- We introduce you to the key scientific concepts relevant for the training
- We review your performance with our social judgment grids and feedback tools; you get to understand the impact of your message from all angles: nonverbal analysis, content and context
- You will then spend 90 per cent of the time of the training session practicing new skills directly on situations you reported from your working life, using our dedicated step-by-step methods

- You rehearse frequently in front of the camera and analyse your progress from all angles (content, voice, face, audience impact...)
- You learn to spot the behaviours triggered by your stress and gain confidence as they disappear
- You revise and develop your pitch, presentation, negotiation, ... one step at the time, adding new skills and complexity under the supervision of the trainer
- In group training you interact a lot with your colleagues in small group to rehearse, observe and get feedback
- During our trainings, you will gain autonomy and thoroughness thanks to
  - o The Leadercom scientific grid of social judgments
  - o The Leadercom communication preparation guide
  - o The Leadercom feedback tool
  - o ... and many other structured, step-by-step, A-to-Z tool

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## WHO WE ARE

### VISION

Our communication is not always working properly and we don't really know why.

Each of us can recall great moments with our colleagues, clients, family or friends, exchanging ideas and memories, feeling alive and connected to each other through spoken communication.

But we have also experienced times when we were feeling that no one was listening to us; when we were feeling like speaking to blank faces; when we blamed ourselves for not finding 'the right words'; when our presence, our voice simply were meaningless.

Do great communication moments happen by magic?

No. Many scientific psychologists have analysed communication content and behaviours for more than 50 years in the fields of 'nonverbal communication', 'charisma', 'persuasion', 'social judgment' and 'emotional intelligence'... And they discovered that 'gifted communicators' display certain specific behaviours and express themselves in some ways that systematically improve the impact of their communication.

We all have learned spoken communication by trial-and-error. To go beyond 'terminal average level', there is no other way than re-discovering and practicing the essential principles of this art properly.



## MISSION

Our mission is to help managers become more influential and better leaders, to make sales people close deals and resolve issues faster, to help experts to make their knowledge matter to their audience. We achieve this by confronting their communication habits as we observe them in the business with the knowledge from laboratories of psychology on language, attention, memory, emotion, reasoning, persuasion, leadership... and design exercises to establish new, proven, long-lasting communication skills.

As behavioural psychologists, we use objective, observable, measurable methods. We help you understand the key principles underlying the complex world of human communication, so that you enjoy making progress for the rest of your life!

## OUR STORY

In 2007 Alexandre Destro and the professor René Zayan of the Université Catholique de Louvain trained several Belgian politicians, party leaders and vice ministers. They created the brand Leadercom and gave conferences on charisma and the psychology of communication to EU institutions and associations.

The same year, René Zayan wrote and presented a TV documentary film about political charisma : “Coupez le son” (“Charisma in Politics, the Body Language of Politicians”). Directed by Thierry Berrod, the film has since been screened to over 500 million viewers around the world.

In 2012 Thierry Gieseler, a psychologist with 15 years of experience in business, joins the team. From 2013 onwards, he supports the

expansion of the services in training and coaching towards the corporate world.

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## BIOS

### ALEXANDRE DESTRO, CO-FOUNDER OF LEADERCOM

Those who have worked with Alex do appreciate the precision and speed with which he assesses his clients' needs and put them on a fast track. Don't be misled by his Italian charm; he is driven by time and efficiency when it comes to making you progress.

In fact, as a former behavioural therapist, Alex learned that helping people change their habits and develop new skills required a sound preparation. Selecting the right scientific, proven method for every need is the key. Today's business clients make no difference: he dedicates a lot of time sharpening the tools so that he can adapt freely to his clients' needs. He also learned how to make the clients progress step-by-step, at their own pace (or, in rescue mode, at the pace the situation forces you to take...) and possibly enjoy the training. But what matters most in his work is getting feedbacks on his clients' real progress in real life.

After his master in psychology, he developed a talent for talking in public and sharing his passion about experiments in scientific psychology. Indeed, he lectured psychology to students in journalism at a high school of communication renown for its hands-on, down-to-earth pedagogy for 10 years. With this ability to reach a broad audience on scientific topics, large corporations often invite him to

raise awareness about leadership, communication and happiness at work. Should you wish to get his help or invite him for a Lunch&Learn, do not hesitate to contact him at [alexandre.destro@leadercom.pro](mailto:alexandre.destro@leadercom.pro)

## THIERRY GIESELER, CO-FOUNDER OF LEADERCOM

When meeting Thierry, you'll discover his natural inclination for listening and a passion for communication challenges. Therefore he doesn't have to make any effort in helping you clarify your message, find new ways of putting your thoughts and feelings into words that sound right for you... and your audience.

You might also share his passion for the scientific discoveries on the human mind. No surprise that he has got a master in psychology. And he worked as a research assistant at the Université Catholique de Louvain. Why did he drop his PhD project ? To get out of the labs and confront his knowledge in psychology with the real (business) world. Thierry gained significant working experience through various positions in marketing and IT management in global companies over more than 10 years.

He now happily dedicates all his time to translating scientific discoveries about the psychology of communication into business-relevant training and coaching. As a result, his clients do appreciate his unique feedback and advise, blending in once all aspects of that truly impact the audience, from management, sales and marketing, or corporate leadership with specific behaviours that impacts the audience. If you wish to work with him on your next communication, do not hesitate to touch base with him: [thierry.gieseler@leadercom.pro](mailto:thierry.gieseler@leadercom.pro)