

Communication Consulting

Build a team, get buy-in, spark action, make change stick, run a persuasion campaign.

Adler Way: Your communication booster

- Take a communication health check
- Build high-impact strategic communication plans
- Orchestrate your messages
- Hone leader communication
- Shape internal brand
- Become a master brand “story-seller”
- Engage employees
- Tap digital technologies and social networks
- Align messages with visual rhetoric

Custom Communication Programs

Adler Way communication and leadership programs move you toward communication mastery.

Adler Way: A communication workout for every need

Some recent programs:

- Leadership Communication: Master Class
- Make Your Business Writing Work for You
- Strategic Communication & Executive Communication
- The Power of Storytelling
- Don't Just Present – Resonate

Leadership Coaching

Learn to lead with purpose-full communication. Practice techniques to reach out, motivate and inspire.

Adler Way: Techniques for getting results

- Profit from positive energy
- Employ influence strategies for the good of the organization
- Master the five strategies of every communication
- Practice empathy, active listening and manage conflict
- Align your words, voice, and body language in all your communication
- Come across as genuine: express your values in your actions, decisions and messages
- Reach out, connect and express your beliefs and passions

Customized Business Cases

Do you need a bespoke case study for your next training or development program? I wrote the book on how to do it: *Case Writing For Executive Education: A Survival Guide*.

Adler Way: Case studies for every business need

- Adler Way cases are engaging narratives that managers want to read and debate – perfect for busy executives.
- Adler Way cases present a management problem that experienced, intelligent business people can argue about.
- Guaranteed to generate lively debate *and* serve a learning purpose.
- Adler Way cases use innovative teaching activities.
- Need to know how to use your custom case in a program? Adler Way will write you the teaching note with detailed, step-by-step instructions and materials.