



AT A GLANCE



„I have encountered both excellent and appallingly poor managers throughout my professional career.“

I have learnt from many people, but I have suffered at the hands of some. It was the latter experience that drove me to found The Leadership Group®.

We've probably all come across them: the good managers who were born with a natural flair for leadership and/or who have systematically developed their skills over the course of their careers, and the managers at the other end of the spectrum who really shouldn't be managing staff at all – and who would be doing themselves and others a huge favour by not doing so.

We look forward to accompanying you on your journey to becoming a Superboss.



Ulf Werkmeister
Founder and Chief Executive Officer (CEO)



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EXPERTISE
ULF WERKMEISTER

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THE LEADERSHIP GROUP

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C.O.A.C.H.® Classroom training
**LEADERSHIP
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**Comprehensive basic
training for managers**

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Digital training
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MICROLEARNINGS**

**Library with
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A close-up, low-angle shot of a conductor in a dark suit and glasses, holding a baton and gesturing with his left hand. In the background, out of focus, are musicians playing violins and flutes. The lighting is dramatic, with strong highlights on the conductor's hands and baton against a dark background.

**PEOPLE FOLLOW
BEHAVIOUR MORE
THAN STRATEGY**

EXPERTISE

ULF WERKMEISTER



Purpose

Being the Architect



Passion

Leadership & Corporate
Culture Development



Qualifications

4 International Assignments
(Hungary, France, USA, UK)
Mechanical Engineer and
Organizational Psychologist

POSITIONS

	Amazon (Fortune 500)	Director Employee & Labour Relations Europe
	ProSiebenSat.1 Media SE incl. NuCom Group (DAX 30)	EVP & Chief Human Resources Officer
	Unilever (Fortune 500)	Managing Director & VP Human Resources
	D+S AG (fashion fulfilment, private equity owned)	Chief Human Resources Officer
	The Coca-Cola Company (Fortune 500)	VP Human Resources
	Axel Springer SE (media)	Corporate VP Leadership Development
	Colgate-Palmolive (Fortune 500)	Managing Director Human Resources
	PepsiCo (Fortune 500)	Director Human Resources
	Mars Wrigley Inc.	Trainee & Manager Human Resources

VISION

THE LEADERSHIP GROUP

Why do so many employees feel little or no emotional attachment to their company? Why do the majority of managers consider themselves to be good leaders, yet do the vast majority of employees who resign voluntarily leave their company primarily because of their direct manager?

Through **scientific analysis** of more than 1,000 German- and English-language leadership training programmes and surveying more than 10,000 participants in these programmes, we have, **in collaboration with the Hamburg University of Applied Sciences and The Coca-Cola Company**, found the answer to this question:

Their desire for comprehensive, appreciative leadership is only partially fulfilled.



The vast majority of the training programmes we examined do not address all five reasons. Furthermore, many training programmes do not bring about lasting behavioural change.

Our vision was therefore clear.

We are developing a modular leadership training programme that covers all five reasons. And in doing so, we turn leaders into Superbosses.

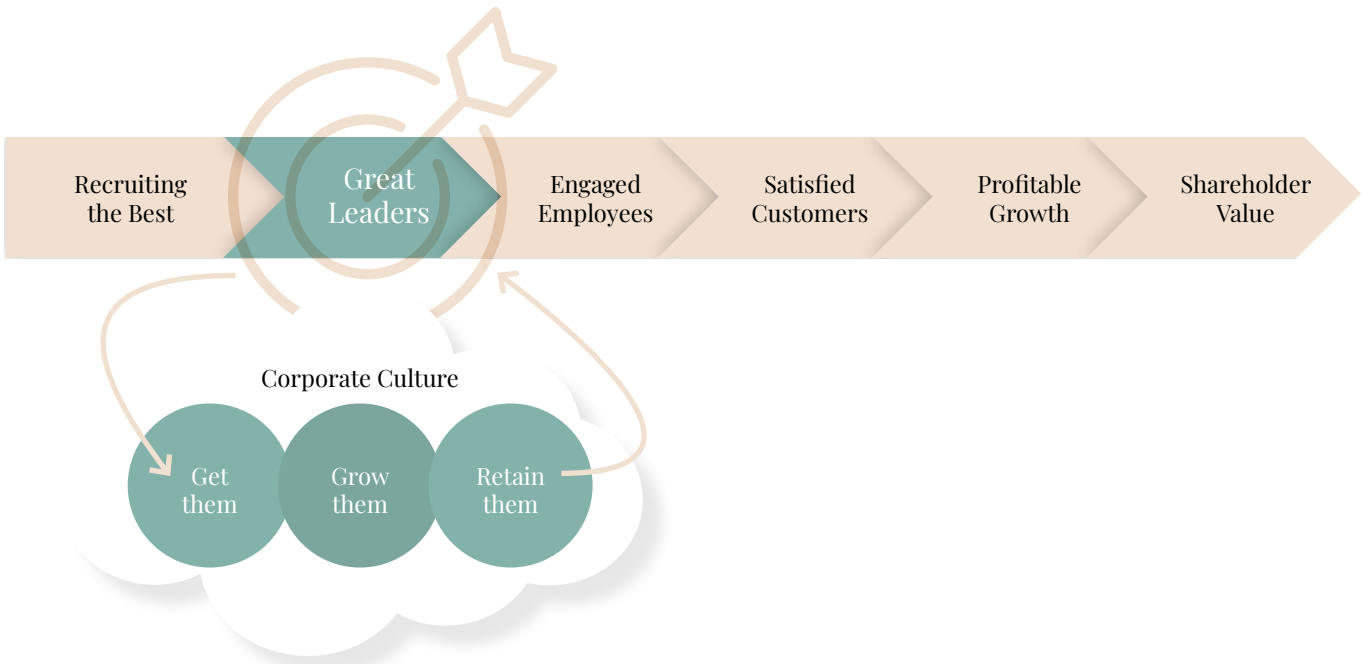
**HAPPY KANGAROOS
JUMP HIGHER!**





BENEFIT OF INVESTING IN LEADERSHIP SKILLS AT THE RIGHT TIME

From a purely economic perspective,
any improvement in leadership quality within a company
increases shareholder value!

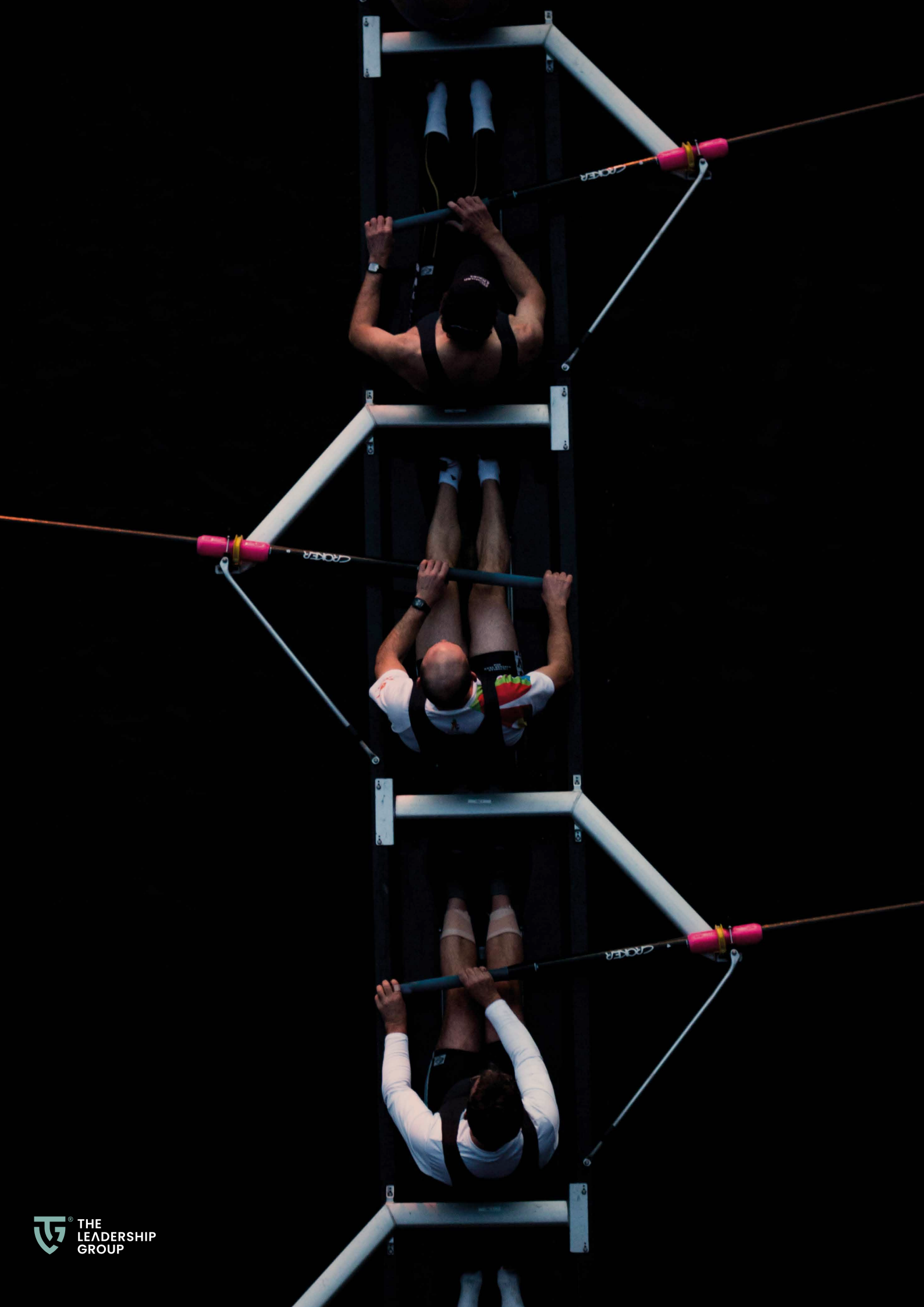


In other words:

You will significantly boost the satisfaction and motivation of your employees, your team, your department, your division or your entire company.



THE ESSENCE



OUR TRAININGS KEY FACTS

In our training courses, we work with you to cover **the full spectrum of modern self-management and team leadership**. This ranges from the basics of leadership and the psychology of leadership to the latest scientific findings in leadership research. We examine current trends and the relationship between leadership and corporate culture.

We avoid endless lectures and overloaded presentations. We follow the Harvard Business School's teaching approach, using the case study method. This means more and more lasting 'aha moments' than in other training courses. We teach in an 'intensive and interactive' way, placing great importance on the exchange of experiences among our participants, as well as on ensuring that the training content is firmly embedded.



**In a highly interactive
speed learning format**



1

Classroom training



2

Trainers



12

Participants

*Our training sessions are
Highly Interactive Speed Learning.
Our training sessions are events!*

„BE THE LEADER
YOU WISH YOU HAD.“

Simon Sinek



C.O.A.C.H.[®] Classroom training

LEADERSHIP FUNDAMENTALS

Comprehensive basic training for managers

This training course is ideal for employees who are about to be promoted to their first management role or who already have several years management experience. More experienced managers will also benefit from updating and specifically expanding their skill set.

The main focus of this training course is to equip participants with the comprehensive toolkit required of a modern manager in the digital age.

LEADERSHIP FUNDAMENTALS

TARGET GROUPS

Training tailored to specific target groups



Open training for all target groups



For large companies and corporations



For commercial enterprises, agencies, law firms and startups



For technical and craft businesses



For medical practices and outpatient centers



Open Training vs. Target-Group-Specific Training

The core content of the open Leadership Fundamentals training and the Leadership Fundamentals training for different target groups is identical, as we build on a universal foundation of unique leadership theory. The difference, however, lies in the dynamics and networking opportunities. Choose what inspires you: cross-sector insights or in-depth discussion with peers.

LEADERSHIP FUNDAMENTALS

CONTENTS

1. Opening

- Why employees leave their managers
- The uniqueness of the C.O.A.C.H.[®] concept – how we stand out from the crowd of leadership training programmes on the market
- Your transformation into a Superboss – from manager to leader
- Leadership snapshot

2. C.O.A.C.H.[®]

- Leadership lessons from other management disciplines
- Vision, mission, values, strategy, purpose, ethics, principles, authenticity, humanity – why all these things matter
- Strategic thinking and decision-making
- The dilemma – time for work vs. time for staff
- Organisational design – which management structure?
- Goal setting – focus and simplification
- Leadership styles and situational leadership – Chief Energy Officer
- Introvert – Ambivert – Extrovert
- Dual leadership
- The magic of empowerment

3. C.O.A.C.H.[®]

- The Future Leader – Effective Leadership
- Empathy and Self-Leadership – the essential foundation for effective team management
- Personality tests (MBTI, DISG, OPQ, etc.)
- Skill-Will Matrix (the Nine-to-Fiver)
- Personality psychology – employee types
- Cross-generational leadership

4. C.O.A.C.H.[®]

- Communication – the most important leadership skill of all
- Feedback/ Feedforward
- Conflict management – dealing with difficult colleagues
- Leadership moments (in front of an audience) – executive presence

5. C.O.A.C.H.[®]

- Toxic Leadership – Psychological Safety
- Leadership and Corporate Culture – Quiet Quitting
- Leadership in extreme situations
- Leadership Toolbox
- IQ/EQ/SQ/PQ/DQ
- Flow Theory
- Burnout
- Resilience – the underestimated skill

6. C.O.A.C.H.[®]

- Employee retention – Recognition Toolbox
- Coaching/ Mentoring/ Sponsoring/ Training/ Advising
- Peer mentoring

7. Closing

- Building and Leading High-Performance Teams
- Employee Development (Get Them – Grow Them – Retain Them)
- Leadership Trends – Sense and Nonsense
- Career Advice

Further information

👤 Max. 12 Participants, 2 Trainers

🕒 Duration: 2 days

📍 Hamburg, Berlin, Frankfurt, Munich, Vienna or at your company's location

A woman with dark hair in a ponytail, wearing a white long-sleeved shirt and brown trousers, stands on a stage with her back to the camera, facing a large, blurred audience. She has her arms outstretched. The stage is dimly lit with two warm spotlights visible in the background.

**„THERE IS NO SECOND
CHANCE TO MAKE A FIRST
IMPRESSION.“**

Rebecca Ruèz



Classroom training

LEADERSHIP MOMENTS ON STAGE

Training for an impressive stage performance

For all executives who speak in front of large audiences. From the 'leadership moment' of presenting to senior management or the management board, to speaking at town hall meetings or shareholders' meetings. This training course covers everything you need to deliver a stage performance that leaves a lasting impression.

LEADERSHIP MOMENTS ON STAGE TARGET GROUPS

Training tailored to specific target groups



**For Executives
(e.g. Town Hall Meetings)**



**For works council chairpersons
and deputy chairpersons**

*„That was a truly enriching and
entertaining experience of the highest level.“*

Quote from the General Manager of a global logistics group

LEADERSHIP MOMENTS ON STAGE CONTENTS



Course content

- Key leadership moments in your career that you should be aware of – Make it or Break it
- The Safe Harbour Principle – your lifeline
- Core messages – creating the perfect dramatic effect in your presentation (LogicM®)
- Attention spans – Simple is sexy
- Storytelling – from an unconventional opening to ending on a high note (Facts tell, Stories sell)
- Leadership styles – on stage too
- Conveying psychological safety – Trust Infusion
- Authenticity vs. Fake Confidence – Key Competence: Humanity
- Basic rules on stage (inform, persuade, entertain)
- Rock the Stage – establishing an initial empathetic connection with the audience (rapport)
- Humorous quick-wittedness – deflecting attacks under pressure (managing one's own emotions)
- Powerful rhetorical elements
- The pause – dancing with silence
- Language, voice and breathing (verbal and paraverbal communication)
- The magic of Talking Images
- The power of body language (non-verbal communication)
- Facial expressions, gestures, proxemics
- Executive Presence – Charisma that fills the room
- Types of disruptors (from hooligans to those who are physically present but mentally absent)
- Handling disruptions with confidence – the Lotus Effect
- The perfect preparation for a stage performance
- Performance anxiety – how to get your stage fright under control
- Introverted – so what now?
- The worst-case scenario: memory lapse/black out – how do I get out of it?
- Solar Plexus Spotlight – the saviour in times of need
- Final tips and tricks – simple but essential things that guarantee success
- Learning from the pros (CEO Executive Presence)
- Microlearning leadership – relevant to the stage
- Happy kangaroos jump higher

Further information

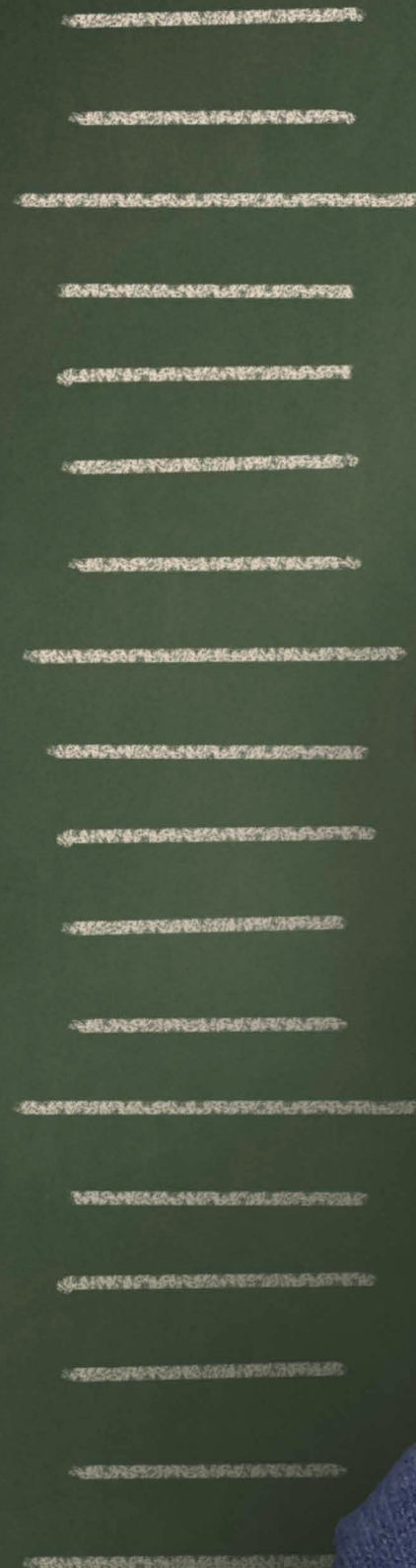
👤 Max. 12 Participants, 2 Trainers

🕒 Duration: 1 day

📍 Hamburg, Berlin, Frankfurt, Munich, Vienna or at your company's location

**„IT IS NEVER TOO LATE
TO BE WHAT YOU MIGHT
HAVE BEEN.“**

George Eliot





DOWNLOAD
EXAMPLE



Digital training

INFOGRAPHIC MICROLEARNINGS

Library of 100 Microlearnings

Microlearning (also known as bite-sized learning) is a learning method in which knowledge is broken down into small learning units so that learners can acquire this knowledge in a matter of minutes. Unlike traditional formats, such as lectures or full-length seminars, microlearning relies on short, compact 'learning bites' that learners can easily fit into their daily routines.



100
Microlearnings



10
Topic Blocks



2
Minute Read

The 10 Topic Blocks

1. Top 10 Leadership Lessons from other Leadership Disciplines
2. Top 10 Toxic Leadership
3. Top 10 Career Tips
4. Top 10 Success Factors for Effective Leadership
5. Top 10 Communication
6. Top 10 Skills on Stage
7. Top 10 Future Leadership
8. Top 10 Leadership Situations
9. Top 10 Corporate Culture
10. Top 10 Leadership Toolbox

CONTACT

**WE LOOK FORWARD TO HEARING
FROM YOU AND ARE HAPPY TO
ASSIST YOU PERSONALLY.**

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In-house training?

To book an exclusive in-house training course or if you have any questions or requests, please feel free to contact us. We will take care of it.

SUPERBOSS CREATORS

*People follow behaviour
more than strategy*

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