





# ANTONI LACINAI

## The Communication Expert

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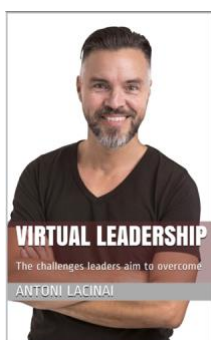
 www.antonilacinai.com

### ABOUT ANTONI

Antoni is the leading expert on workplace communication, and customer experience.

With a long background in sales and marketing, he has the insight you want on how to meet, greet and treat your customers.

Antoni Lacinai is the author of 13 books on workplace communication, leadership, sales, goal setting and effective meetings. He is also a columnist for different leadership magazines.



Antoni lives in Sweden but works on a global scale both on site and on-line.

### ONLINE AND ON-SITE LEADERSHIP COMMUNICATION

Out of 55 criteria of employee engagement, 37 is due to the closest managers behavior **You matter!** You influence more people and the way you communicate will make a bigger impact than most of your team members. Great communication leads to higher motivation, performance and ultimately a better result. As a leader you want to communicate with high energy, empathy and clarity, both **online and on-site**. The latter is even harder. Antoni has to date asked almost a thousand managers of the challenges with virtual leadership

In Antoni's keynote, you will get selected insights on:

- Why it matters that everything about you communicates
- Why Empathy is a game changer or show-stopper
- How Energy and Clarity affect engagement
- Why a focus on only efficiency will backfire
- The 7 E's of executive excellence
- The challenges with virtual leadership
- The three levels of listening
- How to have brave conversations.
- How you can lead effective meetings, analog or digital.
- How to agree on high performing, meaningful goals, and increase motivation