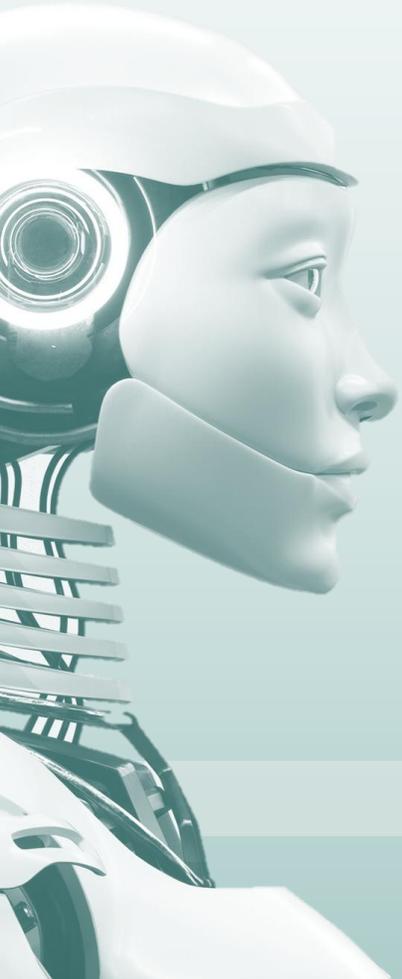


With markets disrupted by AI and geopolitics, the need for targeted leadership training is higher than ever

nucleus **motivation**

STRONG LEADERSHIP NEEDED



AI and geopolitics are
reinventing entire industries

Strong **leadership** is therefore
more important than ever



SIGNIFICANT SKILL GAP

92% of executives believe **leaders lack skills**
needed for the new AI era

77% of employees do **not trust in their leaders** to
handle coming challenges

60% of new **managers fail within 24 months** -
because they lack training

HIGH NEED FOR TARGETED TRAINING

nucleus supports your young leaders and teams with training along all relevant skills in an AI-driven world

nucleus **training offering**



HOW WE WORK

Programs Tailored to Your Needs

Custom-designed and adapted to meet your team's unique goals, ensuring maximum relevance and effectiveness

Interactive, Experience-Based Learning

Engaging formats that blend case work, group activities, individual exercises, reflection, and peer coaching

Immediate, Practical Application

Link of every concept to real-life examples and applications, transforming theory into tangible, actionable learning

+ individual coaching and specific programs tailored to your needs

We work together with a team of highly experienced trainers

nucleus **team**



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EXPERT TRAINER NETWORK

We help to develop skills in effectively structuring complex problems and developing/executing strategies

Deep-dive: **Self-management & work structuring (1/2)**

ILLUSTRATIVE



Session	HYPOTHESIS-BASED APPROACH	STRATEGY DEVELOPMENT	PROJECT MANAGEMENT
Duration	1-2 days	1-2 days	1-2 days
Key contents	<ul style="list-style-type: none"> 80/20 decision making Problem and outcome definition Problem clustering and structuring MECE and framework development Effective (agile) prioritization Assumptions and required analyses 	<ul style="list-style-type: none"> Strategy definition and components Key strategy processes and frameworks Appreciative Inquiry to identify capabilities Identification of action needs Definition of workplans and implementation projects 	<ul style="list-style-type: none"> Project planning and kick-off Governance and effective meetings Standard tools Basics of agile projects management Reporting, risk and escalations Closing, lessons learned and retrospective
Format	Group work along relevant interactive case example	Interactive approach along company's actual strategic problems and questions	Group work along one entire lifespan of a sample project

We help to develop skills in effectively structuring complex problems and developing/executing strategies

Deep-dive: Self-management & work structuring (2/2)

ILLUSTRATIVE



Session

DATA & ANALYTICS

ENERGY MGMT. & RESILIENCE

Duration

1-2 days

1-2 days

Key contents

- Overview of data-driven decision-making and analytics fundamentals
 - Excel basics & functions
 - Excel shortcuts & practical exercises
 - Pivot table & analysis
 - Business case modelling with excel for your specific case study
 - Introduction to Power Query and PowerBI
- Personality types of stress and energy mgmt.
 - Structure your day
 - Methods for effectively getting things done
 - Effective meetings/calls
 - Resilience and sustainable habits
 - Mindfulness and priorities
 - "Focus" time
 - Breathing techniques

Format

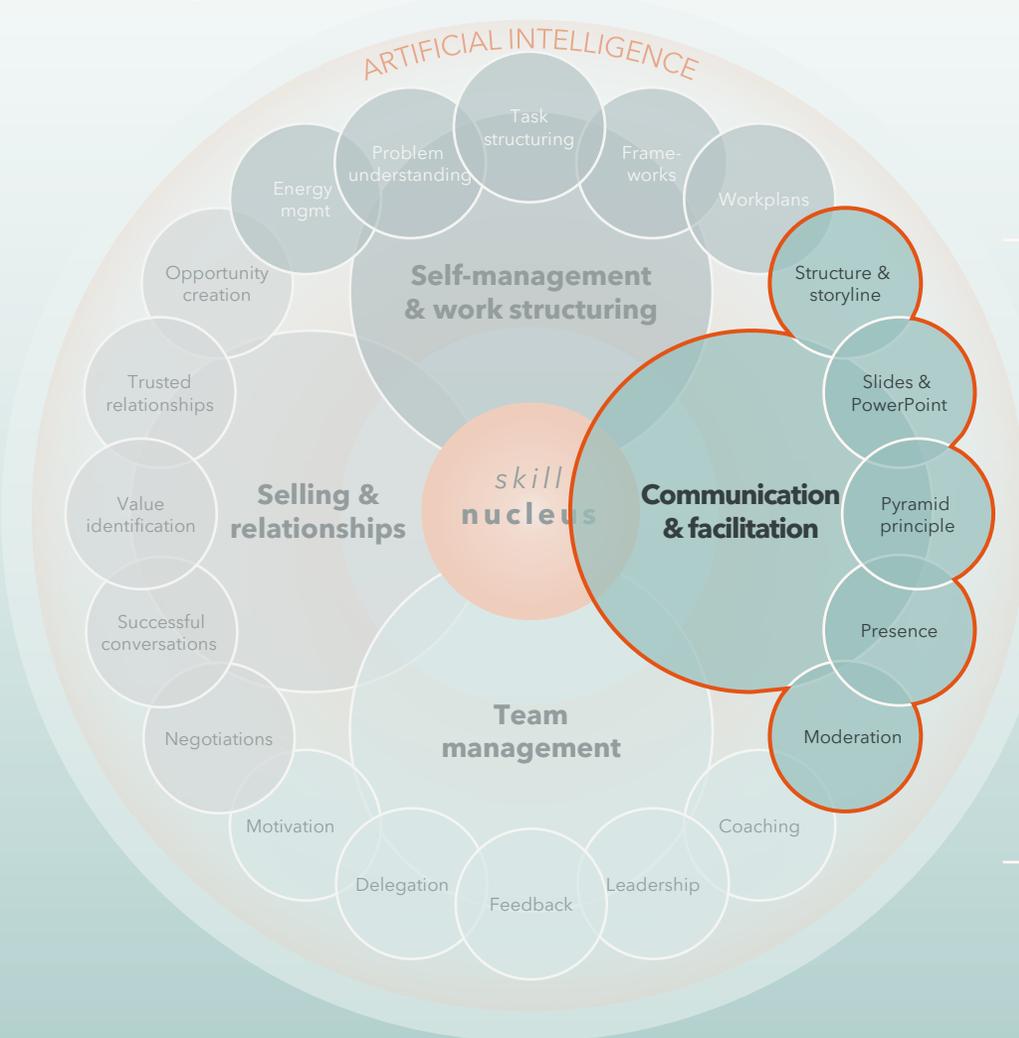
Individual & group exercises and **team case study**

Interactive approach focused on **reflection, peer exchange** and **experience-based exercises**

Additionally, we support teams in creating better storylines and presentations faster to create impact

Deep-dive: **Communication & facilitation (1/2)**

ILLUSTRATIVE

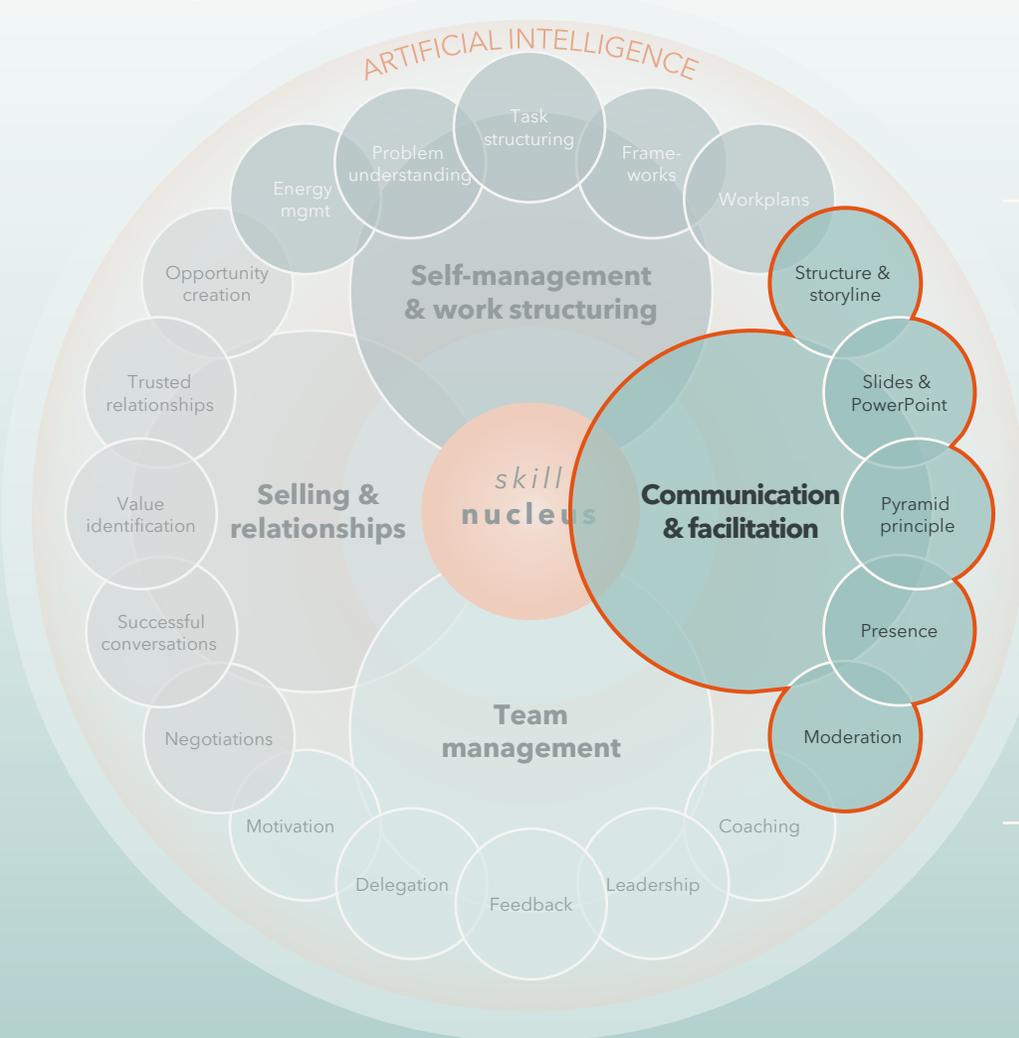


Session	PYRAMID COMMUNICATION & STORY-LINING	SLIDE-WRITING IN PPT
Duration	1-2 days	1-2 days
Key contents	<ul style="list-style-type: none"> ▪ Problem structuring basics ▪ Pyramid principle ▪ Factual and emotional goals of communication ▪ Audience empathy and understanding ▪ Inductive vs. deductive storylines ▪ Mock-up, strawman and PPT templates 	<ul style="list-style-type: none"> ▪ Basic slide rules ▪ Efficiency (incl. quick access toolbar, shortcuts, think-cell, other plugins) ▪ Basic slide layouts and templates ▪ Smart slide design and visualization ▪ Convincing graphs and data
Format	Group work along relevant case example	Application of theory along a series of individual and group exercises

Additionally, we support teams in creating better storylines and presentations faster to create impact

Deep-dive: **Communication & facilitation (2/2)**

ILLUSTRATIVE

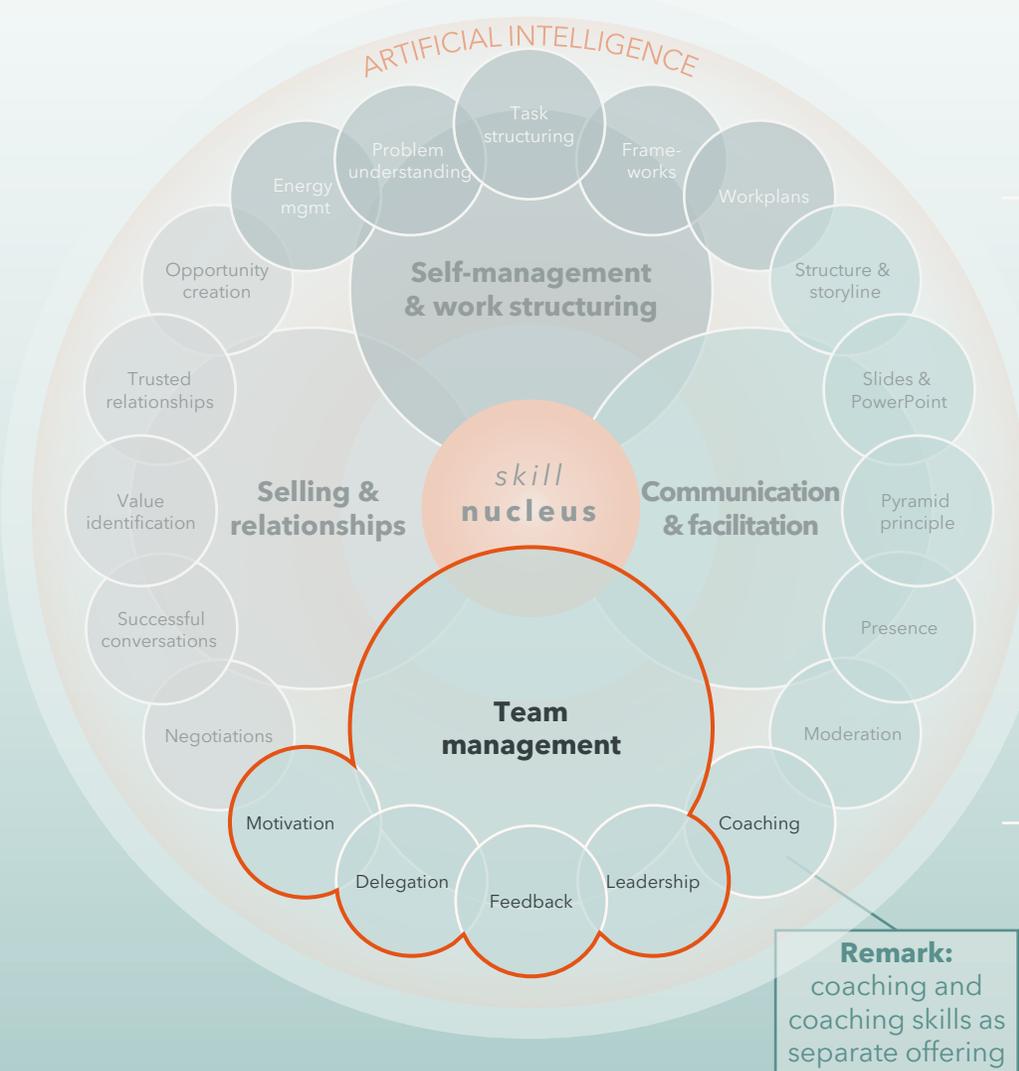


Session	WORKSHOP MODERATION	PRESENCE & IMPACT
Duration	1.5-2 days	1.5-2 days
Key contents	<ul style="list-style-type: none"> Proven workshop preparation process: PPF - planning, preparation, facilitation, follow-up Workshop formats & methods Techniques for guiding discussions Handling challenging participants Icebreaker demonstration 	<ul style="list-style-type: none"> Effective argument structuring Body and voice to establish presence Rhetoric tools to make messages "stick" Virtual presentation specifics Authenticity and charisma
Format	Tailored case study & role plays	Video review of participants' presentations to identify personal "go-to's" and improvement potentials

We further help managers to master team management and become authentic leaders

Deep-dive: Team management (1/2)

ILLUSTRATIVE



Remark:
coaching and coaching skills as separate offering

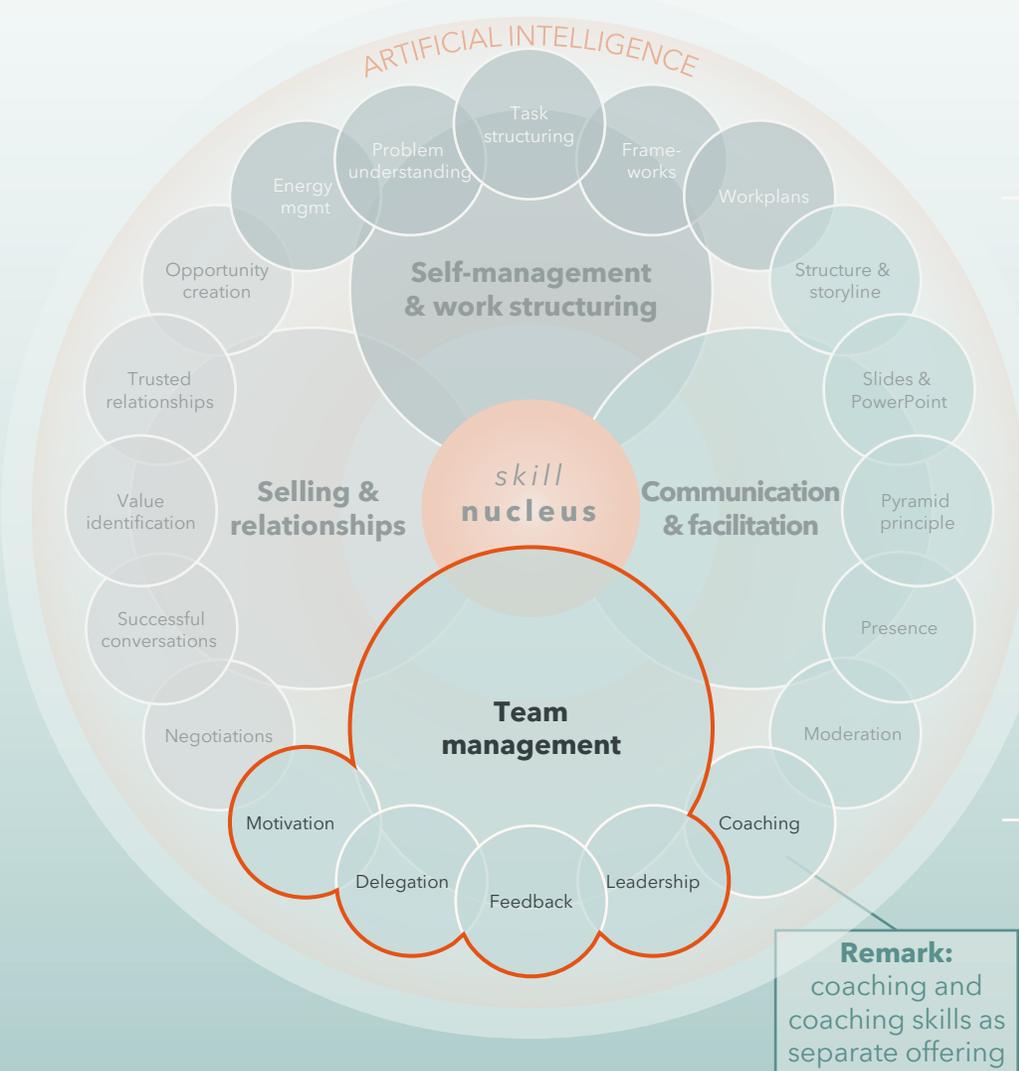
Session	MOTIVATION & DELEGATION	EFFECTIVE FEEDBACK	HIGH-PERFORMING TEAMS
Duration	1-2 days	1 day	1-2 days
Key contents	<ul style="list-style-type: none"> Leadership philosophy and participation Delegation framework along process questions: <ul style="list-style-type: none"> Why? What? To whom? How much? How to control and follow-up? Motivation, empowerment and individual development 	<ul style="list-style-type: none"> Radical candor and value of feedback Confirmative vs. corrective feedback Giving feedback along SBIR-framework Management of reactions and emotions Receiving feedback Follow-up and closing the loop 	<ul style="list-style-type: none"> Team dynamics and pitfalls Reflection of own perception in team contexts Constructive listening and communication Conflict sources and resolution mechanisms Personal action plan
Format	Reflective approach along all relevant steps of the delegation process	Interactive role plays to practice giving and receiving (difficult) feedback	Experiential activities and reflective discussions and group exchange

Introduction of professional seminar actors possible

We further help managers to master team management and become authentic leaders

Deep-dive: Team management (2/2)

ILLUSTRATIVE



Remark:
coaching and coaching skills as separate offering

Session	AUTHENTIC LEADERSHIP	LEADERSHIP REFLECTION
Duration	2-3 days	1 day
Key contents	<ul style="list-style-type: none"> ▪ Differences between management and leadership ▪ Reflection of leadership style against core 5 leadership practices ▪ Discovery of own authentic leadership style ▪ Experience of leadership in out-of-comfort-zone setting ▪ Targeted feedback and personal development plan 	<ul style="list-style-type: none"> ▪ Personalized science-backed assessment with Birkman® method ▪ Identification of leadership behavior patterns: <ul style="list-style-type: none"> ▪ Natural behavior ▪ Trained behavior ▪ Stress behavior ▪ Strength-based development plan for personal leadership
Format	Peer learning & reflection approach - who am I as a leader (remote location & adventures recommended)	Reflection based on holistic assessment along Birkman® method

We help teams to better understand the psychology behind business development and have trust-based conversations

Deep-dive: **Selling & relationships**

ILLUSTRATIVE



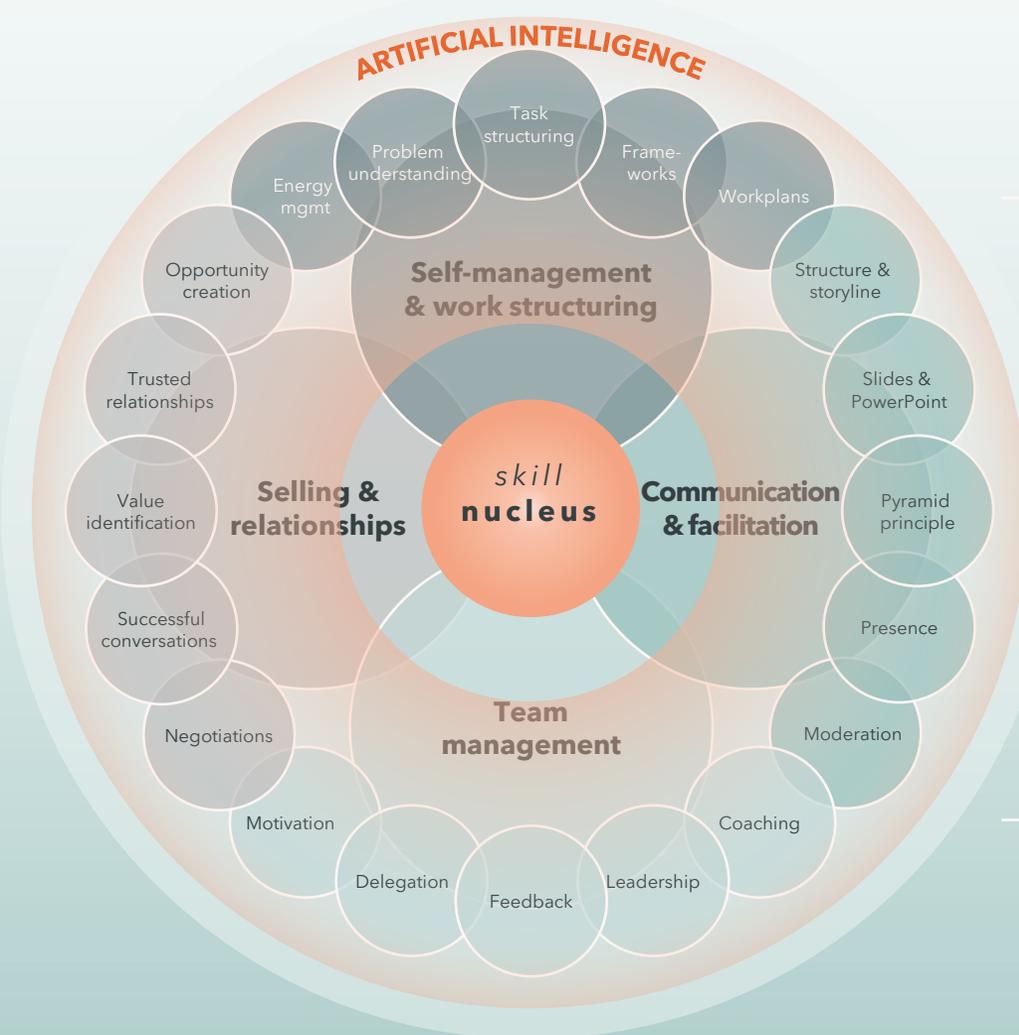
Session	VALUE-BASED SELLING	SUCCESSFUL CONVERSATIONS	NEGOTIATIONS BASICS	TRUST & PERSUASION
Duration	1-2 days	1-2 days	1-2 days	1-2 days
Key contents	<ul style="list-style-type: none"> ▪ Funnel creation and mgmt ▪ Value identification and quantification ▪ Resource constraint resolution ▪ General money conversations ▪ Decision processes and drivers 	<ul style="list-style-type: none"> ▪ Decision making science ▪ Persuasion and influence ▪ Trust and relationship building ▪ Reflection of own stress patterns ▪ Coping strategies to maintain constructive 	<ul style="list-style-type: none"> ▪ Different types of negotiations (incl. non-sales selling) ▪ Key negotiation frameworks (e.g., BATNA, ZOPA) ▪ Bargaining processes ▪ Effective strategies per negotiation stage 	<ul style="list-style-type: none"> ▪ Relationships and constructive persuasion ▪ Emotional intelligence ▪ Trust building ▪ Persuasion principles ▪ Authenticity and presence ▪ Personalized development
Format	Step-by-step application to real business opportunities	Introduction of seminar actors to practice along personal challenges	Gamified approach with competitive negotiation challenges	Reflective approach and interactive exercises

Introduction of professional seminar actors possible

We teach practical knowledge on how to effectively apply (Gen) AI in your organization

Deep-dive: **AI frame**

ILLUSTRATIVE



Session	(GEN) AI BASICS	PROMPTING & CASE STUDIES	(GEN) AI OFFICE TOOLS
Duration	0.5 days	0.5 days	2 hours
Key contents	<ul style="list-style-type: none"> Understanding of (Generative) AI AI impact on industry, organizations and individuals (Gen) AI tool overview LLM chatbot practical example (enterprise LLM, ChatGPT, Gemini, ...) Risks & legal aspects Future outlook 	<ul style="list-style-type: none"> Fundamentals of effective prompting (clarity, context, structure) Prompt types and techniques (instructional, role-based, chain-of-thought, ...) Hands-on prompting exercises for your specific domains (marketing, strategy, operations, data) Real-world (Gen) AI case study for your industry 	<ul style="list-style-type: none"> Overview of (Gen) AI capabilities in productivity suites (Microsoft 365 Copilot, Google Workspace, ...) Practical demonstrations: AI for email, document creation, slide design, and data analysis Workflow automation and integration examples Tips for effective human-AI collaboration in daily office tasks
Format	Presentation, group work along relevant tools (LLM chatbots)	Interactive case studies along company's actual examples/ projects	Short learning snippets & applications for most relevant tools/ functions



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STRATEGY + TRAINING