



KHASTALIA

ENLIGHTENED LEADERSHIP

**COMMUNICATION STRATEGIES,
TRAINING AND COACHING**

For Self-Aware Leaders



www.khastalia.com
fb.com/khastalia
+40 316 300 650
office@khastalia.com

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Group Training



PUBLIC SPEAKING
EFFECTIVE STORYTELLING
INTERPERSONAL COMMUNICATION
PROCESS COMMUNICATION MODEL®

Individual Coaching



EXECUTIVE MEDIA TRAINING
PERSONAL BRANDING
EXECUTIVE PUBLIC SPEAKING
EXECUTIVE COACHING



© Sebastiaan ter Burg

MASTERY IN PUBLIC SPEAKING

How to enthrall and inspire any audience

Imagine yourself giving compelling presentations, inspiring your team members at a meeting, or getting a standing ovation at an industry conference.

To get to this level, you need to overcome tensions, stage fright and nervousness, to build self-confidence, to develop a powerful presence on stage, to connect with your audience, to understand and master the universal form of all great speeches, to achieve excellence in using both verbal and nonverbal communication, and to allow your emotions to work for you.

Becoming a great public speaker is a long and rewarding journey. But if you commit to it, this program will enable you to deliver memorable speeches, that will engage and persuade any audience.



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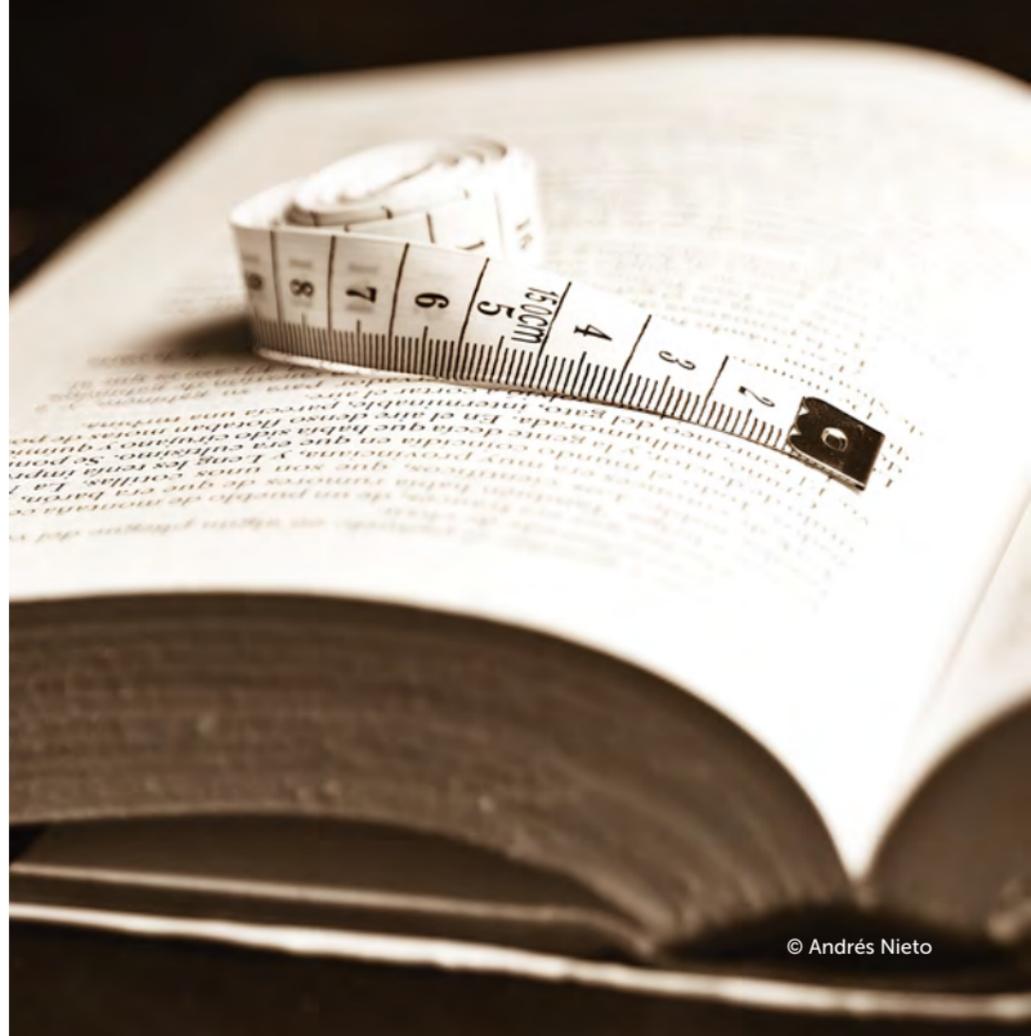
EFFECTIVE STORYTELLING

Harnessing the power of stories

Everyone enjoys a good story. Stories spark emotions and capture people's attention and imagination. True stories well told can influence the people you work with and shape the organization you are a part of.

But not everyone is a good storyteller. Many of the stories we tell are ill-formed, go-nowhere tales that bore and sometimes antagonize our audience.

This storytelling workshop will give you the tools you need create stories that keep your audience engaged and help you deliver your message in a compelling and entertaining way.





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INTERPERSONAL COMMUNICATION

Becoming a people person, better manager

Studies show that managers spend between a third and a half of their time addressing conflicts between the members of their team. These conflicts can be avoided if the team leader and the team members develop strong interpersonal communication skills.

People feel more secure and positive and they work better when they are around interpersonally-aware leaders. The teams are more cohesive are they deliver better results.

In this workshop you will learn a fundamental interpersonal communication model that will enable you to reduce stress and misunderstandings, to address conflict in a productive manner and to develop healthy relationships at work.



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PROCESS COMMUNICATION MODEL®



“If you want them to listen, speak their language.”
– Dr. Taibi Kahler

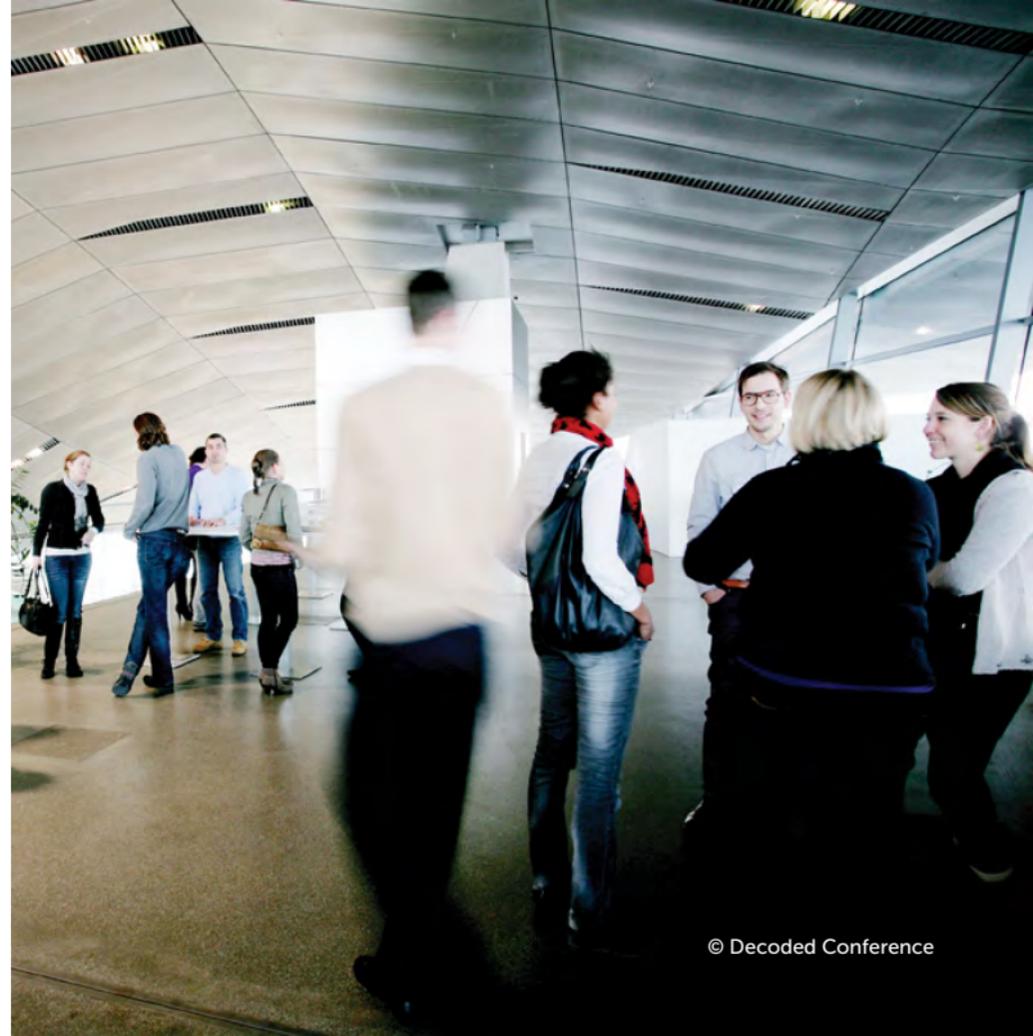
Process Communication Model® (PCM) is an innovative tool which enables you to understand, motivate and communicate effectively with different personalities, especially with people that you normally find it difficult to work with.

Dr. Taibi Kahler discovered how to identify and respond appropriately to patterns of productive or negative behavior. Managers who use PCM benefit from a whole range of practical tools specifically designed for successful people management.

PCM was used at NASA between 1978 and 1996, and to date more than 800,000 people have taken the PCM seminar. President Bill Clinton and Secretary of State Hillary Clinton are among them.



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© Decoded Conference



© Miss Chatter

EXECUTIVE MEDIA TRAINING

How to keep the journalists on your side

Are you a top executive who will be talking to the media on behalf of your company during a potential crisis? This workshop will prepare you for it.

During this highly intensive and immersive program, you will learn how to communicate your key messages in an effective way, how to relate to the different types of journalists, how to avoid pitfalls and how to recover from them, how to capture the viewer's interest and how not to become "the journalist's victim".



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PERSONAL BRANDING

Let the world know who you are and what you do

Your personal brand is the sum of what people think of you, or the weighted average of people's memories and perceptions about you.

Even if you don't think you have a personal brand, you most certainly do. Taking charge of it can help you find new customers, open up career opportunities and develop your business.

This personal coaching program will enable you to define your professional identity and your audience, and to develop a communication plan for your personal brand, so as to increase not only your popularity, but also your favorability across your organization or industry, using professional and social networks.





EXECUTIVE PUBLIC SPEAKING

How to be memorable

Outstanding public speaking skills win hearts, boost morale and build reputation. Mastering this art is an indispensable quality of a great leader.

Your mastery of the art of leadership has already taken you far. Achieving public speaking proficiency will open up tremendous possibilities for bringing your career and life vision to reality.

You can use the coaching sessions to hone your public speaking skills, as well as to get structured, actionable and unbiased feedback on your abilities as a speaker before or after an important public appearance. The aim is to find your true voice and to develop the powerful presence you need to get your message across.

EXECUTIVE COACHING

Become who you are

Coaching is a thought-provoking and creative process that will inspire you to maximize your personal and professional potential. Together, we will embark on a journey of self-discovery and of inner alignment that will help bring to light the best version of yourself.

The three pillars of coaching – trusting the client, powerful questioning, authenticity – sustain a process of change that can significantly improve your leadership abilities, your work and your life.



The three days spent with Dragoş were eye-opening.

ANDREEA BRAHASTIANU

Training & Internal Communications Manager, **CEZ Group**

A cathartic experience.

CRISTIANA MARIA

Public Affairs & Communications Specialist, **Janssen România**

Dragoş is a wonderful speaker and a gifted trainer.

LIANA RUSU

Director Communications, **Soros Foundation**

Dragos is one of the few practitioners in both my professional and personal experience, who has had the tenacity and clarity to ask the right questions.

LINDA SINIARD

Director Human Resources, **O'Reilly Media**

This was one of the best personal development workshops in my entire career.

TUDOR NEDELEA

Tax Director, **DLA Piper Tax**

One of the smartest investments you can make in yourself.

LAURA SAMOILENCO

Transport & Customs Leader, **Honeywell**

Dragoş is a charismatic trainer, with plenty of real-life examples that enrich the training.

DIANA KLUSCH

Global Head of Employee Communications, **SABMiller**

It opened up new horizons in communicating with people.

RUXANDRA MERCURIAN

Coordinating Director, **Transilvania Bank**

DRAGOȘ BUCURENCI

Dragoș is a communication strategist and coach, and the former Communication Adviser to the European Commissioner for Regional Policy.

He trained more than 1,000 managers in public speaking, interpersonal communication and storytelling in Romania, Belgium, Italy and Indonesia, and was awarded “Best Training of the Year” at the Business-Edu Awards Gala in 2010.

He has twelve years of experience as a columnist for national newspapers and magazines, and has produced and presented TV shows for public and private TV channels for over seven years.

He holds an MBA from the Stanford Graduate School of Business, is a certified NLP Coach (Academy of Leadership Coaching and NLP, California) and a certified Process Communication Model Trainer (Kahler Communication Europe).

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*What kind of leader do you want to be?
You don't always hear this question in
the journey of life. But the question is there,
time and again. And the choice
is yours to make.*