Writing with Effect

*Client-Oriented Written Communication in Financial Services*

The main goal of this training is to improve participants’ written communication both within the company and with customers. We will enhance participants’ ability to adopt a client perspective by “stepping into customers’ shoes”. After this training participants will know how to:

* Efficiently prepare impactful communication,
* Create customizable templates for their personal use,
* Build lasting relationships,
* Encourage brand loyalty,
* Persuade clients to act and
* Stand out from the competition.

To ensure the training covers all relevant topics, we will co-design it with you according to your needs and goals.

# Method and Content

# Practical exercises will help students learn in a hands-on, applied way.

# Participants will create deliverables based on their actual work that they can use immediately at work.

* For future reference, participants will receive an electronic documentation of the training experience, collected lessons learned and input given during the training.

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# We will cover the following key topics:

* Learning from Best Practices in Financial Communication
* Being aware of regulatory and legal issues in financial writing
* Using specialized financial terminology appropriately in financial writing
* Writing effective e-mails to answer complaints, get information and persuade
* Building brand loyalty and long lasting customer relationships through effective communication
* Using Digital communication to your advantage / being prepared for tomorrow’s communication standards
* Applying the fundamentals of business writing in German and English
* Writing to comply with your company’s standards and goals
* Customizing written communication to the recipient’s needs

# Two Trainers for Maximum Efficiency

# Our unique two-trainer approach gives you many benefits:

* + You can efficiently train a larger class more in a time-effective way.
  + Your training can take place on one day, in one large group with smaller breakout sessions.

# Your participants will accelerate their learning by receiving focused 1:1 feedback.

# Your employees learn essential writing skills in German, and in English, the language of international capital markets

**Pricing**

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| --- | --- |
| Costs | Price |
| *Item Description* | *In EUR* |
| 1 Day Course Preparation (one-time fee, regardless of how often training is conducted)   * Interviewing course participants to get real-world examples, opinions, common challenges and existing correspondence to use as basis for course | EUR 1.000,00 |
| Cost for 2 Trainers for 1 Day (per trainer per day EUR 1,875) | EUR 3.750,00 |
| Total | EUR 4.750,00 |

The fee does not include MwSt (currently 19%). Documentation and time of travel is included.

Other expenses will be charged as they occur (original receipts). Travel expenses incurred by the use of a private vehicle will be charged at EUR 0,60 per kilometer. Beyond these expenses, costs for facilities, technical equipment, etc. are to be covered by the client.

Disclaimer: The prices listed are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

**Trainer Contact Information**

Stephanie Hammer Ania Smolka

+49 170 690 8755 +49 179 440 4428

# Conclusion

We look forward to working with you and supporting you in further developing your employees’ written communication skills. We are confident that we can meet the challenge and stand ready to partner with you to deliver an effective and useful solution that can be leveraged within your organization.

If you have questions on this proposal, feel free to contact us via telephone at +49 170 690 8755. We both speak English and German.

Thank you for your consideration,

Stephanie Hammer

Hammer Kommunikation – *A member of the Schröer Consulting Network*

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| **Trainer Profile Stephanie Hammer** |  |
|  | **Education**  Masters in International Relations*, London School of Economics and Political Science*  Bachelors in Spanish, *Bryn Mawr College*  Spanish Immersion program, *Hamilton College in Madrid, Spain*  **Languages**  Native in English  Fluent in German  Advanced in Spanish  **Further Education**  2018 Solution Focused Business Professional  2013 Eurex Trader Exam |
| Stephanie Hammer teaches clients how they can excel with simple, straightforward communication. Her courses cover topics like effective business communication, customer service excellence, personal branding and working in multinationals.  Stephanie has 20 years of experience working for international companies in the financial services sector. She served as head of communications for a world-leading derivatives exchange and gained invaluable insights into the markets while working as a futures trader.  Her book, *Architects of Electronic Trading*, which features interviews with leaders in financial market technology, was published by Wiley & Sons in the US in 2013 and is available for purchase on Amazon. She also has published numerous articles in trade journals.  Working with the Solution Focus approach she challenges clients to enhance their strengths, discover unexpected approaches to solutions and creating useful results. | **Clients (excerpt)**  Hoffmann La Roche, Basel  Stahl B.V., Waalwijk  Eurex Exchange, Chicago  Deutsche Boerse Systems Inc., Chicago  **Topics**   * Financial Writing * Technical Communication * Effective Communication * Intercultural Competencies * Solution Focused Coaching * Solution Focused Tools   **Core Competencies**   * English-language writing & editing * Financial writing * Financial marketing * Facilitating workshops * Training * Thought Leadership * Intercultural Consultancy |

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| **Trainer Profile Ania Smolka** |  |
|  | **Education**  Diploma Degree in Psychology Westfälische Wilhelms-Universität Münster  Universidad Barcelona  **Languages**  Native in German  Fluent in English, Polish  Basic in Spanish  **Further Education**  2018 Solution Focused Coaching, Cologne  2017 Certified Agile Leader, Munich |
| Ania Smolka is a trainer, coach and professional meeting facilitator. Her academic background is in psychology, with focus on work and organizational psychology.  Ania started her professional career in a former Start Up Studitemps, focusing on temporary work. She ran an entire branch in a with up to 25 reports including sales reps, recruiting and marketing agents for 6 years. She was responsible for managing a reorganization of her branch as well as the transition to an agile organization.  During this period she certified in Agile Leadership and as a Solution Focused Coach and left Studitemps to become a professional trainer.    Working with the Solution Focus approach she challenges clients to enhance their strengths, discover unexpected approaches to solutions and creating useful results. | **Clients (excerpt)**  Hoffmann La Roche, Basel  Ford, Köln & Budapest  FH Münster, Münster  Provinzial, Münster  **Topics**   * Presentation Skills * Effective Communication * Conflict Management * Intercultural Competencies * Solution Focused Coaching * Negotiations * Solution Focused Tools * Leadership Development   **Core Competencies**   * Leadership role for several years * Team Offsite facilitation * Facilitating workshops * Training * One to one Coaching * Intercultural consultancy |