



BROCHURE

 LEADERSHIP COMMUNICATIONS
ginger



Unlock clarity, boost resonance, and
maximize business impact through
Communication That *Connects*



Ginger is a global, strategic training partner, specializing in leadership communications.



We help leaders at all levels to transform their clarity, resonance, and impact.



ABOUT US

Our principles of authenticity, storytelling, and servant leadership underpin every program, empowering leaders to create meaningful change in their organizations.

We take a research-driven, experiential approach to leadership development.

By blending neuroscience, positive psychology, real-time coaching, and educational best practices, we ensure that every program delivers lasting results.

We transform participants into
crystal clear communicators and
trusted leaders who drive action.

With Ginger, communication
becomes a competitive advantage



Communication That *Connects*

With *Clarity*

Create purpose-focused communication that cuts through the noise, promotes understanding and drives effective decision making

**EXECUTIVES /
SENIOR LEADERS**

**Focused
Action**

With *Resonance*

Build trusted relationships through powerful influencing and storytelling that captures hearts *and* minds.

**STAKEHOLDERS /
CLIENTS**

**Maximum
Engagement**

With *Impact*

Maximize the business outcomes of communications through leaders who exude confidence, magnetism and authenticity.

**LEADERS AND
EMPLOYEES**

**Boosted
Performance**

PROGRAMS

CLARITY



Purpose Driven
Leadership



Diamond
Edge

RESONANCE



Influencing



Storytelling
Mastery

IMPACT



Presence &
Impact

ALL 3



Amplify

MASTERCLASSES

SELECT YOUR PROGRAM(S)

CLARITY

RESONANCE

IMPACT

ALL 3



Purpose Driven Leadership



Diamond Edge



Influencing



Storytelling Mastery



Presence & Impact



Amplify

Align personal and corporate purpose to enhance decision making and boost performance.

Crystal clear messaging that activates your strategic priorities.

Influence stakeholders with confidence and clarity. Win over any personality type, even your 'nemesis'.

Engage, inspire and influence any audience through the power of storytelling.

Build presence and impact to engage your audience. Communicate with gravitas & charisma.

Boost impact and visibility through a transformational TED-style speaking journey.

Articulate and communicate your purpose statement and leadership principles.

Radically clarify and simplify your most important messaging.

Practice influencing particularly difficult stakeholders.

Develop a business story from scratch and tell it with power and passion.

Practice public speaking and receive feedback on the impact you have on others.

Develop and hone a TED-style talk, then deliver it live, for life-changing impact.

PROGRAMS

WHAT

KEY ACTIVITIES

CLARITY



Purpose Driven
Leadership



Diamond
Edge



Put **Purpose** at the heart of leadership to create powerful, shared momentum.

OVERVIEW & OUTCOMES

Our Purpose Driven Leadership work brings clarity to teams and organizations that are engulfed in change and complexity.

We help you to align corporate purpose, team / functional purpose and personal purpose, then light it up with passionate and meaningful expression. The process unlocks deeper cohesion across functions and galvanizes the right kind of action.

Corporate Outcomes

- **Buy-in to Strategic Priorities:** Connecting personal and corporate purpose, enabling buy-in to the overarching strategic priorities.
- **Stronger Team Cohesion:** Boosted alignment within and between teams, leading to greater trust, focus, and commitment.
- **High-Performance Culture:** Reinforcing and lighting up a culture of engagement and innovation.
- **Embedded Purpose:** A direct link between corporate 'stated purpose' and daily action, enabling on-point decision-making at all levels of the organization.

Personal Outcomes

- **Sharper Decision-Making:** Strengthened ability to navigate complexity and make on-point decisions that both further business aims and feel personally motivating.
- **Increased Influence:** Access to authentic leadership that inspires and mobilizes teams and clients around a shared purpose.
- **Sustainable Performance:** Greater energy, resilience, and personal effectiveness.
- **Culture Shaping:** Building an organization where your people connect deeply to each other and feel 'lit up' with a sense of purpose.

"I've grown incredibly as a person. I expected to learn how to communicate with strategic impact, but I did not expect to gain the level of self-awareness that I have. Everyone learnt so much - all on a journey to try to be better leaders – servant leaders, more humble & all rounded humans. Who doesn't want that?"

Cecile Bonnett- Head of EMEA Strategic Programs



CONNECT PERSONAL PURPOSE WITH COMPANY DIRECTION

Below is our standard 4-module program plan. Ahead of our first engagement, we refine the details of the retreat to align with your business priorities, participant requirements and your latest thinking around purpose.

Formats

OPTION A: 2-day off-site
+ 2 x 90 minute 1-2-1

OPTION B: 4 x 2-hour virtual sessions
+ 2 x 60 minute 1-2-1

MODULE 1



Personal Purpose Meets Corporate Purpose

We step away from business-as-usual to explore how personal purpose fuels high performance in teams and organizations.

First, we unpack the fundamental difference between managing for performance and true leadership—the kind that generates trust, inspiration, and deep engagement.

We explore the principles behind purpose-driven leadership, reflecting on how each shapes workplace relationships, culture, and results.

Leaders identify their ‘max purpose’ experiences, uncovering the personal and professional drivers that signal when they are truly ‘on purpose.’

MODULE 2



Developing your leadership story

Participants reflect on and develop their leadership story and how to articulate this first to themselves and then to others, what is meaningful and motivating about work. The impact of working within a purpose-driven team environment emerges and the group find themselves connecting with each other on a deeper level than the norm.

Through a mix of group exercises, reflective activities, and 1-2-1 conversations with peers and guidance and challenge from Ginger's expert coaches, participants begin crafting a Purpose Statement and Guiding Principles; clear, actionable frameworks to bring their leadership vision to life.





MODULE 3



Communicating Your Purpose with Impact

We focus on bringing purpose to life through communication, culture, and leadership influence.

Participants refine their personal Purpose Statement—shaping a compelling and authentic message about what they stand for, how they lead, and why it matters to organizational priorities.

Through hands-on practice and feedback, they learn to communicate about their Purpose with conviction, bringing clarity and energy to their teams.

We stretch participants to be clearer, more specific and more heart-felt in articulating their Purpose Statement, so that it fizzes with resonance.

MODULE 4



Purpose into action

We close the experience by launching each participant's refreshed sense of purpose, creating a powerful, shared commitment that extends far beyond the training room.

They receive input and coaching from our experts to strengthen the impact of their communications.

Finally, we discuss 'take-home' strategies and tangible next steps to embed purpose into organizational strategy, ensuring it becomes a driving force for engagement, alignment, and measurable results.

"Ginger made being out of your comfort zone an experience to enjoy rather than one to fear. Definitely made me think differently about how I approach speaking out and speaking up - and how to do that effectively to a wide range of audiences."

Diane Milne, AWS





Clear the communication clutter to bring **clarity** and **focused action**.

OVERVIEW AND OUTCOMES

The Diamond Edge program equips senior leaders with the skills to cut through complexity and communicate strategically and with precision.

By stripping away unnecessary clutter and distilling their message to its most valuable essence—their ‘diamonds’—leaders can create alignment, inspire action, and drive business performance.

Corporate Outcomes

- **Strategic communication clarity:** closing gaps between strategy and execution.
- **Boosted business performance:** Enhanced clarity and cohesion, unlocking people engagement and performance.
- **Boosted advocacy & reputation:** As your key strategic messages become clear and compelling, internal and external stakeholders more frequently advocate for your organization.
- **Message ownership throughout company structure:** More consistent adoption of messages and associated behaviors.

Personal Outcomes

- **Clarity:** Headspace and methods that promote calm, high-quality thinking that resonates with stakeholders.
- **Strategic Thinking:** The ability to align with top-level messaging and have the intended impact in communications.
- **Prioritization:** The confidence to organize and prioritize information in the best way to suit the business purpose, which in turn decreases stress and burnout.
- **Elevated communication impact:** Each participant leaves with the tools to mean more while saying less.
- **Elevated leadership impact:** Increased ability to develop messages that are acted upon without supervision.

“Ginger’s ability to help people develop their vision, amplify the message and guide them in rallying the people and money needed to make it a reality is extraordinary.”

Cindy Hoots, CIO, Astra Zeneca



GROW FROM SUBJECT MATTER EXPERT TO STRATEGIC LEADER

Learn to simplify strategically important ideas for greater business impact. Participants work on an individual piece of strategic messaging, to be discussed with you prior to the training date.

Formats

OPTION A: 2-days in person
(concurrent recommended)

OPTION B: 2 x 1-days virtual, delivered
within 1 month

MODULE 1



The Diamond Edge mindset & strategic messaging

We investigate the challenges associated with clarity and the business imperative for being much clearer and simpler in our communication than we think is necessary.

We look at the benefits of clear communication versus the risk of over-complex communication, then lay out the Diamond Edge communication model that enables communicators to think and articulate messages with diamond-like clarity.

We begin the journey to apply the model to each participant's messaging that they would like to communicate clearly, beginning by building out the 'strategy' that sits underneath that communication.

MODULE 2



Making information meaningful

We turn our attention to the stakeholders receiving our information and explore how to make a message meaningful to them.

We explore the difference between 'in-the-weeds' technical communication that is focused on your own process or details, versus 'leadership communications' that connect to non-experts and senior leadership, speaking in terms of business outcomes.

Participants experience a practical challenge to unpack meaningful insights from data and then work with their own content, roleplaying interviews with their stakeholders to understand their perspective.





MODULE 3



Developing cut-through clarity

We examine how to untangle information and ideas to fulfil your communication aims. Using the hierarchy of messaging principles (Barbara Minto) we generate ideas that are on-point and discern which information is helpful to include.

Our expert coaches give guidance and feedback to support this process, while also helping participants to build the skill of focus and clarity.

A deep dive into each participant's messaging helps them to reflect on and strengthen the clarity and impact of their messaging.

MODULE 4



Memorable ideas that capture attention

We complete the Diamond Edge experience by looking at how ideas can be more memorable in order to cut through the clutter.

We pull the experience together, challenging participants to deliver a mini presentation of their messaging that is strategically on point, clear, memorable and meaningful to the audience.

Coaching and feedback support each participant's learning outcomes. We then set up next steps and take-home actions.

OPTIONAL EXTRAS

Coaching & Strategic Initiative Development

Depending on your desired program outcomes, we may recommend a 1-2-1 coaching session per participant, to deepen the learnings and integrate learnings into the wider business context.

Messaging Launch

Where messages are being developed for an immediate business application, e.g. a messaging roll-out to teams, we would be happy to partner with you to develop a messaging launch concept, where program participants deliver their messages to a live audience.



RESONANCE



Influencing



Storytelling
Mastery



Develop **influencers** who are empathetic, flexible and courageous.

OVERVIEW & OUTCOMES

We offer experiential journeys into the art of influencing. Working with real-life scenarios, we build an authentic and effective approach to influencing, that works in the highest-pressure situations.

Whether your participants are junior team members influencing upwards, or experienced influencers honing their skills, this work challenges and stretches them to grow in awareness and impact.

Corporate Outcomes

- **Reputation building:** Leaders act as powerful brand ambassadors, increasing trust, visibility and credibility across key audiences.
- **Stronger relationships:** Deeper, more authentic connections with stakeholders that support long-term business growth.
- **Leadership capability:** Greater confidence and influencing skills that drive collaboration, innovation and strategic ownership.
- **Culture of advocacy:** A ripple effect that empowers employees to speak up, champion ideas and communicate with impact across the organization.

Personal Outcomes

- **Clear structure:** Confidence in using simple, effective frameworks to organize thoughts and communicate with clarity.
- **Authentic influencing style:** A personal influencing voice rooted in credibility, purpose and individuality — not performance.
- **Strategic communication agility:** Increased flexibility and confidence to engage in high-stakes conversations with clarity, composure and impact.
- **Active listening:** Greater awareness and skill in listening to understand, adapt and connect more deeply with others.

“Training with Ginger has helped us change the way that approach public speaking and influencing in a very positive way.”

Kim Down, NIHR



INFLUENCE STAKEHOLDERS WITH CONFIDENCE AND CLARITY

Aimed at those who need to structure and communicate their ideas to senior audiences, this practical and confidence-building journey develops powerful 5-minute presentations on your key topic of influence.

MODULE 1



5-minute power presentations

We investigate how to present information in a powerful 5-minute presentation that has maximum impact upon busy and senior stakeholders.

In the first module we explore the simple structure that sits underneath a great presentation, helping participants to simplify and organize their ideas.

We sit in the mindset of 'red/blue' senior leaders and consider the kind of communication they prefer. Participants develop a sketch-plan of a presentation at pace, that they can use in their day job.

MODULE 2



Maintaining confidence under pressure

Next, we explore the confidence and impact challenges that occur when we're delivering high-stakes presentations to senior people.

You'll learn the three key habits of delivering high-impact content, have the opportunity to try out what works best for you, and pick up practical tools for staying centered.

Finally, participants deliver their presentation in a tailored, challenging communication scenario. They are stretched out of their comfort zone in a safe environment, equipping them with greater focus and resilience to land a message and influence decision makers.

Formats

OPTION A: 1- day in-person

OPTION B: 1-day (or 2 half days) virtual





WIN OVER ANY PERSONALITY TYPE (EVEN YOUR 'NEMESIS')

Aimed at experienced professionals, who want to sharpen their ability to engage tricky stakeholders, this session focuses on deep listening and flexing personal style and language in order to influence

Formats

OPTION A: 1- day in-person

OPTION B: 1-day (or 2 half days) virtual

MODULE 1



Strategy, listening and language in influencing

This experiential day guides each participant through a practical stakeholder influencing challenge they are facing, to elevate their influencing skills.

We begin by strategizing on who you're influencing and mapping which stakeholders could be allies or detractors, before focusing in on the most challenging stakeholder group.

Next, we explore deep listening skills, building a picture of that stakeholder's needs and drivers. From here, we start to shift from technical or process-focused communication to *outcomes focused* communication that maximizes positive business outcomes.

MODULE 2



Winning over your 'Nemesis'

The second part focuses on practical, high-stakes scenarios where influencers need to maximize their influence.

We put insights into practice in live role play activities where participants are challenged to influence the person they most struggle to convince; their 'Nemesis'.

Participants are encouraged to flex their style, listen and re-position their message to align with the specific agenda of their tricky stakeholder.

Supported by expert feedback, we build awareness, resilience under pressure and skillful language choice to boost influencing impact.





ACE INFLUENCING WITHIN A COMPLEX DYNAMIC

This whole day influencing simulation challenges individuals to use their relational skills to win over others and build momentum around a headline idea.

Formats

Only available as an in-person, one-day experience.

Recommended as a follow-on from any other influencing program

MODULE 1



Building trust & influence

We lay the foundations for an exciting and challenging day, where each individual will champion an idea and seek to win support for it from the group.

Throughout the day participants will collaborate, negotiate and lobby, pushing themselves to try out new influencing behaviors.

The day is framed by Ginger's Trust & Influence model, which explores the sweet spot of influencing and the different approaches possible to influence in different scenarios.

MODULE 2



Building support & momentum

As the simulation continues, participants experience building coalitions that support their idea, negotiating with members of other coalitions and pitching to win support.

Along the way we offer insights into courageous communications, active listening and clarity of messaging. Participants take periodic pauses to capture learning points, before returning to the task of building support for their idea.

Finally, the group must come to a decision about which idea they support. Will one idea succeed in winning majority support?





Master the art of business storytelling to win hearts and minds.

OVERVIEW & OUTCOMES

Storytelling Mastery demystifies the art of storytelling, connects storytelling to your corporate strategy and helps leaders to take others on a journey, by building empathy and resonance.

Expect a highly experiential and personal adventure that helps participants to find and tell great stories that resonate on a human level and have a powerful business impact.

Corporate Outcomes

- **Igniting strategic shifts:** Enabling the right story in the right time that supports and drives business strategy.
- **Sense-making:** The ability to contextualize and enrich the communication of dry or complex information, to help all stakeholders to understand and relate to business messages.
- **Boosted sales / business development:** Storytelling as a tool for driving customer/ client-facing influencing skills.
- **Connection to leadership :** A culture of leadership that communicates with passion and humanity.

Personal Outcomes

- **Storytelling skills:** Easy-to-apply tools for telling stories that have a powerful impact within the business environment.
- **Increased influence:** Storytelling as a tool for changing minds and winning over supporters for your initiatives and key messages.
- **Story creation:** Each participant leaves with a honed and compelling story that drives home an important business message and resonates on a personal level. These can be shared to boost team storytelling capabilities.
- **Elevated leadership impact:** Increased confidence and ability to engage and inspire others.

“Phenomenal insights on how to make a story live and how to engage the audience! Thoroughly recommend.”

Suk Khara, Bristol Myers Squibb



TELL GREAT, HIGH IMPACT BUSINESS STORIES

A 4-module journey that cuts through the hype about storytelling and learn a simple, business- friendly approach to storytelling that works every time.

Formats

OPTION A: 2-days in person
(concurrent recommended)

OPTION B: 2 x 1-days virtual, or 4 half
days virtual.

MODULE 1



Structure & the 'bare bones' of great stories

We investigate stories as a key tool for masterful communicators and how they can be used strategically to drive the desired business outcomes.

We explore the science behind storytelling and the juicy details of a simple structure that can be applied to any story or presentation.

Next our trainers offer a live unpacking of storytelling structures and design, investigating how to map a simple story and find the right story to suit your business purpose.

Participants begin to construct their own story for a specific business message.

MODULE 2



Adding the 'muscles' - beefing up your storytelling

We explore how to flesh out a business story with the compelling details that make it resonant and memorable to others.

We look deeper into structure and the vivid language and details that bring stories to life, how to add points of interest and drama in a way that suits your personality and corporate culture.

Participant learn from building out their own story and watching others receive live coaching.





MODULE 3



Making it 'dance' – telling stories with personality

We develop advanced tools for making stories sparkle, using the techniques that set master storytellers apart and captivate audiences.

We investigate body language, vocal delivery, adding drama and creating human connection, with practical advice on how to remember and deliver your story with confidence.

Participants are challenged to stretch their communication range to deliver a business story with personality and impact, enabling that story to resonate and be remembered.

MODULE 4



Pulling your business story together

Pulling together lessons from the whole storytelling series, it's time for participants to take a deep breath and bring their full-force, 'Gingered' business story to the group.

They receive coaching, advice and a dose of challenge from your trainer on how to bring even more impact to the story.

Plus, they learn from seeing colleagues express themselves in new and courageous ways.

Participants leave with revolutionized storytelling skills *and* a bundle of fully 'Gingered' stories that can be used to drive forward business priorities.



"Loved it! Hope to find a way to do more intimate trainings but to also offer a broader course that is tailored to our team"

Moe Farley Sr Director of Marketing Communications at Microsoft.

IMPACT



Presence &
Impact



Develop self-aware communicators with **powerful, authentic personal impact.**

OVERVIEW & OUTCOMES

Our presence & impact programs offer a safe and challenging environment to push the boundaries of communication impact.

Offering stretching, yet affirming feedback on personal presence and impact, we help junior participants to build self-awareness and confidence and senior participants to consider how to take their leadership to the next level.

Corporate Outcomes

- **Enhanced leadership visibility:** Stronger executive presence that elevates the organization's leadership profile internally and externally.
- **Stronger stakeholder engagement:** Increased ability of leaders to command attention, foster trust, and influence key business relationships.
- **Accelerated leadership effectiveness:** Improved ability of leaders to inspire confidence, make decisive contributions, and influence outcomes through stronger personal impact.
- **Culture of confident communication:** A ripple effect where confident, impactful communication becomes embedded at all levels of the organization.

Personal Outcomes

- **Greater audience connection:** Enhanced skills to build trust, engage audiences and foster stronger emotional resonance, using a style that is authentic to each individual.
- **Increased confidence under pressure:** Improved ability to think clearly, respond decisively and maintain composure in challenging communication situations.
- **Stronger executive presence:** Increased ability to project credibility, authority and authenticity in high-stakes environments.
- **Enhanced personal impact:** A more compelling, memorable presence that leaves a lasting impression and drives influence across key business interactions.

"If you're thinking about taking this course, do. This has been a truly phenomenal experience and I so appreciate the time and care Ginger gave all of us in learning to become better storytellers."

Cecilia Marshall, Frontiers



BUILD PRESENCE & IMPACT TO ENGAGE ANY AUDIENCE

Ginger's foundational course offers a playful environment that helps participants to relax, experiment and build self-awareness through a supportive environment of simple theory, practice and feedback.

Formats

OPTION A: 1- day in-person

OPTION B: 1-day (or 2 half days) virtual

MODULE 1



Body language and range

Get ready for a playful, interactive and practical training day, with simple, powerful methods that can be implemented straight away.

We investigate four key aspects of physical presence / body language and their impact upon the intended audience, plus how to expand your range of expression to appeal to different audience types.

Participants build personal awareness of their leadership impact, and use of body language and range when put under pressure.

MODULE 2



Voice and nervous habits

We work on the elements of vocal delivery and how to use them with power. Plus, we explore nervous habits and how to overcome them in high-stakes communications scenarios.

Building vocal range and reducing distracting communication habits, we develop each participant's personal superpowers to be more expressive and engaging.

We end the experience with a final piece of public speaking, where participants are expertly coached to break through their personal fears and communicate with maximum impact.





TAKE CHARGE OF YOUR LEADERSHIP IMPACT

This program helps leaders to choose a powerful and authentic personal impact, whether they're inspiring team members or delivering difficult messages.

Formats

OPTION A: 1- day in-person

OPTION B: 1-day (or 2 half days) virtual

MODULE 1



Building awareness & power

We introduce the 4 key components of executive presence, focusing first on building awareness and power.

As we investigate awareness, we reflect on an authentic personal leadership brand that serves business outcomes and feels natural to each participant, spotting how we are currently perceived and the role of the nervous system in disrupting our impact.

Next, we investigate the body language of power and status, exploring personal habits and receiving direct feedback on personal habits and how to have more impact in the moments that are critical for success.

MODULE 2

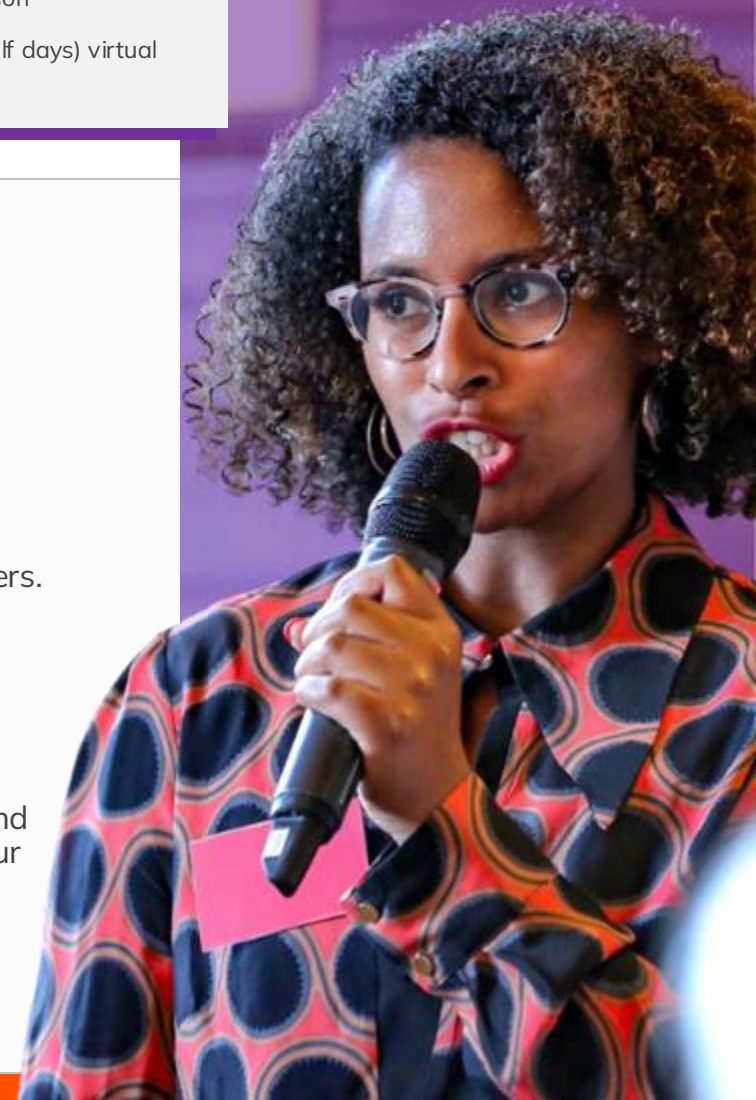


Building warmth & authenticity

We explore the role of warmth in creating engagement and connectivity. Using practical exercises we stretch each participant into habits that promote loyalty and buy-in, developing a leadership story that can be used to engage others.

Finally, we pull the day together with an investigation into authentic expression and leadership impact.

Participants challenge themselves to 'tweak the mixing deck' of their power, warmth, presence and authenticity, with the support and feedback of our expert Ginger trainers.



CLARITY RESONANCE IMPACT



Amplify

CLARITY

RESONANCE

IMPACT

Amplify



Create **world-class communicators** and showcase their best ideas.

OVERVIEW & OUTCOMES

Framed by the challenge of writing and delivering a TED-style talk, Amplify is described by participants as a 'life changing journey' that helps leaders to communicate with empathy, heart and maximum power.

Expect a highly experiential adventure that digs deep to pull out your leaders' best thought leadership.

What results are leaders who are boosted up to the next level of visibility and impact.

Corporate Outcomes

- **Unlocking thought leadership:** Uncovering hidden expertise and turning internal knowledge into strategic advantage.
- **Pipeline of visible leaders:** Enabling all personality types and backgrounds to step forwards with confidence.
- **Supercharging talent:** Maximizing the confidence and impact of your top talent, in alignment with your business strategy
- **Internal networking:** Creating a 'life-long bond' amongst participants, boosting cross-functional cohesion.

Personal Outcomes

- **Leadership communication skills:** Developing a signature TED-style talk for reuse and the skills and confidence to develop any future high-impact communication.
- **Authentic leadership:** Knowing, appreciating and activating core personal strengths and using them to drive initiatives.
- **Impact & resonance:** The skills to win over hearts and minds in communication, through personal storytelling and vulnerability.
- **Relaunched leadership:** The confidence and practical launchpad to boost participants up to the next level of leadership impact.

"For me, it represented a new chapter in my life, filled with hope, self-confidence and fearlessness. We could not have asked for a more caring, intelligent, compassionate and experienced trainer. We quite literally owe her for the rest of our lives because she was critical in unlocking all of our potential."

Robin Didier, EG Future Leaders Program



DEVELOP AND DELIVER TED-STYLE THOUGHT LEADERSHIP

This 4-day, 8 module program is designed for subject matter experts and emerging or high potential leaders. We recommend working with us to host a Speaker Showcase event at the end of the training.

Formats

OPTION A: 8 modules over 4 x 1 days - concurrent or delivered over 4 months

OPTION B: 8 modules delivered in virtual half days over 4 months

MODULE 1



Ideas worth Amplifying

We commence an experience which is often described as 'life changing' by those who complete it. Participants unpack a TED-style piece of thought leadership that marries personal experience with business insights.

We explore why TED-style speaking is so effective and what lessons we can learn for leadership communications.

Participants begin the search for a gem of thought-leadership from their professional experience, testing and refine it to hone in on the most compelling insight to develop into a talk.

MODULE 2



Structure your idea

We introduce a simple, powerful structure that makes the preparation of talks and speeches simple, fast and highly effective.

Participants understand what information goes where in a communication that has impact and how to edit out distractions that cause confusion or complexity.

With expert guidance and coaching, participants start structuring their thought leadership into a TED-style talk. Participants grow in awareness of how simple, powerful communications are developed.





MODULE 3



Winning hearts & minds through storytelling

We dig into the art of telling stories and how to bring any talk content alive, looking at the difference between traditional business communications and TED talks.

Trainer and cohort work together to identify stories that are resonant, compelling and memorable.

MODULE 4



Making your ideas stick

This playful and creative session explores devices which help ideas stand out from the noise.

We brainstorm innovative ways to add weight to an idea. Participants are encouraged to try something new and daring, in service of the message they are developing.

MODULE 5



Fears & fixes - speaking with confidence

We unpack the nervous response in high-stakes communication scenarios like delivering a talk, investigating the role of body language, voice and mental habits that help build confidence.

Focusing on the delivery of the final TED-style talk, participants receive a healthy dose of affirming, strengths-oriented feedback.

MODULE 5



Impact & personality

We investigate how to bring range and contrast into your speaking style. Taking inspiration from TED speakers, we look at four different communication styles and their emotional impact on an audience.

In small groups, we experiment, using different personality styles to stretch the comfort zone and build communication impact.





MODULE 7



Amplify, amplify, AMPLIFY!

This session looks at what it takes for a leader to fully stand behind a message.

Bringing together the whole talk, we discuss the effects of increased visibility and how to continue stepping into the spotlight to drive change, even when it is difficult.

MODULE 8



Final talks practice

Participants present their full-force, final talks to the group and get affirmation and constructive feedback on what they have achieved.

Note: where a speaker showcase follows the program, this acts as a dress rehearsal.



1-2-1 coaching

During the program we offer 1 hour virtual 1-2-1 to offer tailored support for each individual's specific needs. In this highly productive hour, participants leave brimming with confidence, ready to communicate with greater impact.





MAXIMIZE BUSINESS OUTCOMES BY SHOWCASING YOUR SPEAKERS

To maximize the business impact of Amplify, we recommend hosting a showcase where the speakers deliver their talks to a live audience. This could be at a pre-existing company event, or a dedicated event. We'll create a tailored concept to fit your desired business outcomes.

ADD-ON EVENT



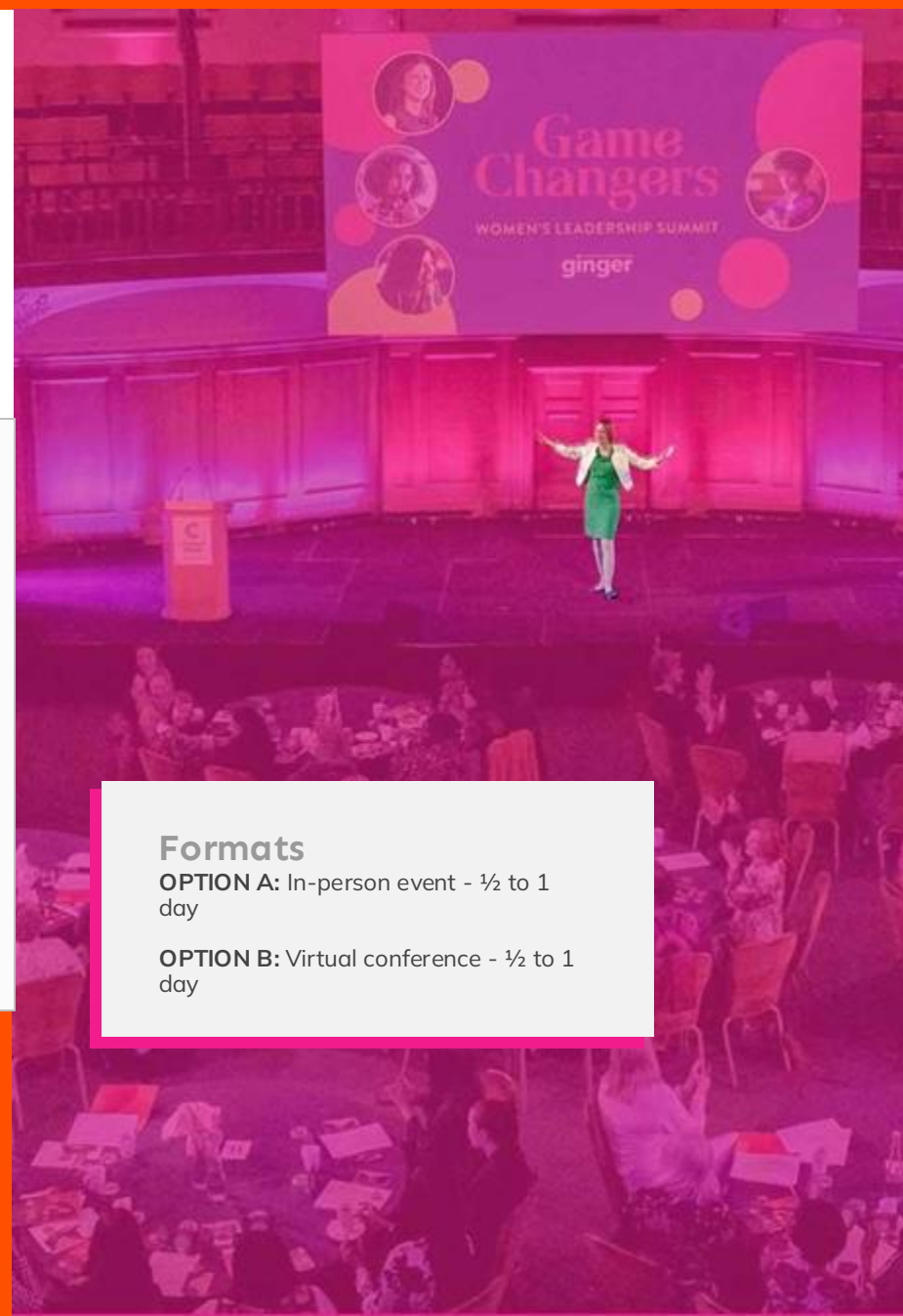
Speaker Showcase

Stand alongside past Ginger graduates who have delivered their Amplify talks at client summits, future leaders events, whole company virtual conferences and even the House of Commons.

This is the moment where we showcase and celebrate participants' success by delivering their TED-style talks to a live audience. A 'rite-of-passage' that cements the lessons of the program and transforms leadership communication, the Speaker Showcase leaves participants fully 'Gingered'.

"Amplify is one of the most enriching and energizing programs I have ever had the joy of being part of. I never would have anticipated the power of making time to build relationships, stretch outside of comfort and consequently develop (almost unknowingly). The Ginger team are wonderful and they provide a space for debate, challenge and growth. The friendships you make are lasting. If there is one thing you do for yourself - this has to be it."

Archana Mohan- Chief Operations and Technology Officer Meridiem Investment Management.



Formats

OPTION A: In-person event - ½ to 1 day

OPTION B: Virtual conference - ½ to 1 day

MASTERCLASSES





CUT THROUGH THE NOISE WITH CRYSTAL CLEAR MESSAGING

Learn how to cut through all the 'blah blah' and prepare clear, powerful communications in this interactive online workshop. Untangle dry, complex and convoluted messaging and structure ideas in a way that make sense to anyone, even if they're only half listening(!) Become the most effective, resonant presenter who knows precisely what to say and, crucially, when to stop.

Formats

Only available as a 2-hour virtual training to 25-50 participants



You'll learn

- How to save time (yours and your intended audience) by identifying and focusing on what's important in your communication.
- How to use your words to create action in your audience and drive business results.
- A simple structure that will help you to quickly strategize on your communications.
- Tips for editing your ideas to find the right level of priority for different types of information.

"This was one of the best live training courses I have attended. I feel confident in using the skills learned during the session. The trainer kept me engaged without feeling like I was being put on the spot, which sometimes can happen in live trainings. There were great examples and visuals! Overall, amazing training!"

Anonymous- Worldwide Clinical Trials





HOW TO HAVE THE CONVERSATION YOU'RE DREADING

This interactive mini-workshop explores how to enter into, manage and resolve the difficult conversations we tend to avoid. We investigate challenging scenarios, from saying 'no', to giving feedback to others and propose a courageous approach that is empathetic, human and beneficial for all. Participants test out their personal scenarios and experience an inspiring step-change in their communications.

Formats

Only available as a 2-hour virtual training to 25-50 participants



You'll learn

- Best practice for approaching difficult, or emotionally charged conversations.
- Strategies for managing your state when communications get heated or nerve-wracking.
- A fresh mindset that shifts difficult conversations into a centered and courageous opportunity for mutual learning.
- How to reframe giving feedback, from being awkward, or negative, to helping to inspire human brilliance in others.

"The energy and support Ginger provided was exceptional. The content, group dynamics and timetable had all clearly been thought about and worked a dream. Quite simply the best program I've been a part of."

Sarah Payne, Enterprise Holdings





HOW GREAT STORIES WIN HEARTS & MINDS

This lively interactive workshop investigates the importance of storytelling for great leadership communications. We look at the common pitfalls of business storytelling and explore how stories can help you build great relationships, boost your influencing skills and increase buy-in to your ideas. Participants will see how stories work in action and start to reflect on the kind of stories they can tell for business impact.

Formats

OPTION A: 2-hour virtual to 25-50 participants

OPTION B: 2-hour in-person plenary



You'll learn

- The most common mistakes made in business storytelling - and how to avoid making them yourself.
- The specific mechanisms that make stories a powerful influencing tool – and how to harness them for yourself.
- How to find the right story for your audience and aim.
- A simple, authentic approach to storytelling that works for your personality and builds bridges with people of different personality types.

“A really inspiring and engaging session on storytelling, with a trainer who brought stories alive throughout. Loved the simple structure that was shared as this will really help me be clearer in my story telling.”

Tricia Harvey, Lloyds Bank





POWERFUL PRESENCE IN HIGH-STAKES SPEAKING SCENARIOS

This inspiring, interactive training focuses on what it takes to have great presence in a high-stakes communication, whether in-person or virtual. We show participants how to communicate with confidence and impact, even in the most pressurized situations. Working directly with participants' chosen scenarios, expect opportunities for practice, feedback and tangible takeaways to implement straight away.

Formats

OPTION A: 2-hour virtual to 25-50 participants

OPTION B: 2-hour in-person plenary



You'll learn

- How to manage the stress response to challenging communication scenarios, through a look at the neuroscience.
- How to bring greater awareness - and therefore choice - to your communication habits.
- How to master your body language so that you look and feel confident
- The impact of your voice on how others perceive you – and how to still have impact when you're just one voice on a call

"Great content, some really awesome tactics and things to be aware of when having high stakes conversations."

Emily Arkell - Senior Consultant at Isaac Operations





TURN HIDDEN POTENTIAL INTO VISIBLE IMPACT

An interactive journey that demystifies personal brand and helps participants to take charge of their positive impact in the workplace. We investigate how to build an authentic personal brand that differentiates participants from their peers, activates their higher sense of purpose and helps them to take charge of their leadership impact. An energizing and practical session.

Formats

OPTION A: 2-hour virtual to 25-50 participants

OPTION B: 2-hour in-person plenary



You'll learn

- The benefits of taking charge of your personal brand (rather than passively letting information 'leak' about who you are).
- The fears and resistance that can show up around being more visible – and how to counteract them.
- How to take charge of your personal brand by developing an aspirational personal brand.
- How to step into a bigger, bolder version of yourself, that also feels authentic.

"Great interactive workshop with a skilled and inspiring leader. You can get a lot of insights and having great fun at the same time!"

Participant, global consulting firm





Experiential transformation

For learning that sticks, we build experiential scenarios that challenge and support participants to 'act before they feel ready'.



Partner and go deep

We partner with you at all stages; strategically aligning program content and working deeply to draw the best out of every participant.



Unlocking human brilliance

We stretch participants to flourish beyond their comfort zone, through real-time coaching and strengths-based feedback.

The Ginger Spice

At Ginger, we ignite human brilliance with courage, creativity, and a dash of mischief—flipping dry, theory-laden training on its head, expanding comfort zones, and unlocking bold, authentic expression for truly life-changing experiences.

With a wealth of experience across various industries, our team brings credibility and passion to every session.

Our training team is a close-knit, diverse group of coaches based in the Americas and Europe, fluent in multiple languages. Each team member is hand-picked for their deep expertise in leadership communications and their commitment to building deep connections with participants. They create safe, brave and high impact learning environments.





"It was like a metamorphosis for all of us. I look back and don't really recognize who I was before."

Cecile Bonnett- Head of EMEA Strategic Programs



"Wonderful trainers, amazing content and great long-lasting results to apply in business and personal life!"

Adelina Balasa, Senior Manager, AI Solutions Delivery



"What did I like? Everything! The structure, the learning, the examples, the feedback, the coaching, the coaches, the community. Really great experience - highly recommended."

Brett Whinnen - Global Director



"It was the most incredible training I have ever experienced. The Ginger team were fantastic - so inspirational, enthusiastic and supportive. I feel really proud of the talk I delivered in the final showcase. You have given me new skills for life."

Elaine Mason – Global Head Technology Services



"Phenomenal insights on how to make a story live and how to engage the audience! Thoroughly recommend."

Suk Khara, Integrated Healthcare Manager



"Like no other leadership training I have done before. An amazing approach that unlocked doors within me that I didn't know were there. I am changed from this experience."

Stephanie Meakins - Engineering Manager



Let's *Connect*

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Book A
Meeting