



# **CONSULTANCY SERVICES**

IMPROVING YOUR SPOKEN DELIVERY

in

PRESENTATION, SALES and LEADERSHIP

**INNOVATION IN SPOKEN, BUSINESS COMMUNICATION**



Consultancy services	1
One-off, critical, spoken communications	1
Your most important, most used presentation	2
New communication formats	3
The special case of content marketing	4
Why Leadercom?	6
Who we are	6
Bios	8

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## CONSULTANCY SERVICES

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### ONE-OFF, CRITICAL, SPOKEN COMMUNICATIONS

Our clients ask us to help them prepare and rehearse various situations where they need to convince, engage, influence, reassure, give warning to... their superiors, clients, partners or contractors, and colleagues. In order to get ready and more self-assured, they ask for an external, objective feedback on their preparation and a structured method to spot the key aspects that need to be enhanced. Very often, we help them clarify their message, stress the consequences and benefits (rather than features, processes,...), and be more persuasive while staying true to themselves. The various situations they prepare for are, for instance:

1. Sensitive announcements (re-organizations, change in strategy,...)
2. Defending and negotiating critical tenders
3. Submitting / defending their strategy to their N+1, board, executive committee...
4. Applying for a new position

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## YOUR MOST IMPORTANT, MOST USED PRESENTATION

Our mission is to ensure that the presentation delivers systematically with the right impact and that the total investment in these events is optimized.

Typically our clients invest time and money in organizing events to raise brand awareness, sales, investments, or internal dynamics such as:

- Marketing / sales road shows
- Investor pitch
- B-to-B sales pitch
- Quarterly / annual management days (cascaded down and across the organization)

They come to us with four issues:

1. The same core presentation will be used again and again across types of audiences, regions, cultures, etc. How can they be sure that the presentation produces the right impact? Will the audience really care? Does the audience really understand, memorize and engage with their presentations? Will it trigger the expected behaviours and decisions?
2. When several speakers from the company present their part of the presentation, how can the consistency in content and style be improved? How much redundancy is necessary between the

parts? Do they strengthen the core message or does it get diluted? What is the global impact?

3. As various speakers are assigned to use (and stick to) the same core presentation across various regions, business units,... how can one be sure that the information is not distorted? Depending on the speakers, the same slides may be used with very different messages, giving no guarantee that the core message reaches all the staff.
4. Another critical aspect is to control communication costs. Our clients can tell their expenses for travel, venues, and catering; they can tell the number of attendees, quality of venues... Unfortunately, they cannot tell the total costs of these presentations: the time of the people involved, namely top managers, directors and all the support staff helping with drafting and reviewing the many versions of their presentations.

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## NEW COMMUNICATION FORMATS

Our mission here is to help the speakers to use our tools and their personality to build their talks with the right ingredients and structure for every format. We help them deliver a new, professional, mastered communication.

With the rise of the Y-generation to the top management and the next generations growing in the company, long, lecture-type talks are replaced with more creative formats. These include:

1. TED-style talks (18-minute, inspirational talks)
2. Monthly video from top management on transformation / project progress, video diaries, news type updates...
3. e-learning, webinars, webcasts,...

For the speakers, these formats are usually uneasy. Therefore we have two types of clients coming to us:

1. Those experienced ones who anticipate the danger and ask for our support in order to guarantee the successful launch of their new communication style.
2. Those who tried and became aware of the difficulties. Typically, they made videos with the top management and got poor or negative feedbacks. The top management usually wants to have a more direct connection with all the employees; and the employees feel difficult to engage with what they perceive as 'talking-books', inexpressive faces.

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## THE SPECIAL CASE OF CONTENT MARKETING

Most companies start to engage with their clients by helping them finding the relevant information when searching about a product or service. They make available free advices (videos) from their experts related to questions the clients face at the very beginning of their quest. The purpose is to raise brand and product awareness and build authority and proximity with the client even before he / she looks for a particular product.

There are many challenges for the companies starting with content marketing videos: their experts such as chief economists (banking), doctors, physicists, chemists (pharma, chemistry), or legal advisors (insurance) are not accustomed to talking to cameras using clear, brief sentences and very few generalizations or abstractions. They never make talks in short formats (3 to 6 minutes). Moreover they want to be perceived as knowledgeable experts and yet they need a common language that will engage a non-expert audience. Even worse, their presentations are rarely designed to answer any direct, simple issues raised by their audience, and therefore, appear to be unhelpful.

Our mission is to be the first audience of your experts and help them translate their content into something meaningful for the needs of their audience. We help them discover what matters for the audience, find examples instead of theories, drive the attention of the audience, show social intelligence... so that the audience understands and memorizes the information, but also perceives the brand as close, knowledgeable, and helpful.

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## WHY LEADERCOM?

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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-hearth 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)