



LIVE ONLINE



BLENDED LEARNING



CLASSICAL PRESENT

LOBRACO AKADEMIE GMBH TRAININGPROGRAM

ALL SEMINAR DESCRIPTIONS WITH COLORED ICONS FOR THE POSSIBLE LEARNING METHODS



Dear Ladies and Gentlemen,

Lobraco Academy GmbH is your competent and innovative partner for training, performance coaching, and consulting services in the transportation and logistics industry, as well as in the shipping economy. Our goal is to work together with you to effectively train and develop employees, executives, and management in a way that is tailored to the target group and oriented to their needs. The primary focus of our activities is the consistent alignment of training measures with the client's day-to-day operational business.

The workplace- or task-related learning and development models ensure the best possible learning success and practical transfer. Furthermore, we ensure that all legally required qualifications and employee training are met, thereby ensuring compliance with legal requirements.

Our focus is especially on safety-relevant topics such as customs, hazardous goods, and air freight security. In the areas of management & leadership, as well as sales & customer orientation, the measures are based on a thorough analysis of the current situation and planned goals. Our focus is on changing values and attitudes, as well as improving skills and desired behaviors in the company.

The open seminar program is specifically designed for individual employees or executives in your company. We offer you a wide range of different training programs that your employees and executives can choose from based on their needs. In addition to the training content, the exchange of experiences with other participants from other companies provides additional value. A group size of a maximum of 8-12 participants, combined with individual preparation for the training, guarantees the best possible success and achievement of personal goals.

We offer you three different learning methods:

- **Live Online** (the trainer is highly qualified and always live in front of the camera, and here we also offer group work and interactivity),
- **Blended Learning** (especially suitable for leadership qualification programs tailored to your needs),
- **Classical In-Person Presentation!** (in the familiar best Lobraco quality).

No matter which method you choose, we always guarantee you the best possible learning transfer.

To make your decision easier, all the following seminar descriptions are marked with the appropriate learning method icons: **green** indicates that the seminar can be held in this learning method, **red** means this method is excluded.

If you cannot find the seminar you are looking for, please do not hesitate to contact us. We are constantly developing new training programs with our highly motivated and qualified team of trainers to best meet your needs, gladly in cooperation with you!

We are also happy to offer these programs in-house at your company. Generally, we offer almost all training programs in-house, either in person or live via camera.

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High work demands, combined with a strong sense of responsibility, often lead to overstrain, which, if not countered in time, can result in a total collapse—burnout. Simply working less is often not a viable solution.

Learn strategies and methods that will help you quickly regain energy, even when the pressure is high. You will find yourself able to act and feel competent again in highly stressful situations. You will develop personal strategies for stress management and be able to help others.

Learning Goals:

- Learning strategies to manage individual stress levels.
- Recognizing stress situations in yourself and colleagues.

Contents:

- Identifying personal risk factors.
- Current situation analysis (How close are you to burnout?)
- Methods to reduce the feeling of stress.
- Emergency strategies.
- Providing support to colleagues.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Managers and employees with very high work demands.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

One of the main tasks for today's leadership is to guide employees on the journey from the information to the consciousness age. Many employees are exhausted, demotivated, or sick. The goal is to meet "human to human" and, as a leader, to unlock the hidden potential of employees (such as joy in work, creativity, enthusiasm, innovation, commitment, etc.).

Leaders and employees are inspired to take responsibility for their internal well-being and their interpersonal relationships, rediscovering joy at work and strengthening their identification with the company.

Learning Goals:

- Greater understanding of daily challenges in leadership.
- How to awaken the potential of your employees.
- Leaders and employees find joy in work again.
- Improvement in the working environment.
- Negative attitudes (fear, self-doubt, frustration) are transformed.

Contents:

- How does the energy system between people and the company work?
- Dealing with thoughts, emotions, and bodily sensations.
- Successfully conducting stress-related conversations.
- Ideas for resolving conflicts.
- Teaching relaxation techniques.

Methods:

- Transformation coaching according to Robert Betz.

Target Group / Prerequisite:

- For managers and potential employees.

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request



In mid-sized forwarding and logistics companies, well-planned change processes are often delayed because the dynamics of change are unknown, typical phases are misunderstood, and interventions are ineffective.

Learn the laws governing change processes, what types of resistance to expect, and how you can use the nature of change to your advantage.

Learning Goals:

- Understand and utilize change as a systemic process.
- Manage resistance effectively.
- Professionally guide and steer change processes.

Contents:

- Perception of change.
- Dynamics of change processes.
- Types of resistance.
- Phase-appropriate intervention strategies.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Managers and project leaders responsible for change processes.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



Personal preferences and dislikes influence our effectiveness. In this seminar, you will develop your personal success strategy.

Which planning tools and procedures are suitable for me? Which strengths and work areas suit me particularly well? What daily time traps do I set for myself? Recognize your work style and protect yourself from burnout.

Learning Goals:

- Create a customized plan.
- Use different planning systems.
- Develop filing systems that match your tasks.
- Analyze your personal work rhythm.

Contents:

- Basics of planning.
- Handling different planning systems.
- Developing personal goal systems.
- Prioritizing.
- Distinguishing between important and urgent tasks.
- Pareto analysis of work behavior.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Employees and managers with high workloads.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



You work in an international environment. Intense information exchange and communication with colleagues in verbal, telephone, or written form is part of your daily routine. Sometimes, this occurs across time zones and continents. Electronic data and information systems controlled by machines work seamlessly across borders, but why don't the employees involved perform comparably well?

As Confucius said: "People do not stumble over mountains, but over molehills." Why is that?

Small changes in your actions can have unexpectedly positive results. You will receive practical examples with easy-to-follow methods for successful implementation.

Learning Goals:

- Understanding the challenges of intercultural collaboration.
- Tips for efficient collaboration with international colleagues.
- Recognizing the opportunities and limits of intercultural competence.

Contents:

- How other business cultures function.
- The iceberg phenomenon and its importance in an intercultural context.
- Concrete approaches for improving collaboration.
- Practical comparisons of different countries and regions.
- The importance of the relationship and factual level in this topic.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Employees with international responsibilities who are open to expanding their perspective, or those who have recently taken on or will soon take on further responsibilities.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

This workshop focuses on using Design Thinking as a creative method to develop incentives tailored to the company, which contribute to employee retention and motivation. The user-centered approach is applied to understand what measures and incentives truly appeal to employees and can retain them in the long term.

Learning Objectives of the Workshop:

- Applying Design Thinking:** Participants will learn how to use Design Thinking as an innovation method to develop creative solutions.
- User-Centered Thinking:** The perspective of the employees is prioritized to better understand their needs.
- Process Understanding:** The five phases of Design Thinking (Empathize, Observe, Define, Ideate, Prototype) will be explored through practical application.
- Implementation Approaches:** Concrete actions and ideas for the company's context will be developed.

Contents:

1. **Introduction to Design Thinking:** Fundamental principles and phases of the process.
2. **Practical Application:** The five phases will be applied to the workshop's central question:
 1. **Empathize:** Understanding the needs of employees.
 2. **Observe:** Analyzing the reality and challenges of the work environment.
 3. **Define:** Clarifying the core problem.
 4. **Ideate:** Developing creative solutions.
 5. **Prototype:** Creating initial drafts of measures and incentives.
3. **Deriving Actions:** Concrete steps and actions for implementation in the company will be developed.
4. **Reflection and Feedback:** Participants will exchange ideas and provide feedback on the developed approaches.

Methods:

- Inputs from the trainer
- Design Thinking methods
- Group and individual work
- Open discussion and exchange in a trustful setting

Target Audience:

This workshop is aimed at managers and employees who are involved with the topic of employee retention and motivation. No prior knowledge is required.

Duration & Investment:

The workshop lasts two days and is arranged individually. Costs are available upon request. Overall, the workshop aims to support managers and teams in strengthening employee satisfaction and loyalty through innovative approaches.



02 LEADERSHIP

02-01 Basic Employee Leadership Training

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Being a leader means taking on great responsibility. The behavior and communication of leaders directly affect the success of the company. What does leadership mean? How do I impact my employees? How do I communicate effectively? These and other important questions regarding employee leadership are addressed in this basic training. Examples from the participants' leadership practice provide an ideal learning and engagement platform.

Leaders gain security and competence for their daily leadership work regarding their personal leadership style and employee management.

Learning Goals:

- Gain security and competence in leadership responsibilities.
- Develop leadership behaviors appropriate to the employee and the situation.
- Ensure the targeted use of effective communication.

Contents:

- Basics of the leadership process.
- Roles, tasks, and responsibilities of the leader.
- Situational leadership model and its application in practice.
- Conversation management as a tool for staff development.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Leaders who have already taken on leadership responsibility or who are newly appointed to leadership positions.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



02 LEADERSHIP

02-02 Conducting Employee Conversations

Communication with employees is a key success factor in leadership. In this seminar, the preparation and execution of different types of employee conversations are trained.

How do I conduct praise conversations? How do I conduct delegation or progress discussions? How do I deliver bad news or conduct critical conversations? Theory and practice are the focus of this training.

Leaders gain confidence in conducting employee conversations. Even difficult conversations can be conducted professionally with the necessary tools. Leaders will learn how to apply motivation factors.

Learning Goals:

- Expand knowledge and skills in employee conversations.
- Properly and effectively deliver praise.
- Successfully delegate tasks.
- Conduct critical conversations without demotivating the employee.

Contents:

- Types of employee conversations (praise, criticism, delegation, etc.).
- Preparing and conducting employee conversations.
- Communication techniques and body language.
- Personal impact in employee communication.
- Handling difficult employee conversations.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Leaders.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



02 LEADERSHIP

02-03 The "Donkey Factor" – The (Sneaky) Art of Manipulation

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Do you sometimes feel taken advantage of? After a conversation, have you ever felt like someone pulled the wool over your eyes? Has a customer, colleague, or boss managed to extract promises from you that you really didn't want to give? Do you feel like a donkey? You sense that you've been tricked or manipulated again.

This seminar explains the sneaky strategies and tricks manipulators use and shows how you can successfully defend yourself against them.

Times are getting tougher, and it's becoming increasingly difficult to achieve your own goals fairly. However, everyone has a good sense of unfair behavior; it's crucial to recognize it, confidently counter it, and skillfully turn the tables.

The goal is to influence your environment using all the tricks of the trade and still be liked.

Learning Goals:

- Develop general and specific measures to defend against manipulation.
- Learn strategies to assert yourself better in the future.
- Recognize and expose "dirty tricks" and manipulative rhetoric.
- Learn to say "No" and confidently assert yourself.
- Gain more self-confidence and present yourself assertively.

Contents:

- Definition of various manipulation forms.
- Basic societal principles and how they are used manipulatively.
- Power and status games in everyday life.
- Turning off the "autopilot" / using emotional communication forms.
- Explicit vs. implicit messages.
- Evaluating everyday professional situations.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Managers, executives, buyers, sellers, and employees who need to assert themselves more effectively.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



02 LEADERSHIP

02-04 Conducting Job Interviews

How do I find the best employee for the position? Conducting job interviews is a challenging task. The applicant wants to present their best side, while the interviewer wants to find out if the candidate is the best fit for the role. How can you figure out who is really sitting in front of you?

This training provides you with the know-how to confidently and efficiently conduct job interviews. Learn how to structure and systematically evaluate interviews to make them comparable and protect yourself from distractions and diversions by the candidate.

You will practice asking the right questions at the right time and in the right way.

This training can help reduce recruitment costs.

Learning Goals:

- Conduct interviews in a structured and systematic manner.
- Ensure comparability and evaluability of interviews.
- Ask the right questions at the right time.
- Gain confidence in conducting interviews.

Contents:

- Planning interviews.
- Situational and biographical interviews.
- Reflecting on your interview style.
- Planning the interview based on job profiles.
- Creating practical job profiles.
- Use of questioning techniques.
- Systematic and structured approach to the interview.
- Recognizing and exposing distractions and lies.
- Controlling the flow of information.
- Practical use of evaluation scales.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Managers and employees in HR who conduct job interviews.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

Confident appearances at business and social occasions. Stylish table manners and more for both hosts and guests.

Learning Goals:

- Increasingly, questions arise in companies that are directly related to economic success but lie outside the usual structures.
- A very important factor for economic success is the image of a company.
- This reputation is determined by the polite and correct behavior of its executives and employees. This includes both good manners and the quality of communication, as well as the style of interaction.

Contents:

- Confident appearance – power without words!
- There is no second chance for a first impression.
- Good manners in greetings, introductions, and addressing others.
- What do you say after "Hello"?
- Posture and outfit: How to achieve a positive aura.
- Handling business situations with customers and business partners.
- The role of a host and dealing with visitors.
- Stylish table manners practiced live during lunch.
- A foray into contemporary "in" and "out".
- The art of small talk.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Professionals and managers.

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request



Now this is something great:

A lively meeting with clear results, a well-timed agenda, and decisions supported by all participants.

If you want your meetings to look like this in the future, then this is the right training for you.

After this training, you will ensure concrete results in meetings. Participants will find the meetings effective and efficient.

Learning Goals:

- Learn professional meeting moderation.
- Optimal preparation, time management, and setting the framework.
- Gain confidence in running effective meetings.

Contents:

- What makes meetings successful?
- The three phases of a meeting.
- Moderation techniques.
- Visualizing content.
- The role and responsibility of the moderator.
- Meeting organization.
- Group dynamics.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- Team leaders, project leaders, secretaries, assistants, and all leaders and employees who prepare and conduct meetings.

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request



Take on the position in the professional world that challenges, inspires, and perfectly suits you – especially as a woman! As a woman, you face unique challenges to juggle while fulfilling leadership tasks with confidence. Gaining a clear understanding of these challenges and utilizing the potential of being a woman will propel you forward. Moreover, a professional demeanor and a personalized leadership style are key success factors for your career.

Learning Objectives:

- Reflect on the challenges women face in leadership positions.
- Develop success strategies for female leadership.
- Learn how women can appear confident, professional, and self-assured.
- Discover and strengthen your personal leadership style.
- Master useful leadership methods.

Contents:

- 1.Women in Leadership:** Understanding the unique position of women in leadership roles.
- 2.Specific Challenges of Being a Woman:** How to navigate and leverage them.
- 3.Managing vs. Leading:** Identifying the differences and how to apply them.
- 4.How Do I Want to Lead?:** Recognizing your leadership type and expanding your leadership styles.
- 5.Success Factors for Female Leaders:** Key elements to thrive in leadership.
- 6.Leadership Tips and Tools:** Practical advice and instruments for effective leadership.
- 7.Motivating Employees:** Strategies to inspire and engage your team.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Experience sharing

Target Audience:

Female professionals and leaders, as well as those aspiring to become leaders in the future.

Duration & Investment:

The workshop lasts two days, and details are available upon request.

Dates & Locations:

Available on request and can be tailored to individual needs.

This workshop aims to empower women in leadership roles by providing them with the tools, strategies, and confidence to succeed and excel in their careers.

As the German communication psychologist Friedemann Schulz von Thun said: "Where people work together, they also create conflict."

How often do you wish you could be more relaxed and quick-witted in challenging situations?

In daily customer contact—whether on the phone, in the store, at the cash register, or in a restaurant—there are often situations that push you to the limits of your personal tolerance. To avoid hurt, pain, or aggression, we often avoid conflicts, but we carry those emotions home with us.

It doesn't have to be that way! Conflicts are part of everyday professional life. Disagreements drive new ideas. However, to prevent them from escalating, conflict management is essential. The goal is not to win an argument but to foster mutual understanding and reach meaningful compromises, resolve conflicts proactively, and avoid unnecessary disputes.

After this seminar, you will be better able to handle the pressures of difficult customer conversations, leading to higher motivation and fewer "sick days." You will feel competent and confident in these situations. The company becomes more productive, and customers are more satisfied.

Learning Goals:

- Employees learn how to confidently and calmly handle difficult customer conversations.
- Improve professionalism in customer behavior.

Contents:

- Preparatory tasks related to the topic.
- Origin, perception, and development of conflicts.
- Preparing, structuring, and conducting conflict conversations.
- Strategies for conflict resolution.
- Gaining self-confidence.
- Overcoming blocks.
- Training quick-wittedness.
- The use and effect of language and voice.

Methods:

- Trainer input in six modules.
- Group work and individual reflection.
- Practical examples from participants.
- Virtual conversation simulations.

Target Group / Prerequisite:

- All employees who have regular customer contact in their daily business.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



You work in an international environment with intense communication with colleagues in verbal, telephone, or written form, often across time zones and continents. Why is it that electronic data systems run smoothly across borders, but the employees don't perform as efficiently?

As Confucius said, "People do not stumble over mountains, but over molehills." What are the stumbling blocks in intercultural work?

Often, small changes in behavior can yield unexpected, positive results. You will gain practical examples with straightforward methods for immediate use and implementation.

Learning Goals:

- Understand the challenges of intercultural collaboration.
- Tips for efficient collaboration with international colleagues.
- Recognize the opportunities and limits of intercultural competence.

Contents:

- Representation of other business cultures.
- The iceberg phenomenon and its relevance in intercultural contexts.
- Concrete approaches to improved collaboration.
- Practical comparisons of different countries and regions.
- The significance of relationship and factual levels in this subject.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Employees with international responsibilities who are open to broadening their perspectives or who are recently or soon to be assigned new tasks and responsibilities.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

In Germany, mental illnesses are now the second most common reason for absenteeism, and the trend is rising. However, we also know that a key factor in maintaining the health of employees lies in the quality of leadership. For this reason, it is particularly important today to promote resilience, i.e., the mental toughness of leaders and employees, and to build resilient teams. Good resilience is the foundation for preventing mental illness, effectively managing the stress of today's working world, and coping with the increasing demands of performance.

Learning Goals:

- Enhance personal resilience.
- Lead employees and teams with resilience.
- Use resilience to boost employee motivation and performance.
- Implement measures to reduce absenteeism.
- Turn setbacks into successes.

Contents:

- Mental health and resilience.
- The seven pillars of resilience.
- Resilience and stress management.
- Strengthening personal resilience and that of employees.
- Resilience-enhancing leadership styles.
- Managing change processes with resilience.
- Corporate health promotion.
- Empathy and mindfulness in everyday work.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Leaders at all levels, especially those in "sandwich" positions (middle management).

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



Valued communication is a way of interacting that can be applied in all areas of life—at work, in the family, or anywhere communication occurs. It is not just a method but a mindset.

Everyone has experienced a conversation that escalates due to misunderstandings or a series of accusations and justifications. The goal of this training is to design communication in a way that valued and respectful communication helps achieve both common and individual goals, allowing potential to unfold in every area of life.

Learning Goals:

- Recognize your communication patterns as both a sender and a receiver.
- Understand why communication may go wrong on both sides.
- Get to know your values.
- Understand relationships as resources and actively improve them.

Contents:

- Recognize your values.
- Basics of communication.
- Recognize your projections and learn to understand others.
- "I" messages and a brief introduction to Nonviolent Communication (NVC).
- Exercises and role plays.
- Non-verbal communication.
- Valued ways to say "No."
- Active listening.
- Understanding roles and win-win situations.
- Relationships as resources.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Exchange of experiences

Target Group / Prerequisite:

- Leaders.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



02 LEADERSHIP

02-12 Leading and Developing Teams Successfully

This applies particularly to leadership teams:

Teamwork is part of daily life in the transportation and logistics industries. The quality of collaboration between employees greatly influences the performance of a company or a team/department. It also significantly affects employee job satisfaction and their identification with the company. Team spirit and good teamwork have an outward effect, shaping the image of a company (or department) considerably.

This training focuses on teamwork, being a team player, understanding team roles, and improving team effectiveness. Team members and teams learn to know each other better, apply success factors more effectively, and handle conflicts professionally.

Learning Goals:

- Learn and practice what it takes for successful teamwork.
- Learn how to build a strong team and improve functionality in the various development phases.
- Learn constructive ways to handle conflicts.
- Understand how to become a valuable team member.

Contents:

- From group to team – building and leading teams.
- Phases of team development.
- Success factors for good teamwork.
- Team roles and team capability.
- Collaboration and communication.
- Dealing with conflicts.

Methods:

- Theoretical input and impulses.
- Group work and individual reflection.
- Team-building exercises and case studies.
- Self-analysis and practical transfer.

Target Group / Prerequisite:

- All leaders who work in teams.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



Are you eager to become an effective and inspiring leader?

Join our seminar where you'll learn the essential tools and strategies for the modern leader.

Discover how to successfully lead teams, unleash innovation, and achieve sustainable business results.

Start your journey today to become the leader of tomorrow!

Learning Objectives:

The tools for today's leaders encompass a variety of concepts and methods designed to help them navigate an ever-changing business environment effectively. Key areas include:

- Communication
- Conflict Management
- Leadership and Motivation
- Change Management

Contents:

1.Communication: Effective communication is crucial for leaders. Understanding communication styles, active listening, providing feedback, and giving clear instructions are just a few aspects covered in this section.

2.Conflict Management: Leaders must be able to recognize, handle, and resolve conflicts within their teams constructively. Learning conflict resolution techniques is a vital part of a leader's toolkit.

3.Leadership and Motivation: Successful leaders understand how to motivate their teams to achieve peak performance. This section covers various motivation strategies and leadership techniques.

4.Change Management: In a rapidly changing business world, the ability to manage change is a crucial leadership skill. Change management tools equip leaders to guide their teams through transitions effectively

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Experience sharing

Target Audience:

This seminar is aimed at leaders and managers looking to enhance their leadership skills.

Duration & Investment:

The seminar lasts two days, with investment details available upon request.

Dates & Locations:

Customizable and available upon request.

This seminar is designed to equip leaders with the modern tools they need to excel in dynamic business environments, fostering innovation, team cohesion, and successful change management.

Are you longing to become an effective and inspiring leader?
Join our seminar, where you'll learn the essential tools and strategies for the modern leader.
Discover how to lead teams successfully, unlock innovation, and achieve sustainable business results.
Start your journey today to become the leader of tomorrow!

Learning Objectives:

The tools for today's leaders include a wide range of concepts and methods designed to help leaders operate effectively in an ever-changing business environment. Tools such as communication, conflict management, leadership and motivation, and change management are essential for leaders to succeed and drive their teams to excellence.

Contents:

- 1. Communication:** Effective communication is crucial for leaders. Understanding communication styles, active listening, providing feedback, and giving clear instructions are some of the key aspects covered in this section.
- 2. Conflict Management:** Leaders must be able to recognize, handle, and resolve conflicts within their teams constructively. Learning conflict resolution techniques is a vital part of a leader's toolkit.
- 3. Leadership and Motivation:** Successful leaders understand how to motivate their teams to achieve peak performance. This section focuses on exploring various motivation strategies and leadership techniques.
- 4. Change Management:** In a rapidly changing business world, the ability to manage change is a critical leadership skill. Change management tools equip leaders to communicate, implement, and successfully navigate organizational changes.

Methods:

- Trainer input
- Discussions
- Individual and group work
- Presentations
- Exercises
- Experience sharing

Target Audience:

This seminar is designed for leaders at all levels.

Duration & Investment:

The seminar lasts two days, with investment details available upon request.

Dates & Locations:

Tailored and available upon request.

This seminar equips leaders with the modern tools necessary to thrive in dynamic business environments, fostering innovation, team motivation, and successful change management.

In this intensive leadership training, you will discover and strengthen your individual resources to enhance your leadership skills in times of change. You will engage in a deep self-exploration, reflecting on your role as a leader. Learn how to develop your value orientation, empathy, and decision-making abilities to successfully lead in an ever-changing environment. This training will help you improve your self-leadership skills, identify with your company while maintaining your personal identity.

Learning Objectives:

- Clarify leadership tasks and responsibilities
- Analyze value systems, both personal and organizational
- Strengthen identity and alignment with the organization
- Manage change processes effectively
- Develop strategies for stress management and burnout prevention
- Engage in self-reflection and assess your current leadership position
- Master techniques for handling difficult employee conversations

Contents:

- 1.Dimensions of Leadership:** Exploring the key aspects of leadership and what it means to lead in challenging times.
- 2.Value Systems:** Analyze personal values versus organizational values and align them for cohesive leadership.
- 3.Identity and Identification:** Strengthening your personal identity while fostering a sense of belonging within your organization.
- 4.Change Management:** Learning to understand, lead, and actively manage change processes within your team and organization.
- 5.Burnout and Stress Management:** Develop practical strategies for stress reduction and burnout prevention to maintain your well-being and effectiveness as a leader.
- 6.Self-Reflection and Positioning:** Reflect on your current leadership role and skills, and learn to lead yourself and your inner "team."
- 7.Difficult Conversations:** Techniques for navigating tough employee conversations and managing resistance effectively.

Methods:

Experience a dynamic learning environment through experiential exercises, small group and plenary work, as well as moderation and presentation techniques. Reflection phases and the transfer of learning to the workplace are integral parts of the seminar.

Target Audience:

This seminar is aimed at leaders at all levels who wish to strengthen their self-leadership competencies and improve their leadership abilities in times of change. No specific prerequisites are required, aside from the willingness for self-reflection and a desire for personal and professional development.

Duration & Investment:

The seminar lasts two days, with investment details available upon request.

Dates & Locations:

Tailored and available upon request.

This seminar is designed to help leaders build the self-competence and resilience required to navigate the complexities of leadership, manage stress, and lead with clarity and purpose in a dynamic work environment.

This training serves as the foundational education for all sales staff and is also well-suited as a refresher course. In addition to the theoretical knowledge needed for conducting professional and structured sales conversations, it also focuses on personal attitudes and the right mindset for sales.

This compact and efficient training enables participants to quickly dive into active sales work. The absence from the workplace is minimal. The practical orientation of the training ensures quick, successful implementation in daily business, with visible improvements in performance in the short term.

Learning Goals:

- Understand your personal sales personality.
- Learn how to structure sales conversations.
- Conduct effective needs analyses.
- Use benefit-advantage arguments profitably.
- Professionally shape the closing phase of a sales deal.

Contents:

- The right mindset for sales.
- Modern business etiquette.
- Preparing for sales conversations.
- Scheduling appointments.
- Starting conversations with confidence.
- Handling objections.
- Needs analysis and questioning techniques.
- Consequence analysis as a motivator to buy.
- Benefit-advantage arguments.
- Pricing, price negotiation, closing techniques, and follow-up.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- This training is designed for all employees engaged in sales, whether in internal or external sales. The focus is on serving existing customers and acquiring new ones.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

This module builds upon the knowledge gained from the basic training and deepens it further. The professional appearance of the salesperson should be further enhanced.

Topics such as body language and improving customer relationships through cross-selling will further improve the employee's sales performance. This is further strengthened by working intensively on optimal work organization.

Learning Goals:

- Deepen and expand knowledge from the foundational training.
- Professionalize work organization.
- Learn to apply cross-selling techniques.
- Understand the impact of body language.
- Professionalize customer relationship management.
- Expand networking abilities.

Contents:

- Refresher on the eight-step sales process.
- Body language application and impact.
- Territory and work organization.
- Cross-selling in customer companies.
- Analyzing company networks.
- Case studies.
- Practical transfer tasks: planning to expand customer relationships.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- Experienced sales staff or employees who have completed the basic training and wish to further improve their sales performance.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

This training serves as the foundational education for all sales staff and is also well-suited as a refresher course. In addition to the theoretical knowledge for conducting professional and structured sales conversations, it also focuses on personal attitudes and the right mindset for sales.

In this **LLION Module**, special emphasis is placed on conversation preparation, appointment scheduling, and finding new customers. The sales staff is provided with tools to make their everyday work easier.

Learning Goals:

- Learn proper preparation for sales conversations.
- Schedule appointments and avoid common mistakes.
- Understand the fundamentals of cold calling.
- Start conversations confidently and effectively.

Contents:

- Sales conversation preparation: what needs to be considered?
- Appointment scheduling: what mistakes should be avoided?
- How cold calling works.
- Confident and secure conversation entry.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- This training is designed for all employees working in external sales. The focus is on managing existing customers and acquiring new customers.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

This training builds on the foundational knowledge gained from **Professional Telephone Sales I**. It is also suitable as a refresher course. Special emphasis is placed on improving the structure of sales conversations, personal selling skills, and developing the right attitude toward sales.

In this **LLION Module**, the focus is on preparing for conversations, scheduling appointments, and finding new customers. This course provides tools to ease the salesperson's daily work.

Learning Goals:

- Improve conversation structure and preparation.
- Strengthen appointment scheduling skills.
- Understand and apply cold-calling strategies.
- Build confidence in conversation initiation.

Contents:

- Preparation of sales conversations.
- Mistakes to avoid in appointment scheduling.
- Effective cold calling.
- Secure entry into sales conversations.

Methods:

- Trainer input through LLION.
- Live online seminar in 1 module.

Target Group / Prerequisite:

- This training is designed for employees in external sales, focusing on managing existing customers and acquiring new customers.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

Experienced sales professionals will learn how to further enhance their communicative and personal effectiveness and charisma in external sales. Knowledge will be imparted on topics such as **rhetorical skills**, **excellence in body language**, and **mental strength**.

Learning Goals:

- Improve verbal assertiveness in sales.
- Expand sales and influence skills.
- Act confidently in difficult sales conversations.
- Use body language effectively.
- Gain awareness of personal impact in sales conversations.

Contents:

- Personal impact analysis in sales conversations.
- Mental strength and internal attitude.
- The first impression – a moment of decision?
- Rhetorical skills – "He who asks, leads!"
- **SPKG Method**: Professional needs assessment.
- Strategic dialogue.
- Non-verbal communication.
- Building relationships in sales conversations.

Methods:

- Trainer input.
- Individual and group tasks.
- Discussions.
- Role-playing.
- Video analysis.
- Feedback.

Target Group / Prerequisite:

- Highly experienced sales professionals and sales managers with years of experience in sales.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



Whether you like it or not, you often have to negotiate. Negotiating is part of your daily work:

- Discussions with service providers about the purchase price.
- Negotiations with customers over contract terms.

Negotiation is a reciprocal communication process aimed at reaching an agreement when both sides have common as well as opposing interests.

Are you confident in your negotiation skills? Can you handle unfair negotiation methods professionally? This training will help you significantly improve in these areas.

Learning Goals:

- Gain confidence in leading difficult negotiations.
- Learn to deal with unfair negotiation methods.

Contents:

- Problems and obstacles in negotiations.
- The **Harvard Principle** for successful negotiations.
- Methods and tools.
- Fact-based negotiation.
- Challenges in negotiation.
- Unfair negotiation methods.
- Practical exercises.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- Managers, Key Account Managers, and sales professionals who regularly conduct negotiations with customers and suppliers.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

Today, almost every freight forwarding or logistics company faces intense competition and price pressure. One possible solution is to offer customers added value that sets the company apart from the competition. This is a real challenge when services are nearly identical.

Value Selling assumes that it is not product features or low prices that drive purchasing decisions. What truly matters is the value creation potential offered to the customer—a tangible **added value** beyond the basic service. This provides a genuine alternative to product- or price-oriented sales.

But how can sales professionals implement this in practice? Experience shows that valuable added benefits for the customer are often not sufficiently emphasized by sales consultants and are simply "given away." If the customer is unaware of potential added value, they will view the offer as average and make purchasing decisions accordingly.

Learning Goals:

- Value Selling requires a different approach in sales methodology: identifying customer values, attitudes, and priorities.
- This training module will explore these methods in detail and make them applicable in practice
- .

Contents:

- **Value Creation and Value Addition** – the neglected stars.
- Success drivers for companies and sales.
- The philosophy of Value Selling.
- What am I actually selling? What value creation can I offer?
- Learning to recognize the success drivers of my customers.
- Systematic needs analysis and suitable questioning techniques for the Value Selling approach.
- Joint value creation as a goal.
- Focusing on benefit and advantage, not just price.
- Appropriate rhetoric for Value Selling.
- The mindset of a Value Seller.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- Sales managers, Key Account Managers, and sales professionals in external sales.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

How can teams successfully sell? What are the critical success factors?

This training offers a platform to get to know and analyze the complex processes within a sales team, and how to implement them profitably in practice.

Team members in sales will become aware of the success factors of teamwork and learn how to apply them to their daily work. Cooperation will become more efficient, and conflicts will be prevented or handled professionally.

Learning Goals:

- Understand the critical success factors.
- Improve communication and cooperation.
- Learn to plan team successes.
- Manage relationships and conflicts within the team.
- Improve overall performance.

Contents:

- Basics of teamwork.
- SWOT analysis of team sales efforts.
- Team-selling models in practice.
- Critical success factors.
- Personal attitudes and relationships.
- Decision-making behavior and conflict management.
- Process planning for success.
- Practical transfer task: "What will we change from now on?,"

Methods:

- Individual and group work.
- Background information.
- Discussions.
- Role-playing and conversation simulations.
- Practical case studies.
- Checklists.
- Professional feedback.
- Additional tips and tricks.
- Evaluation.

Target Group / Prerequisite:

- Members of sales teams (internal/external), entire sales teams, and new sales staff who will work in a sales team.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

This training provides participants with an extensive refresher on the most effective strategies for cold calling, while incorporating a new module on the practical application of artificial intelligence (AI). By the end of the training, participants will be able to target potential customers more precisely, confidently handle objections, and maximize their chances of closing deals.

Learning Objectives:

- Master effective techniques for new customer acquisition
- Handle objections with confidence and turn them into advantages
- Conduct a thorough needs analysis to tailor your approach
- Deliver targeted benefit-driven arguments
- Successfully close conversations with potential customers
- Analyze and identify different customer types
- Build mental resilience and develop a strong inner mindset for sales
- Leverage AI for data analysis and customer segmentation
- Utilize data sources for more personalized outreach
- Implement AI-powered segmentation and automation in cold calling

Contents:

1. Building and Conducting a Cold Calling Conversation: Learn how to structure and lead a conversation that engages potential clients from the start.

2. Turning Objections into Advantages: Techniques to use objections as opportunities to provide better solutions and keep the conversation moving forward.

3. Needs Analysis: Understanding the core needs of the prospect to offer solutions that address their specific challenges.

4. Targeted Benefit Argumentation: How to present the benefits of your product or service in a way that directly meets the prospect's needs.

5. Closing the Deal: Techniques for steering the conversation toward a successful close, ensuring the deal is sealed.

6. Customer Type Analysis: Identifying and analyzing different customer personalities to tailor your sales approach effectively.

7. Mental Resilience and Inner Mindset: Building the mental toughness necessary for cold calling, maintaining focus, and handling rejection.

8. AI Module:

•**Data Analysis and Target Audience Segmentation with AI:** Learn how to use AI tools to analyze data and segment target audiences for more effective cold calls.

•**AI-Powered Segmentation:** Implement AI-driven approaches to personalize outreach and improve lead targeting.

•**Automation in Cold Calling:** Automate parts of the cold calling process using AI, saving time and improving efficiency.

Methods:

The training includes interactive workshops, trainer input, case studies, and group work. On the second day, a virtual AI trainer will be included, offering practical demonstrations and guidance on how to use AI in sales.

Target Audience:

This seminar is designed for inside sales professionals in the logistics industry who want to refresh their cold calling skills and integrate AI into their processes.

Duration & Investment:

The training lasts two days, with investment details available upon request.

Dates & Locations:

Tailored and available upon request.

This program offers a comprehensive update on cold calling strategies while introducing cutting-edge AI tools to enhance sales efforts, making it an essential training for modern inside sales teams.



Trust is the Key to Sales.

In a sector like logistics, which thrives on close cooperation and long-term partnerships, professional relationship management is essential for success.

Our practical training provides you with the most important strategies to build, maintain, and expand trustful customer relationships.

Learning Objectives:

- More Effective Customer Communication:** Improve your ability to address your customers' needs.
- Stronger Customer Retention:** Develop sustainable relationships that lead to repeat business.
- Higher Sales Closures:** Enhance your understanding of customers to increase your conversion rates and sales goals.

Contents:

- What are the strengths of my product?
- Selling benefits instead of features: How do I do that?
- Customer analysis: Recognizing and assessing customer types
- How to grow an existing successful customer relationship
- What warning signals does a customer send before they leave?
- Recovering lost customers: How do I bring them back?
- Complaint management and conflict resolution

Methods:

Workshops, group work, trainer input, plenary discussions, and role-playing exercises.

Target Audience:

This training is designed for sales professionals in the logistics industry who want to elevate their relationship management skills. It is suitable for both experienced salespeople and newcomers aiming to build strong customer relationships from the start.

Duration & Investment:

The training lasts two days, with investment details available upon request.

Dates & Locations:

Customizable and available upon request.

This training helps sales professionals in logistics develop the necessary skills to foster trust, deepen customer relationships, and ultimately drive business success.



03 SALES

03-11 The Customer in Focus – Successful Collaboration with Internal Interfaces in the Logistics Industry

In the complex world of freight logistics, the success of sales activities depends not only on interactions with external customers but also on seamless collaboration with internal departments. This ensures consistently high-quality service in the interest of the customer. This seminar aims to raise awareness of the risks of silo thinking and provide practical solutions and support for improved collaboration.

Learning Objectives:

- More Efficient Communication Processes:** Improve internal workflows and increase efficiency through close collaboration with internal departments.
- Better Customer Service:** Successful internal coordination leads to smoother operations and higher customer satisfaction.
- Stronger Team Spirit:** By breaking down internal barriers and enhancing collaboration, you will promote team spirit and a shared goal of increasing company success.

Contents:

1. Introduction to Internal Collaboration
2. Changing Perspectives and Avoiding the Risks of Silo Thinking
3. Balancing and Solving Daily Challenges
4. Communication Strategies
5. Collaborative Problem-Solving

Methods:

- Workshops
- Group work
- Trainer input and plenary discussions
- Role-playing exercises

Target Audience:

This seminar is designed for sales teams, freight management, and customer service professionals.

Duration & Investment:

The seminar lasts two days, with investment details available upon request.

Dates & Locations:

Customized and available upon request.

This seminar is designed to improve internal collaboration in logistics companies, leading to more efficient operations and enhanced customer satisfaction.



When you pick up the phone, you are always "on."

After this seminar, you will be able to consciously choose and effectively use your impact on the phone.

You will learn and improve your ability to use meaningful communication to enhance the receptivity of your message and thereby achieve your personal call objectives more confidently.

Learning Goals:

- Review and improve your own impact on the phone.
- Convey a positive impression to the person on the other end.
- Conduct telephone conversations with a clear objective.
- Be sensitive to the different needs of the conversation partner.
- Handle difficult phone situations empathetically and confidently.

Contents:

- What is communication?
- Elements and levels of communication.
- Basics of telephone communication.
- Structure and flow of a professional phone conversation.
- Conversation obstacles and enhancers.
- Handling difficult conversation situations.
- Practical exercises.

Methods:

- Impulse lectures.
- Individual and group work.
- Recording of conversations using a telephone training system with individualized difficulty levels.

Target Group / Prerequisite:

- All employees and managers who want to optimize their external impact on the phone.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



Consistent customer orientation is the foundation for acquiring new customers, securing, and expanding existing customer relationships.

All employees must be "fit" and aware of the significance of customer orientation for the success of the company.

This training emphasizes customer-oriented behavior in daily business, focusing particularly on communication with customers.

How should I behave on the phone when interacting with customers? How can I write customer-oriented emails?

This training strengthens awareness of customer orientation and emphasizes the importance of customer loyalty.

Learning Goals:

- Create awareness of the high value that customers bring to the company.
- Show employees how to ensure the ongoing implementation of personal customer orientation—both internally and externally.
- Enhance and strengthen effective conversation techniques.
- Learn how to communicate professionally via email.

Contents:

- Preparatory assignment on the topic.
- The importance of internal customers/customer orientation.
- Basics of communication, voice, and language.
- Active listening and targeted questioning techniques.
- Professional handling of customer calls.
- Professional email correspondence.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- All employees with regular customer contact in their daily business.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

A customer's complaint signals their desire for continued cooperation.

If the customer doesn't complain, or if their complaint isn't handled professionally, they are lost. Viewing complaints as an opportunity is essential to prevent customer loss and strengthen customer loyalty.

Handling complaints well increases both customer satisfaction and employee satisfaction.

Learning Goals:

- Raise awareness of the importance of complaints.
- Recognize complaints as a cause-effect mechanism.
- Learn techniques to ease and resolve conflicts.
- Develop strategies to improve customer retention.

Contents:

- Classifying complaints and grievances.
- Handling complaints based on customer types.
- Viewing complaints as an opportunity to improve customer retention.
- Techniques for handling objections.
- Conflict knowledge (types and progression of conflicts).
- Conflict resolution strategies.
- Practical transfer task.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- This training is for all employees and managers who regularly interact with internal and external customers and are typically the first point of contact for incoming complaints.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



Employees in order processing and service roles are in regular contact with both existing and potential customers. Here lies an opportunity to do more with the current customer relationship.

A well-structured sales conversation can help grow the customer relationship, generate new business, or place additional services through cross-selling.

This training serves as foundational sales education for all employees with regular phone contact with customers. In addition to theoretical knowledge about structured sales conversations, the training also emphasizes the right mindset for sales.

The compact and efficient training program allows participants to quickly enter active sales over the phone.

Active cross-selling leads to higher revenues by placing additional services with the customer. The improvement in performance is visible in the short term.

Learning Goals:

- Learn how to conduct structured sales conversations.
- Efficiently conduct needs analyses.
- Use benefit-advantage arguments profitably.
- Apply cross-selling techniques effectively.

Contents:

- Modern business etiquette.
- Preparing for sales conversations.
- Starting conversations with confidence.
- Using benefit-advantage arguments.
- Pricing, price negotiation.
- Closing techniques.

Methods:

- Individual and group work.
- Background information.
- Discussions.
- Sales conversation simulations.
- Practical case studies.
- Role-playing.
- Professional feedback.
- Additional tips and tricks.

Target Group / Prerequisite:

- All employees in service, customer support, and order processing.

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request



Not only complaint conversations but also many other types of difficult customer interactions can test our patience. In daily customer contact over the phone, situations often arise where one feels stretched to the limits of their tolerance or wishes to be quicker-witted or more relaxed in handling such situations.

These situations are filled with emotion and can negatively impact personal motivation. But it doesn't have to be this way!

This training helps employees to better handle the pressures of difficult customer conversations, leading to higher motivation and fewer absences. Conflicts are handled professionally, improving customer satisfaction.

Learning Goals:

- Employees will learn to handle difficult customer conversations confidently, calmly, and professionally.
- Improve professionalism in customer behavior.
- Develop strategies to resolve conflicts.

Contents:

- Preparatory tasks related to the topic.
- Origins, perceptions, and development of conflicts.
- Preparing, structuring, and conducting conflict conversations.
- Conflict resolution strategies.
- Gaining self-confidence.
- Overcoming barriers.
- Training quick-wittedness.
- The use and effect of language and voice.

Methods:

- Trainer input.
- Individual and small group work.
- Conducting customer conversations based on real work scenarios.
- Conversation recordings (phone recorder).
- Analysis and feedback.

Target Group / Prerequisite:

- All employees who have regular customer contact in their daily work.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



Customer X still can't manage to properly declare the shipment. A colleague calls in sick—again—right before the weekend. The partner forwarder refuses to accept a special trip. And the boss once again promised the customer something that simply can't be delivered on time.

When someone tells you to “just relax,” your blood boils, and you feel like a coffee machine about to explode.

Learning Goals:

- Identify your personal trigger-reaction patterns.
- Learn and practice strategies to reduce the frequency, intensity, and duration of your anger.
- Act confidently with yourself and your surroundings.
- Remain calm and return to impressing others with your professional skills.
- Improve your work and daily life quality.

Contents:

- Aggression, anger, rage, and frustration—triggers and causes.
- Controlled anger—acting instead of reacting.
- Using the positive power of aggression.
- The body's memory—how to unlearn anger gradually.
- Effectively handling difficult people: hotheads, troublemakers, know-it-alls, and difficult personalities.
- Ten instantly effective anti-anger strategies to reduce, shorten, and manage your anger.
- “Hot seat” exercises.
- Action plan to implement the content.

Methods:

- Impulse lectures.
- Experience exchange.
- Individual and group exercises.
- Peer coaching.

Target Group / Prerequisite:

- Anyone who feels they've had enough of getting angry.
- Anyone who wants to better understand their own and others' anger and find more calm.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



People negotiate every day—sometimes over seemingly trivial things, like the child's bedtime or who takes out the trash. Other times, it's about responsibilities, promotions, or a new employment contract.

Successful negotiations should aim to consider the interests and motivations of both sides and achieve a long-term, stable outcome. In the end, the result is appropriate and acceptable to both negotiating partners.

Learning Goals:

- Prepare optimally for negotiations.
- Understand the strategies of your counterpart.
- Learn how to recognize and counter unfair tactics.
- Identify and improve weaknesses in your negotiation tactics.
- Argue convincingly, and assert your position with ease.

Contents:

- Phases of goal-oriented negotiation.
- Everything is negotiable—even a "No."
- Steering interest differences positively and finding cooperative solutions.
- Understanding who you are negotiating with—psychological approaches to arguing.
- Asking instead of telling.

Methods:

- Trainer input.
- Individual and group work.
- Experience exchange.
- Optional: recording with video or telephone training system, with trainer and group feedback.

Target Group / Prerequisite:

- All employees who want to build or improve their persuasive power.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

Customer orientation is simple—until practical cases come along!

The daily business occasionally throws us off balance, leading to statements that have little to do with customer orientation: "We don't have a vehicle for you," "You'll have to call back later," or "I can't help you because..."

This seminar is hands-on! Business cases will be analyzed, and solutions will be sought that can be immediately transferred into daily business.

How did the complaint arise? What was the cause? What can we learn from it? Where are there opportunities for optimization that benefit all parties?

We will work hard on customer-oriented solutions using modern communication techniques and established methods.

Learning Goals:

- Use customer orientation, particularly when handling complaints, to develop sustainable and resilient behavior, review processes, and redefine them.
- Sharpen the customer focus: What is the customer's problem? What complaint management is required?

Contents:

- Business cases addressing the following questions:
 - What do you observe in the individual cases?
 - Interpersonal aspects.
 - Professional aspects.
 - Internal aspects.
- What are the costs caused by deviations? How does this affect the customer?
- How do sales feel, and how does it come across to the customer?
- What are the possibilities for optimization?
- Which tools can we use? What is the output?
- Which information is important?

Methods:

- Business case analysis.
- Group work.
- Role-playing.

Target Group / Prerequisite:

- Customer service staff and all customer interface personnel.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

Understanding and correctly implementing customer requirements.

Contract logistics involves the long-term outsourcing of complex logistics services to a specialized logistics service provider. Typical tasks include operating supplier warehouses, picking, and sequencing parts for subsequent assembly.

- What does the customer want?
- How must the contract logistics provider position themselves to meet the customer's needs?

Learning Goals:

- Gain insights into the necessity and understanding of cross-company cooperation in contract logistics projects.
- Learn fundamental steps for creating, calculating, and evaluating logistics tenders using practical examples.

Contents:

- Outsourcing logistics functions from the perspective of the shipper and the contract logistics provider.
- Criteria for selecting a logistics partner/contract logistics provider.
- Structuring a logistics contract and contract controlling.
- Understanding customer requirements through specifications.
- In-house logistics from the perspective of the contract logistics provider.

Methods:

- Lectures.
- Discussions.
- Practical examples.

Target Group / Prerequisite:

- Leaders and future leaders, department, group, and project managers in all functions of the operational process.
- Suitable for both mid-sized companies in industry and trade as well as logistics service providers and can also be booked as an in-house seminar (workshop).

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request

Are you starting a new position at an international company? Do customs papers, long-term supplier declarations, and proforma invoices seem daunting, yet they are now part of your daily tasks? In short, are you missing the background explanation for terms used in daily business? This seminar is the solution for you! We begin with "A" for types of transport and end with "Z" for customs numbers, etc. The journey through the basics of freight forwarding is filled with practical examples that will stick with you. You will gain basic knowledge in customs and the national and international dangerous goods regulations. Additionally, you will get an insight into legal relationships (Incoterms) and liability issues in freight forwarding and transport contracts.

Learning Goals:

- Acquire basic knowledge for everyday forwarding tasks.
- Learn to apply technical terms and processes confidently in daily business.

Contents:

- Basics of transport law.
- Differentiating between freight contracts, forwarding contracts, and warehouse contracts.
- Forwarder and carrier liability.
- Legal principles in cross-border transport.
- Basics of customs regulations.
- Introduction to Incoterms.
- Basics of dangerous goods.
- Types of damages and liability.
- Reporting deadlines.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- All new employees and those transitioning into the forwarding sector.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

"IM FLOW" simulates the logistic flow, allowing participants to get to know the entire transport-logistics chain in a playful way, so to speak, "in flow." IM FLOW realistically models the logistics processes of the entire value chain, representing the key principles involved.

Four teams, or three teams for smaller groups, independently create the process from the consignment order to delivery to the recipient, while logistics controlling focuses on one thing only: the KPIs (Key Performance Indicators) of logistics!

The participants dive into the logistics world. The game is played on game boards with numerous tangible elements. Clear visualizations guide the participants through each process step of the three game rounds, culminating in a best-practice solution. Event cards trigger realistic process disruptions that participants must overcome together.

Learning Goals:

- Understand the processes and operations of the transport-logistics chain.
- Apply the lessons learned to practical work.
- Through job rotation, participants experience different perspectives and decision-making processes, which fosters understanding of their colleagues' challenges within the process chain.
- This process transparency allows reflection on how one's actions affect overall processes and other functions, leading to improvements.

Contents:

- Transport-logistics chain.
- Processes and interfaces.
- Involved personnel.
- Documentation.
- Accompanying communication.
- Technology & transport equipment.

Methods:

- Logistics simulation game.
- Discussions.
- Practical examples.
- Job rotation.

Target Group / Prerequisite:

- All employees, newcomers, and trainees.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

In international trade, contracts between buyer and seller form the basis of long-term cooperation. The new Incoterms are an essential part of structuring delivery conditions.

These delivery terms, in turn, are crucial for the freight forwarder/logistician as they define the delivery location, the transfer of risk, and more.

In this seminar, you will acquire the necessary basic knowledge to make correct decisions in daily business, or to know when and how to ask your customers the right questions.

You will learn how to optimally use the correct Incoterm for trade, and as a forwarder or logistician, you will recognize and execute clearly defined tasks.

Learning Goals:

- Gain confidence in handling delivery conditions.
- Clearly define personal tasks.
- Learn to clearly formulate new terms.
- Respond to customer inquiries about Incoterms 2020.

Contents:

- Basics of Incoterms.
- The difference between a sales contract and a freight contract.
- Impact on transport orders.
- Structure and requirements of Incoterms.
- What the Incoterms do not regulate.
- Overview of the regulation content (1-10).
- General obligations.
- Delivery, transfer of ownership, etc.
- Differences between the current and previous year's Incoterms.
- Detailed examination of individual clauses.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- Executives, buyers, sellers, foreign traders, and employees in export and import.

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request

Improper handling of dangerous goods during transport can result in severe personal injuries. It is essential to handle hazardous materials with caution, and those responsible for their transport must be well-versed in the relevant safety regulations. This starts, for instance, with the correct labeling of dangerous goods and continues through to loading and unloading.

The law requires an **ADR 1.3** instruction for all personnel who deal with dangerous goods.

Not only drivers but all employees who come into contact with dangerous goods must be trained. This is an especially critical topic for transport companies. The training is aimed at all employees who handle dangerous goods or are responsible for them. They must be instructed in their tasks and familiar with the relevant dangerous goods regulations, safety precautions, potential hazards, and emergency measures.

Learning Goals:

- Understand ADR/GGVSEB regulations.
- Implement internal procedures for dangerous goods regulations.
- Correctly interpret Directive RSEB (internal implementation guidelines).
- Make proper entries in transport documents.
- Issue the correct accompanying documents.
- Ensure the proper equipment for drivers and vehicles.
- Effectively monitor drivers and transport units.

Contents:

- Legal principles.
- Dangerous goods classes.
- Definitions (e.g., difference between dangerous goods and hazardous substances).
- Differences between packaging and bulk transport, with a focus on documentation, marking, and labeling.
- Loading and unloading procedures (including liquefied gas storage, gas cylinder storage, and diesel tanks).
- Stakeholders in dangerous goods transport.
- Responsibilities of those involved.
- Safety precautions and emergency response procedures.

Methods:

- **LLION** live input or traditional in-person training.

Target Group / Prerequisite:

- All employees who handle dangerous goods.
Note: This is not the same as the ADR certificate for drivers!

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request

In the business world, process management is like assembling a large puzzle. Each piece represents a step or task that a company must complete. But what happens where the pieces meet? This is where interdepartmental interfaces come into play—they are the connectors between the puzzle pieces.

What if the pieces don't fit together properly? You end up with an incomplete picture. Similarly, in a company, if the interfaces between departments are not well designed, information can be lost, collaboration becomes difficult, and processes stall. Optimizing these interfaces is crucial. It ensures a smooth flow of information, promotes collaboration, and makes sure all parts of the corporate puzzle fit together seamlessly. Process management without considering interdepartmental interfaces would be like trying to complete a puzzle without instructions—critical pieces are missing.

Learning Objectives:

- Understanding the Basics of Process Management:** Participants will acquire a solid understanding of the core principles of process management and its importance for business success.
- Overview of Corporate Interfaces and Processes:** Participants will learn how different business interfaces and processes are interconnected and how their efficiency and effectiveness impact overall company success.
- Process Capture and Analysis:** Participants will be equipped to systematically capture and analyze business processes to identify areas for improvement.
- Identifying Weaknesses:** Participants will learn methods to detect process deviations and bottlenecks that lead to inefficiencies.
- Process Optimization:** Participants will develop the ability to optimize processes using tailored methods to improve efficiency and quality.
- Planning and Setting Process Goals:** Participants will learn how to plan and establish clear process goals that contribute to the continuous improvement of workflows.
- Introduction and Use of Key Metrics:** Participants will gain knowledge on implementing relevant key performance indicators (KPIs) and measurement systems to monitor and evaluate process performance.
- Identifying Competitive Advantages:** Participants will be able to identify and leverage competitive advantages through process optimization and quality improvements.
- Conducting Process Benchmarking:** Participants will learn how to use benchmarking methods to compare their processes with best practices and gain valuable insights for improvement.

Contents:

- Fundamentals of Process Management
- Overview of Business Interfaces and Processes
- Capturing and Analyzing Processes
- Identifying Process Deviations and Weaknesses
- Optimizing Processes with Customized Methods
- Planning and Setting Process Goals
- Introducing Key Metrics, Measurement Systems, and KPIs
- Recognizing Competitive Advantages through Efficiency and Quality Improvements
- Conducting Process Benchmarking

Methods:

The training includes theoretical input and impulses, group work, individual reflection, case studies, self-analysis, and practical transfer.

Target Audience:

This seminar is aimed at managers and senior employees from departments with significant corporate interfaces.

Duration & Investment:

The seminar lasts two days, with investment details available upon request.

Dates & Locations:

Customizable and available upon request.



In the freight forwarding industry, AI technologies open up new opportunities to automate workflows, make predictions, and make faster and more informed decisions. This seminar offers a comprehensive introduction to the application of AI in the operational handling of a freight forwarding company. You will learn how AI-based tools and systems can be used to make processes such as route planning, warehouse management, freight calculation, and real-time shipment tracking more efficient.

Learning Objectives:

After the seminar, participants will be able to:

- Understand the fundamentals and application areas of AI in freight forwarding.
- Identify potential AI applications in their own company.
- Plan and implement concrete steps for the implementation of AI-based solutions.

Contents:

- **Introduction to Artificial Intelligence:** Fundamental concepts and technologies relevant to the freight industry.
- **Automation and Efficiency Enhancement:** How AI can automate repetitive tasks to increase productivity and reduce error rates.
- **Predictive Analytics:** Using AI to predict demand, delays, and disruptions in transportation.
- **Optimization of Route Planning:** How AI-based algorithms calculate the fastest and most cost-efficient routes.
- **Practical Case Studies:** Successful implementations of AI solutions in existing logistics networks.

Methods:

The seminar includes a mix of expert presentations, case studies, interactive exercises, and discussions.

Target Audience:

This seminar is designed for professionals and managers in freight forwarding, logistics companies, and transport service providers who want to increase the efficiency and accuracy of their operational processes through the use of Artificial Intelligence (AI).

Duration & Investment:

The seminar lasts two days, with investment details available upon request.

Dates & Locations:

Customizable and available upon request.

This seminar offers practical insights into how AI can be applied in the logistics and freight forwarding industry, equipping participants with the tools to enhance operational processes.

The fundamentals of logistics. Managing orders, negotiating contracts, and making decisions about expansions promote cost-conscious thinking and action. The ability to react spontaneously to typical problems enhances the participants' crisis management skills.

The focus of the simulation game can be adapted depending on the target audience, with emphasis on the logistics chain, increasing productivity, or crisis management.

Learning Objectives:

- Comprehensive Understanding:** Participants gain a deep understanding of the various aspects and interconnections within logistics.
- Learning Fundamental Processes:** They become familiar with the essential processes required for running a logistics company.
- Practical Knowledge through Simulation:** By actively playing and simulating real logistics processes, participants can apply theoretical knowledge in practice. They learn how decisions in logistics impact the overall success of the company.
- Development of Decision-Making and Negotiation Skills:** Participants practice managing orders and leading negotiations. They learn how to make cost-conscious decisions about expansions and investments to secure business success.
- Improved Crisis Management:** Participants enhance their ability to respond quickly and effectively to unexpected problems and challenges that may arise in the logistics field, fostering a proactive approach to crisis situations.

Contents:

- Crisis management
- Flexibility
- Cost-conscious thinking and action
- Awareness of organizational resilience

Methods:

A simulation game is an interactive learning method that simulates real processes and scenarios to illustrate complex interrelationships. Participants take on specific roles and make decisions that have immediate impacts on the simulated company.

Target Audience:

All employees responsible for costs and those who significantly influence the business outcome, such as freight forwarding managers, sales managers, and controllers.

Duration & Investment:

The seminar lasts two days, with investment details available upon request.

Dates & Locations:

Customizable and available upon request.

This training aims to equip participants with a hands-on understanding of logistics operations, decision-making, and crisis management through immersive simulation exercises.

This seminar is specifically aimed at beginners and those switching to a new role in customs-related work. You will gain greater confidence in daily tasks and be able to answer customer inquiries professionally and competently. This training can also be tailored to your company's needs.

Learning Goals:

- Gain a comprehensive understanding of customs law.
- Learn how to carry out your work professionally.

Contents:

- Legal foundations.
- Responsibilities of customs authorities.
- Customs territories.
- Classification of goods.
- Rules of origin and preferences.
- Prohibitions and restrictions.
- Incoterms.
- Foreign trade documents.
- Calculating import duties.
- Conditions for customs exemptions (samples, trial goods, personal effects, etc.).
- Simplification of import processes.
- Special procedures for import, export, and transit (refining processes, T1, T2, carnet, etc.).

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- Beginners and those transitioning into customs-related roles.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

This seminar is specifically designed for beginners and those transitioning into the area of export.

Learning Goals:

- Gain a comprehensive understanding of customs law and export processes.
- Learn how to carry out your work professionally.

Contents:

- Legal foundations.
- Responsibilities of customs authorities.
- Customs territories.
- Classification of goods.
- Rules of origin and preferences.
- Prohibitions and restrictions.

- **INCOTERMS 2010.**
- Foreign trade documents.
- Creation of an export declaration (EPAS).
- Special procedures for export.

Methods:

- Trainer input.
- Practical examples.
- Individual and group exercises.
- Film presentations.
- Final test for self-assessment.

Target Group / Prerequisite:

- Beginners and those transitioning into the export field.

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request

This seminar is specifically designed for beginners and those transitioning into the area of import.

Learning Goals:

- Gain a comprehensive understanding of customs law and import processes.
- Learn how to carry out your work professionally.

Contents:

- Legal foundations.
- Responsibilities of customs authorities.
- Customs territories.
- Classification of goods.
- Rules of origin and preferences.
- Prohibitions and restrictions.

- **INCOTERMS 2010.**
- Foreign trade documents.
- Calculating import duties.
- Creation of a customs declaration.
- Conditions for customs exemptions.
- Simplified import processes.

Methods:

- Trainer input.
- Practical examples.
- Individual and group exercises.
- Film presentations.
- Final test for self-assessment.

Target Group / Prerequisite:

- Beginners and those transitioning into the import field.

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request

Since January 2008, companies can apply for **Authorized Economic Operator (AEO)** status. The English term "AEO" has quickly become established in Germany.

While no one is required to apply for this certification, why is everyone talking about it? Here's some background:

The AEO emerged from the changing security landscape following the 9/11 attacks. Through the **SAFE Framework** of the **World Customs Organization (WCO)**, a set of guidelines was established to help customs authorities implement a unified risk management system.

In the U.S., **C-TPAT** (Customs Trade Partnership Against Terrorism) serves as a counterpart to the AEO. Mutual recognition has already been established between the two.

Learning Goals:

- Successfully apply for AEO status.

Contents:

- Why AEO is important for your company.
- Types of AEO status.
- Determining which AEO status is appropriate for your company.
- Interaction with customs authorities.
- Which part of the company should apply.
- Overlaps between AEO, known consignor, and C-TPAT.
- Further development of AEO.
- Self-assessment questionnaire (chapters 1 to 5).
- Who is responsible for AEO in the company.
- Providing detailed information to the customs authority / disclosure of confidential processes.
- Screening employees—legally allowed or not?
- What are the consequences of certification?

Methods:

- PowerPoint presentations.
- Case studies.

Target Group / Prerequisite:

- Senior employees / customs officers responsible for the introduction of AEO status in the company.

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request



What is a transport damage? How does transport insurance work? What should you do if a damage occurs? What is the legal liability of a freight forwarder?

This training provides answers to these and many other questions from the wide field of liability and insurance in transport logistics. It focuses on providing essential knowledge for day-to-day work in freight forwarding.

Learning Goals:

- Gain a solid understanding of liability and insurance in the transport and forwarding sectors.
- Learn how to apply this knowledge effectively in daily business.
- Ensure compliance with customer requirements regarding liability and insurance.

Contents:

- Types of damage.
- Liability limits.
- National liability conditions (HGB, ADSP, GüKG).
- Valuables.
- Legal liability internationally.
- Exemptions from liability.
- Notification periods.
- Damage reporting.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- All employees who need to understand and apply basic knowledge of liability and insurance in their daily business (e.g., dispatch, service, sales, operations, finance & administration).

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



This workshop offers specialists in the field of liability and insurance or damage handling the opportunity to exchange experiences, receive and share information, and work on solutions to current challenges.

Topics critical to the companies (e.g., CargoLine) will be discussed and worked on. Solutions to current challenges and problems are encouraged.

Bring your knowledge and experience to the table!

Learning Goals:

- Develop solutions to current challenges.
- Engage in experience exchange and peer case consultation.
- Learn about recent updates and new developments.

Contents:

- Liability in freight contracts.
- Liability in forwarding contracts.
- Liability in warehouse contracts.
- Forwarding liability insurance and transport insurance.
- Liability issues in sea transport and international airfreight.
- Practical examples.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exchange of experiences.

Target Group / Prerequisite:

- Specialists and professionals in the field of liability and insurance.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

The goal is to reduce the number of damages that occur in a logistics warehouse through appropriate measures. The workshop aims to uncover cause-and-effect relationships and consider accompanying factors and interdependencies. Using practical and targeted measures, the damage rate will be noticeably reduced. The workshop will also help identify relevant interrelationships and define the measures needed to address them.

Learning Goals:

- Identify the causes of damage.
- Uncover accompanying factors and interdependencies (e.g., damage to equipment, quality of service delivery, workplace accidents).
- Develop practical and effective measures for damage prevention.
- Learn how to monitor the effectiveness of measures and ensure their proper implementation.

Contents:

- Identifying key focus areas: Affected types of goods, shift times, and processes.
- Recognizing interrelationships.
- Transfer between different companies and shifts.
- Deriving targeted measures.

Methods:

- Group work.
- Partner work.
- Moderated discussions in plenary.
- Trainer input on relevant practical examples.
- Joint creation of a requirements specification and action plan.

Target Group / Prerequisite:

- Warehouse managers are the primary target group for this workshop.

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request

What makes a successful dispatch? This new seminar addresses these and other questions, focusing on the key factors that influence and shape successful dispatching.

The goal is to work through these factors and solve the related tasks with clear objectives. This seminar offers a fresh perspective on the dispatching "control center" for operational quality, customer satisfaction, and economic efficiency in forwarding logistics.

Dispatchers are responsible for the largest cost block in the company: the fleet.

In this seminar, you will be given tools and new perspectives to make your daily work even more successful.

Learning Goals:

- Learn how to link key dispatching tasks with core elements of economic success.

Contents:

- Core elements of economic success.
- Cost awareness.
- Recognizing synergy potentials.
- Optimal use of freight exchanges.
- Benchmarks in dispatching.
- Communication breakdowns.
- Target-oriented information.

Methods:

- Trainer input.
- Group work.
- Role-playing.
- Discussions and case studies.

Target Group / Prerequisite:

- Dispatchers for both local and long-distance transport.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

The dispatch department is one of the central interfaces in the company—everyone (colleagues and customers alike) needs information. What does this mean for the communication processes in dispatching?

Expectations must be met, while environmental factors (e.g., stress, noise levels, motivation) are irrelevant to the receiver! This training focuses on these aspects.

Learning Goals:

- Conduct productive and constructive conversations.
- “In calmness lies strength.”
- Manage relationships effectively.
- Understand and deal positively with the needs of both yourself and your colleagues/customers.
- Conduct goal-oriented conversations.

Contents:

- My role in dispatching.
- Interface/central hub.
- Customer orientation in dispatching.
- Relationships with colleagues, subcontractors, and drivers.
- What does partnership-based collaboration mean?
- Unfair conversation tactics.
- Conducting difficult conversations!

Methods:

- Understanding and reinforcing the learned material through practical examples.
- Group and individual work.
- Real-world exercises.

Target Group / Prerequisite:

- Dispatchers.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request



In this training, you will gain a deeper understanding of the key tasks, trends, and success factors related to digital transformation and its impact on business leadership. You will strengthen your role as a decision-maker in the digital age, ensuring the long-term success of your company.

This training provides important impulses for developing a new personal leadership style to lead individual employees, teams, and entire departments. Learn early on how leadership works in today's world based on agile leadership approaches and interdisciplinary teamwork.

Learning Goals:

- Develop a new leadership approach with practical methods and tools, and learn how to apply it at different leadership levels.
- Redefine your role as a leader/HR manager.
- Refresh and expand your knowledge of agile working methods and leadership strategies.
- Learn how to guide employees through innovation processes.

Contents:

- How digitalization is changing markets: The framework of the VUCA world.
- Challenges of digitalization for companies and leadership: An overview of Digital Leadership.
- Shaping digital collaboration: Consequences of digitalization for leadership.
- Applying the Digital Leadership toolbox.
- Understanding leadership in the context of agile methods.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- Executives, general management, HR managers, and emerging leaders.

Investment: Upon request

Duration: 2 days

Dates / Locations: Individual upon request

Resilience is the inner strength that allows people to cope with crises, manage significant stress and high demands, and emerge from those challenges physically and mentally healthy.

In a broader sense, resilience also means not only surviving crises but growing stronger through them. Resilient people tend to view difficult and uncertain situations more positively and believe they can influence things for the better.

Thus, resilient individuals are better able to handle problematic situations. They take proactive action instead of resigning, believing they can make a difference. They find creative and constructive ways to deal with difficult situations.

Especially for executives, today's work environment presents immense pressure. They must manage their own personal situations while also maintaining their leadership roles—staying calm and showing solutions. This is a masterclass in leadership.

Learning Goals:

- Gain insights into the concept of resilience.
- Increase your self-efficacy.
- Develop constructive solutions to current stressors.
- Learn mental strength from top athletes.

Contents:

- What is resilience?
- Resilience research.
- Managing change (Kübler-Ross cycle).
- Understanding employees.
- The seven pillars of resilience.
- Strengthening resilience—both individually and for your employees.
- From problems to constructive solutions.

Methods:

- Trainer input.
- Discussions.
- Individual and group work.
- Presentations.
- Exercises.
- Exchange of experiences.

Target Group / Prerequisite:

- Executives, general management, department managers, team leaders, middle management.

Investment: Upon request

Duration: 1 day

Dates / Locations: Individual upon request



Problems are always popping up, aren't they? Wouldn't it be great to take on the challenge and find the right solution? But how exactly do you go about it?

In this seminar, we will discuss approaches that help break down problems and work towards solutions step by step. First, we reframe problems as opportunities, helping to spark the desire to even look for a solution. Communication and root cause analysis within the problem space are also key focuses, transforming problems into small gifts.

Learning Objectives:

- Recognize problems as opportunities
- Understand cause-and-effect relationships
- Conduct structured problem analysis
- Foster creative problem-solving
- Evaluate possible solutions
- Communicate effectively throughout the problem-solving process

Contents:

- Accepting problems as gifts
- Making cause-and-effect relationships visible
- Analyzing, structuring, and breaking down problems
- Creative problem-solving methods
- Developing and evaluating solutions
- Communication in the problem-solving process

Methods:

- Trainer input
- Group and individual work
- Discussions and open, trustful exchanges

Target Audience:

Professionals and managers from all sectors who are interested in solution-oriented collaboration. No specific prerequisites are required for this seminar.

Duration & Investment:

The seminar lasts one day, with investment details available upon request.

Dates & Locations:

Customizable and available upon request.

This seminar helps participants reframe challenges, analyze problems systematically, and develop creative, structured solutions through effective communication and collaboration.



In the fast pace of everyday work life, everyone is focused on completing their tasks as quickly and effectively as possible.

Often, however, one is not solely responsible for a task, but must collaborate with colleagues, other departments, or areas of the business to get things done. This collaboration does not always go smoothly or without conflict. Under stress, there is also little time to communicate sufficiently, build understanding for others' situations, or reflect on one's own communication style. The result is friction in teamwork and poor communication.

"Be the change you wish to see in communication!"

The goal is to develop mutual understanding, communicate empathetically and appreciatively, and proactively resolve conflicts and resistances, even gaining value from them. After this seminar, it will be easier for you to approach others, search for solutions together, and even become a driver of appreciative and open communication within the company, resulting in better value creation and less stress.

Learning Objectives:

- Develop mutual understanding and communicate with empathy and appreciation.
- Proactively resolve conflicts and resistances, and even derive benefits from them.
- Approach others more easily, work together on solutions, and become a leader in fostering appreciative and open communication within the company, leading to better value creation and reduced stress.

Contents:

- Uncovering the challenges of daily interactions
- Basics of communication
- Giving and receiving appreciative feedback
- "I-statements" with a brief introduction to Nonviolent Communication (NVC)
- Recognizing, understanding, and managing resistance
- Understanding different "communication types"
- Active listening, perspective-taking, and developing understanding for stakeholders
- Saying "No" appreciatively
- Understanding and resolving conflicts
- Creating win-win situations
- Overcoming the difficulty of reacting differently than usual

Methods:

Trainer input, group and individual work, discussions, exercises, and open, trustful exchanges.

Target Audience:

Employees from all areas.

Duration & Investment:

The seminar lasts two days, with investment details available upon request.

Dates & Locations:

Customizable and available upon request.

This seminar helps participants foster a more appreciative and empathetic communication culture, improving collaboration, reducing stress, and driving greater value creation within the organization.

Usually, it's only after a conversation that we think of what would have been a good and appropriate response or reaction.

This seminar focuses on training quick-wittedness and composure. You will practice confidently expressing your own opinions and staying calm in the face of aggressive phrases or personal attacks. The seminar's main focus is on developing appropriate responses—thinking first, then replying in a measured way.

Learning Objectives:

- Confident Handling of Verbal Challenges:** Participants will learn how to respond quickly and appropriately to challenging situations and aggressive phrases, helping to de-escalate conversations and maintain control.
- Recognizing and Deflecting Verbal Attacks:** Participants will develop the ability to quickly recognize verbal attacks and respond confidently to strengthen their position and avoid escalation.
- Setting Clear Boundaries:** Participants will practice setting clear boundaries in conversations and conflict situations while communicating responsibly and respectfully.
- Composed Handling of Personal Attacks:** Participants will create strategies for calmly and professionally handling personal attacks or emotional situations without losing control of their reactions.
- Use of Standard Responses:** Participants will create and practice using a "toolbox" of standard responses that can be applied quickly and confidently in critical situations.
- Promoting Positive Conversations:** Participants will learn techniques for positive communication, even in conflict conversations, that help find solutions and maintain relationships.

Contents:

- Response options for verbally challenging situations and aggressive phrases
- Recognizing verbal attacks quickly and responding confidently
- Setting boundaries and communicating responsibly
- Handling personal attacks calmly and responding professionally
- Developing a toolbox of standard responses for quick use
- Positive communication techniques, even in conflict situations

Methods:

Trainer input, group and individual work, discussions, situational role-play, and open, trustful exchanges.

Target Audience:

Professionals, managers, and all employees who want to effectively respond to verbal challenges or aggressive phrases.

Duration & Investment:

The seminar lasts one day, with investment details available upon request.

Dates & Locations:

Customizable and available upon request.

This seminar helps participants stay composed and quick-witted in challenging conversations, improving their confidence and communication effectiveness in any situation.

Many trainers, executives, or project leaders are increasingly being called upon to develop new online moderation skills. Live-Online-Training in the "virtual classroom" has already become an essential part of modern learning environments. In contrast to traditional Web-Based Training (WBT) or webinars, virtual classrooms are led by a moderator or online trainer. We train you to become a professional Live-Online-Trainer. Our Live-Online-Training programs are known under the **LLION** brand.

The LLION trainer certification allows you to enter new markets, reaching more clients and increasing revenue. You'll be at the forefront of the new learning medium—Live-Online Learning.

Expand your knowledge and gain new skills. LLION certification gives you an edge in this evolving market and opens doors to new customers.

Learning Goals:

- Learn the methods and didactics of Live-Online-Teaching.
- Master the technical aspects confidently.
- Develop and deliver your own Live-Online-Seminars.
- Learn how to handle critical situations.

Contents:

- Live-Online-Seminars in the context of e-learning and in-person training.
- Fundamentals and technology.
- Preparation and planning of LLION sessions.
- Live-Online-Methodology and didactics.
- Interactivity and creativity in the "virtual classroom."
- The LLION trainer in front of the camera.
- The LLION quality standard.
- Designing Live-Online-Seminar concepts.
- Handling difficult situations—practice and transfer.

Methods:

- **LLION** live input.

Target Group / Prerequisite:

- Trainers, project leaders, executives, and anyone interested in becoming a Live-Online-Trainer.

Investment: Upon request

Duration:

- **Module I:** Kickoff, 4 days, 2 LLION sessions (90 minutes each) per day.
- **Modules II-VII:** 6 LLION sessions (90 minutes each).
- **Module VIII:** Certification exam, 1 LLION session (90 minutes).
- The complete program consists of:
 - **Module I:** Kickoff, 4 days, 2 LLION sessions per day.
 - **Modules II-VII:** 6 LLION sessions.
 - **Module VIII:** Certification exam (date flexible).

Dates / Locations: Individual upon request