

## adler way/communications

# simple is good

Adler Way is a small communications consultancy founded by Dr. Gordon Adler, based in Switzerland.

Times of (permanent) crisis and change demand good communication. I have a knack for helping my clients find words that work. Be it a workshop, consulting project, coaching session, communications plan or case study, I offer the combined expertise of an ex-Director, professor, facilitator, coach, published writer (cases, books articles) and editor -- all in one.

I created The A.D.L.E.R. Way, a simple, proven system for improving all management communication, written or spoken, with frameworks, toolkits, worksheets, questions and video. Adler Way has written more than 50 case studies for in-company programs. My book, *Writing Cases for Executive Programs*, is forthcoming. Want a sample? Contact me. My style: good old customer care. Straight-up. I get a kick out of doing my best work—every time.

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## what do i do?

Adler Way stands out in the breadth and depth of its expertise in bringing effective communications solutions and support.

I combine traditional communication theory with today's management practice to give my clients simple, value-added solutions that work in the real world of management, from

My way: fresh, fun, flexible

My services include:

*Executive Development*

Workshops and seminars.

*Coaching*

Public speaking and presenting, change communication, personal branding, personal communication "campaigns" to boost authenticity, impact and engagement.

*Communications Consulting*

Strategic communications plans, from stakeholder research to corporate story.

*Executive Development*

Custom case studies, case session planning and learning materials.

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## for whom?

Adler Way's clients are varied. From international banks and manufacturers to small, local business and even individual CXOs. From functional experts to CEOs to Board members.

*A Selection of Our 40+ clients:*

- Adidas
- Barry Callebaut
- Credit Suisse
- Deloitte
- EADS
- Google
- Holcim
- ING Group
- Maersk
- Novartis
- Swarovski
- Tetra Pak

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If you'd like to talk to me about your communications needs or your project, please call me, send an email or use the contact form on my website. The first consultation is free.