

Meet and connect with our expert in **Communication**

PIET SAEGEMAN

Piet specializes in strategic messaging for internal and external communications, and company workshops on how to create high-impact messages with brain science providing guidance for communication challenges.

Are you interested in a Strategic Communication workshop with Piet?

The company with the better story wins. In this workshop, Piet will cover some insights and best practices that help companies build their strategic communication plan.

The workshop will use brain science as a basis to optimize communication. Participants will quickly gain a clear understanding of which type of message to use at which point in the journey.

Structure of the workshop:

- 👉 Introduction
- 👉 The 5 intents model for strategic messaging
 - Intent #1: Fascinate - Command attention
 - Intent #2: Educate - Articulate value
 - Intent #3: Differentiate - Establish a preference
 - Intent #4: Validate - Build trust
 - Intent #5: Motivate - Inspire action
- 👉 Bringing it all together: pitch session
- 👉 Next steps



At the end of the workshop, attendees will have a clear understanding of how to communicate for maximum impact. Not only will they have a clear and compelling story to use immediately, they will be able to iterate on it by themselves.

Your narrative will ultimately determine your success. Make it count.

Practical info

🕒 half a day/based on needs

📍 in-person

💰 €960-€1.800