

Products and Services become ever similar: This also applies to Trainings and Change Projects Measures



- Functionality
- Quality
- Price
- Performance
- Accessories
- ...



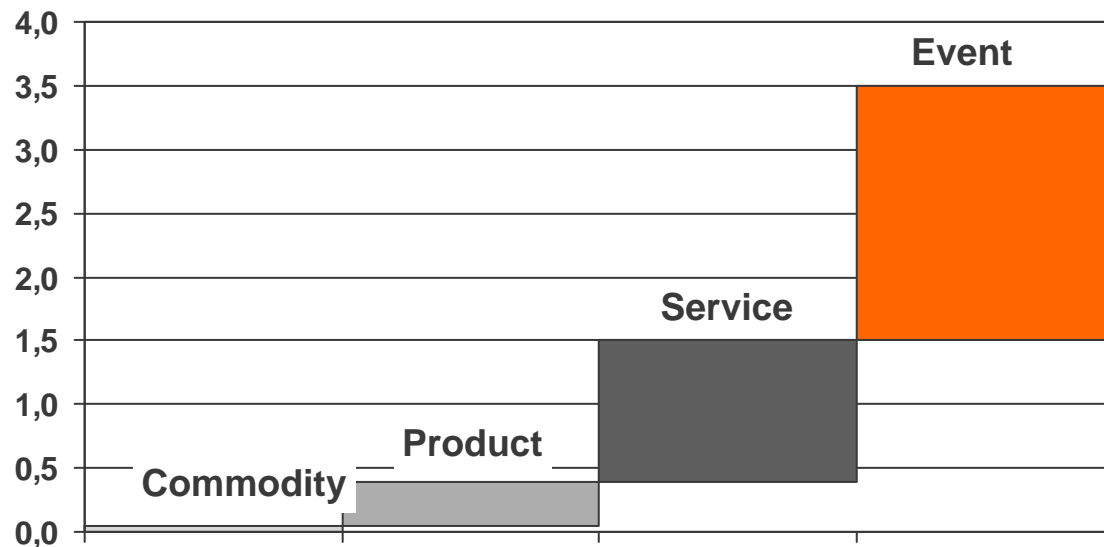
- Training content
- Basic methods
- Classical documentation
- Handouts for participants
- ...

Differentiation is only feasible through the event!

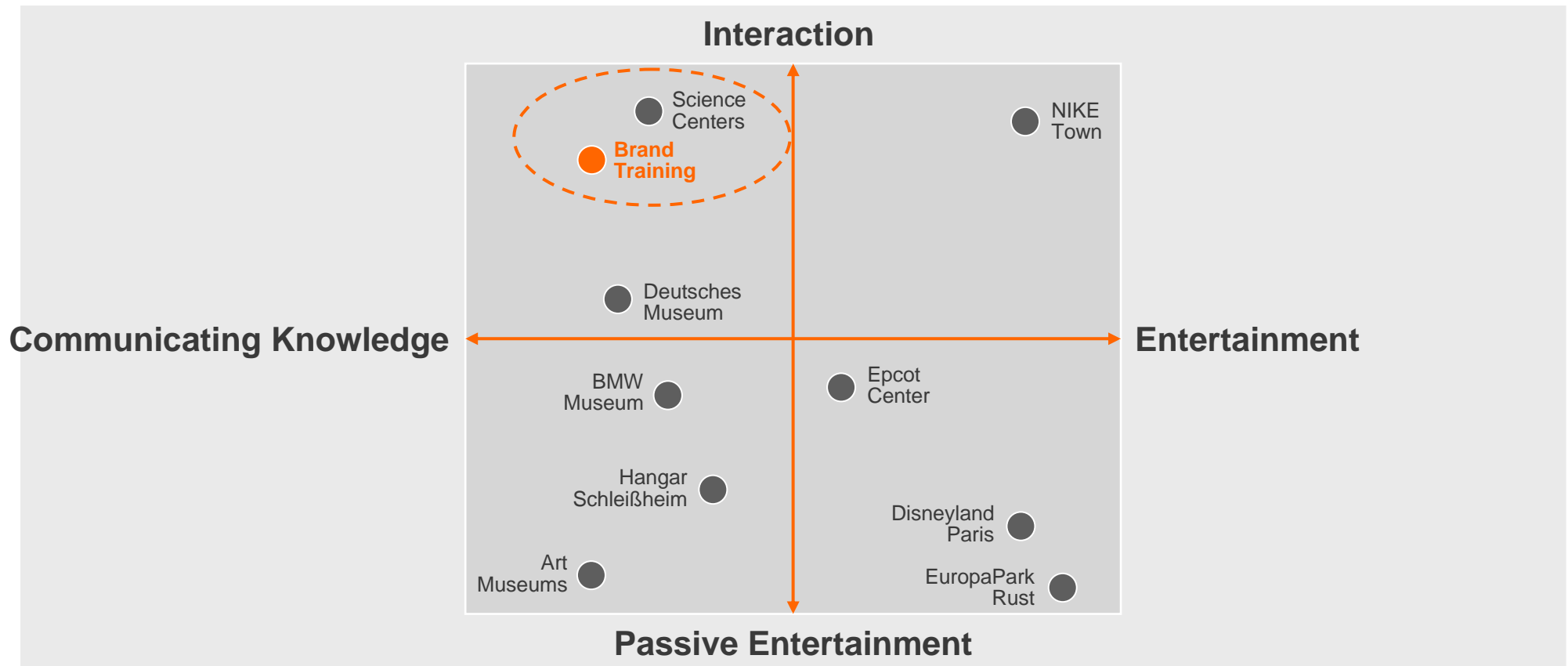
Therefore the Event Factor becomes ever more important with Trainings and Change Projects

Share of value added in event products

Example: coffee (in Euros)



Strategic Worlds of Learning: Communication of Knowledge coupled with emotionalizing Interaction



Target: In-depth understanding and high emotionalization of company-critical topics

Strategic Worlds of Learning are always a “Synthesis of the Arts”



Agenda

9 am	Introduction
9.30 – noon	Presentation
Noon – 1 pm	Lunch break
1 pm – 3 pm	Discussion
3 pm – 4 pm	LEARN PROJECT “Fly away”



The Staging of “Strategic Worlds of Learning” follows a didactic Pathway

