



ADVANCING LEADERSHIP

BOOST YOUR ORGANISATION PERFORMANCE THROUGH ENGAGEMENT DONE RIGHT

READY TO BOOK NOW:

TRANSFORMATIVE SESSIONS DESIGNED FOR BOOSTING PERFORMANCE.



Performance is the mantra of the business.

Are your leaders self-conscious and true?

Do you engage employees using tools that are relevant for them?

Do your people own their in-depth happiness and use their inner powers at work?

Did you curate your key corporate narrative and content of boring corporate jargon?

Engaged employees and leaders.

This is how you boost your company performance.

WHY ME? > MY EXPERTISE, YOUR SUCCESS.



DANA DOBRESCU

> 25 years experience in corporate communication - strategic & operational
including employee engagement | CEO & leadership communication | external stakeholders management - media, influencers, NGOs, scientific communities, experts, VIPs | sustainability communications | advocacy and public affairs

> Nutrition & Healthy Lifestyle Coach

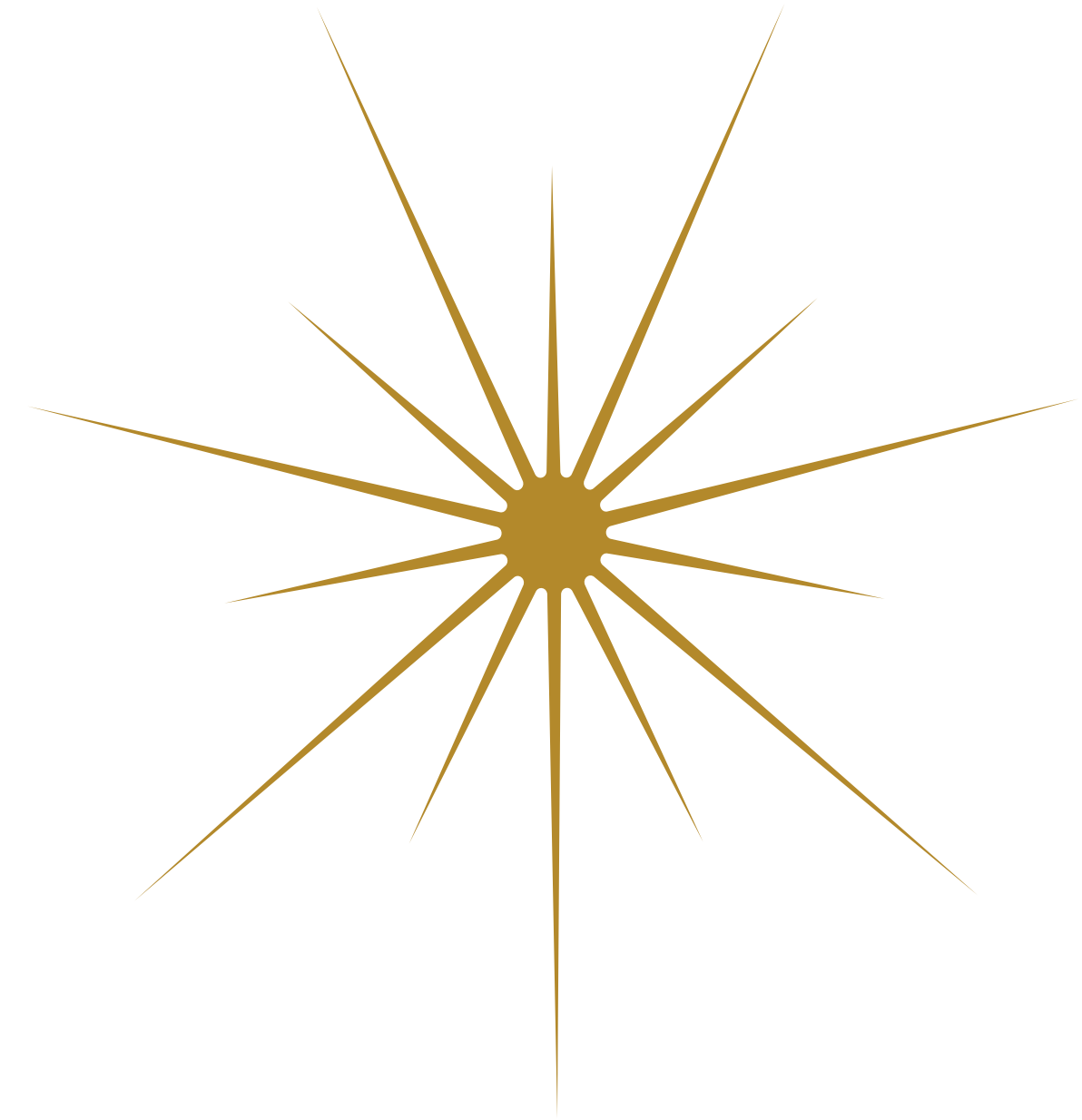
> Regular speaker @ flagship Romanian events & member of the jury of national competitions

covering employee engagement | future of work | employer branding | leadership | internal communication | sustainability | public relations | podcasts | digital influencers

MY LATEST MASTERCLASS OFFER/

THE FUTURE OF WORK HAPPENS NOW

**HOW TO BRING
BACK EMPLOYEES
AND KEEP THE
ENGAGEMENT**



TARGET: MIDDLE MANAGERS

- **CONTEXT AND TOOLS TO SHAPE EMPLOYEES ENGAGEMENT AFTER RETURNING TO OFFICE**
 - **DRIVE INTENTIONAL LEADERSHIP IN A HYBRID WORKING ENVIRONMENT.**
 - **ARGUMENTS SUPPORTED BY NEUROSCIENCE RESEARCH AND ORGANISATIONAL EXPERTS**
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MASTERCLASS OVERVIEW/

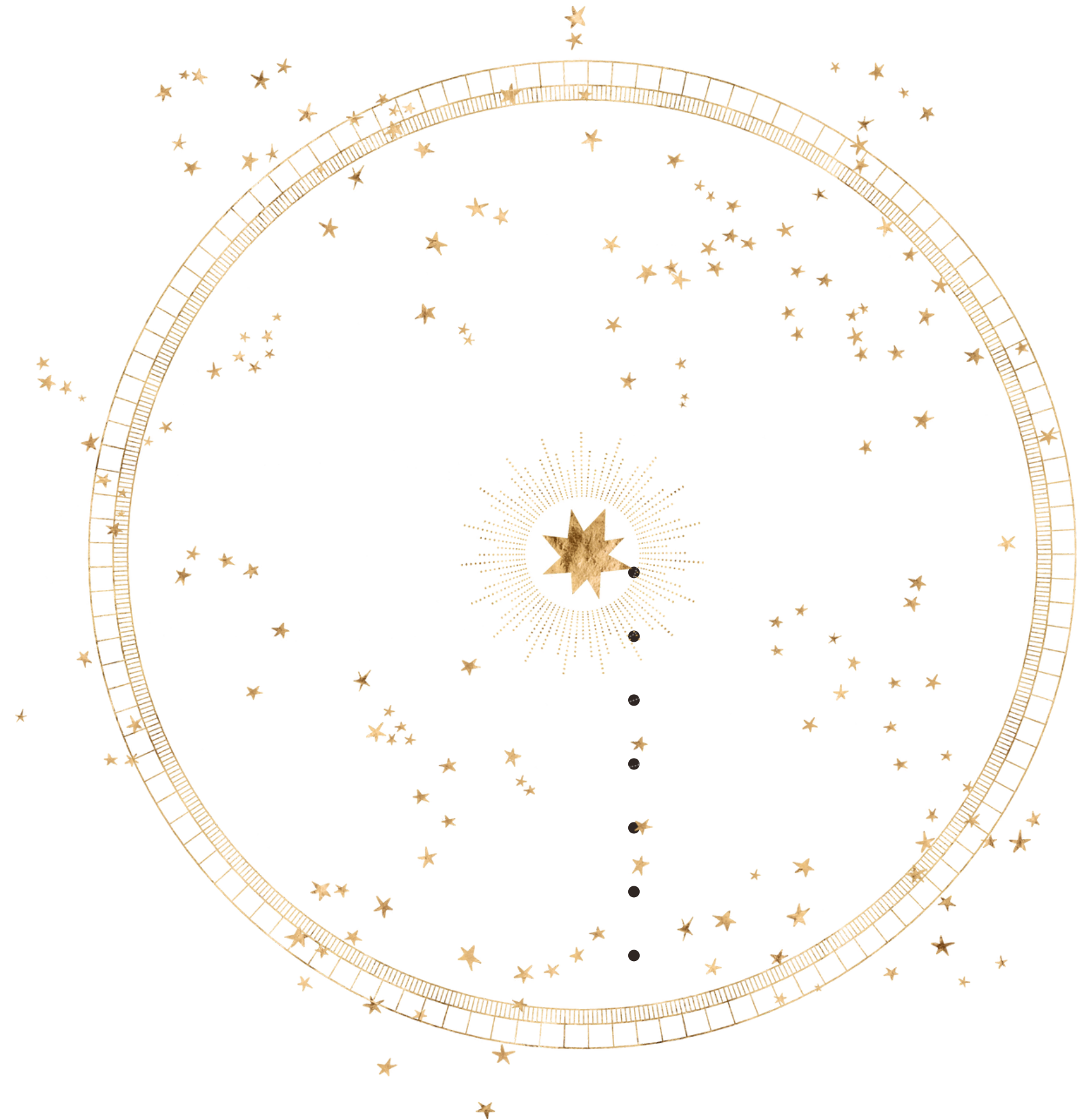
THE FUTURE OF WORK HAPPENS NOW. RETURN TO OFFICE, WISER.

Employees feel they worked hard and earned the right for the flexibility. They have mixed feelings about hybrid workplace. They need a strong motivator to come to the office. And a wise line manager.

Bring your employees back and actually increase their engagement with techniques that your line managers can put into place:

- understand why **3/2 hybrid model** will become more and more popular in the corporate environment. **4/1 model** getting traction. What employees think and feel about it.
 - create a **sense of accountability for the line managers** to intentionally care about the cohesion and engagement of the team in the new return to office model.
 - **4C**. Workplace is now to connect, collaborate, create and celebrate, not for sending emails.
 - how to **celebrate** to keep the engagement high.
 - techniques to keep the team **motivated** during projects.
 - **storytelling, gratitude** and **recognition** as engagement tools.
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WHY ME? > MY EXPERTISE, YOUR SUCCESS.



PREVIOUS WORKSHOPS DELIVERED

employee engagement
happiness in the workplace
leadership as a skill
team transformation
living life by design
structure the personal vision and objectives
hybrid workplace, future of work

Delivered in Romanian and English
across multiple countries.

**OTHER
MASTERCASSES
AVAILABLE
FOR YOU**

**FOR MANAGERS &
FOR THE REST OF THE ORGANISATION**



FOR MANAGERS



masterclass 1. BRAVE LEADERSHIP

Learning to be a leader. Empathy. Vulnerability. Positivity ripple effect. Accountability. Co-elevation. Courage. Self-actualisation.

masterclass 2. THE TEAM IS MY TRIBE. WHAT MAKES A TEAM A TEAM.

Candid conversations. Doing epic things. Trust. Failing. Recognizing. Celebrating.

masterclass 3. BUILDING AUTHENTIC CORPORATE CULTURE through 4 DRIVERS OF ENGAGEMENT.

Friendship. Growth. Abundance. Mission.

FOR ALL EMPLOYEES



session 1. LIVE YOUR LIFE BY DESIGN

Owning your happiness. Freedom of discipline. The power of personal goals. Imagery - the tool of sport champions. Self actualisation. Life in a continuum. Retrain your brain.

session 2. PERSONAL HAPPINESS MAKES THE WORLD GO ROUND

Job - career - calling. Happiness as moving target. Limiting beliefs. Dare to dream.

session 3. TAKE CONTROL TO HAVE TIME & TO LIVE HEALTHIER AND BETTER.

Breaking the habits loop. The secrets of successful people. Break down your day and reconstruct it to your advantage. Nutrition. Sport. Sleep. Stress Management.



THE FORMAT OF THE MASTERCLASSES

- **Length:** 1 - 1.5 hrs. Q&A session included, possibility for Q&As offline, after the session
- **Themes:** fully flexible and adaptable to leadership needs; based on preliminary brief, new themes can be introduced
- **Content:** possibility to be tailored to your organisation specifics
- **Follow-up:** online e-book with the content will be provided after the session

LET'S TALK TO UPLEVEL YOUR LEADERS!

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OTHERS AREAS WHERE I CAN
SUPPORT YOUR ORGANISATION/
MY COMPLEMENTARY KNOW-HOW

DESIGNING EFFECTIVE LEADERSHIP COMMUNICATION

- > LEADERSHIP STORYTELLING & MESSAGING
& DELIVERING IMPACTFUL PRESENTATIONS
 - > MEDIA TRAININGS
 - > STRATEGIC EMPLOYEE ENGAGEMENT
- > EMPOWERING MIDDLE MANAGERS AS LEADERS
 - > COMMUNICATION THROUGH CHANGE
- > NEW LEADER. NEW VISION. COMMUNICATION PLAN
 - > SUSTAINABILITY IN BUSINESS. EXPLAIN THE WHY.
- > FINDING THE PURPOSE. FROM A JOB TO A CALLING.
& MORE

+ CUSTOM COMMUNICATIONS STRATEGIES tailored to organisational needs