

# CASABLANCA

## Leadership



Misunderstandings



Impact: Communicate with clarity and influence

### Impact and perception

- Greater leadership Effectiveness
- More empathy
- Greater competence
- Improved presence
- More transparent, more self-confident appearance

### Unlocking full potential

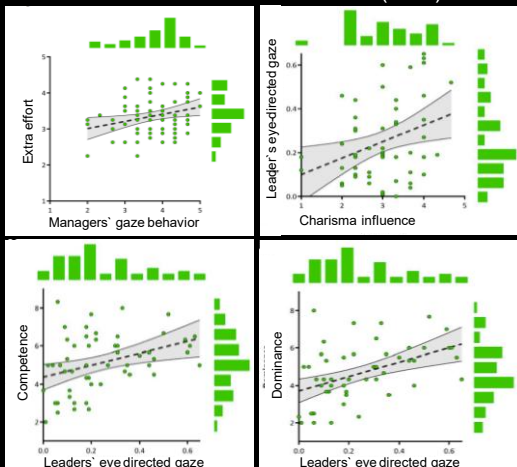
- Clear communication
- Improving presence
- Convincing appearance

### Impact on Leaders

- Productivity gains
- Effective leader

## Quantified Advantage – Results that convince

Journal of Business Research (2024)



Average decision value of a leader per month

€50,000\*



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Increase in leadership impact

€10,000

\*Data based on internal survey



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Start now with Casablanca:

