



Dr. Gerlinde Manz-Christ
Diplomatic. Competent. Successful.

Overcoming barriers
by using diplomacy



manz-christ
smart communication is an art



smart communication is an art



What can businessmen learn from diplomats? A lot, according to Gerlinde Manz-Christ.

But the traditional notion of communicating diplomatically and the way we believe we have to communicate in cold, hard business seem to contradict each other. When government representatives shake hands smiling for the cameras, precise interests and goals have been expressed behind closed doors – admittedly with a tenor and means contrasting those known in business. The main question on the international political plane, which can quickly become a slippery slope, is

always: What kind of influence do my actions have on the whole? What consequences do they have in the long run?

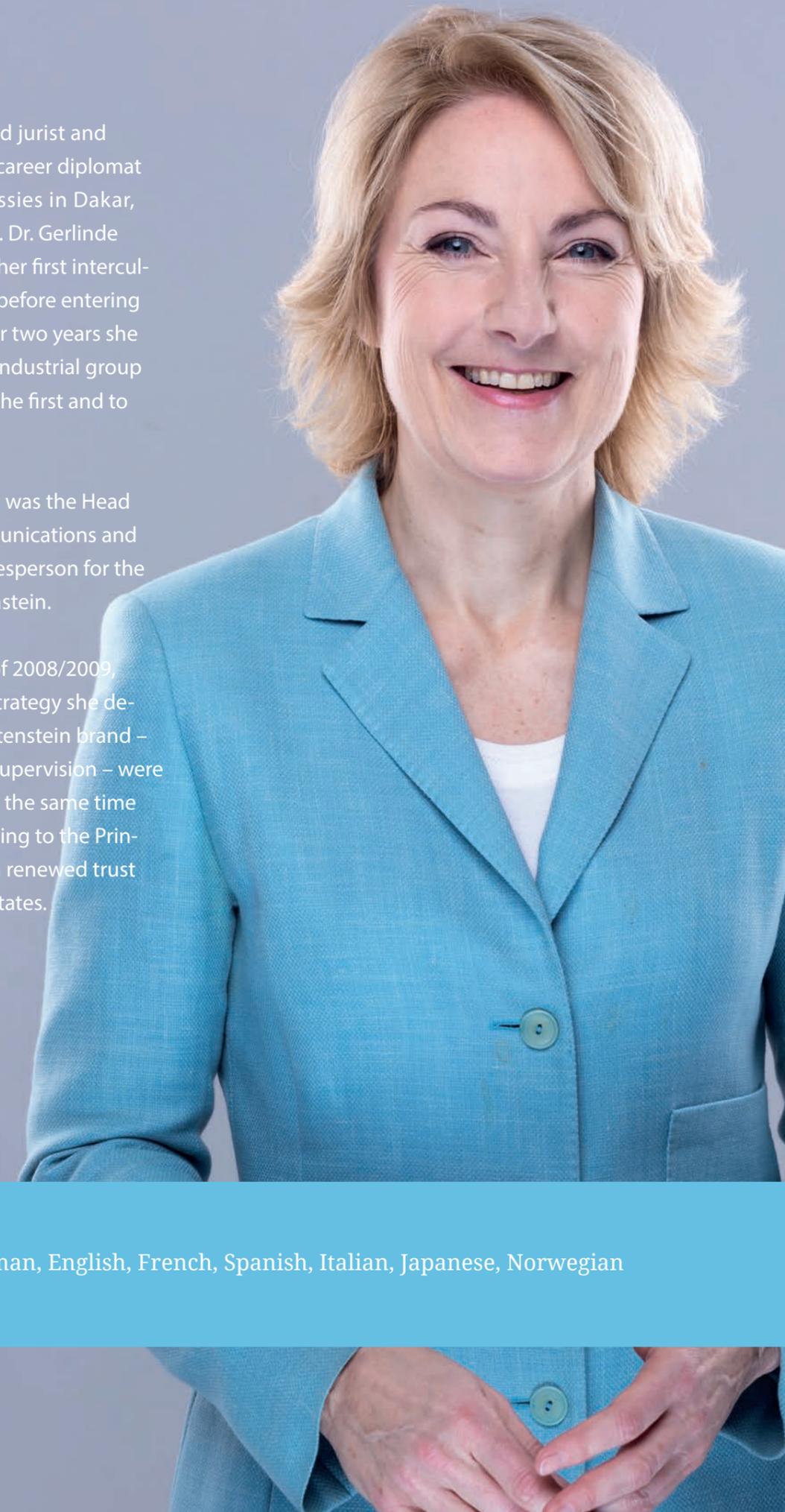
„Where diplomacy always concerns the world community, the global market is always business’ concern.”

For 15 years the trained jurist and diplomat worked as a career diplomat at the Austrian embassies in Dakar, Tel Aviv, and New York. Dr. Gerlinde Manz-Christ gathered her first intercultural work experience before entering the Foreign Service: For two years she worked in a Japanese industrial group in Sapporo (Japan) as the first and to date only foreigner.

From 2001 to 2011 she was the Head of International Communications and the Government Spokesperson for the Principality of Liechtenstein.

During the tax affairs of 2008/2009, the communications strategy she developed and the Liechtenstein brand – developed under her supervision – were put to the test while at the same time considerably contributing to the Principality’s ability to gain renewed trust from other European states.

Languages: German, English, French, Spanish, Italian, Japanese, Norwegian





Each encounter is an asset and a building block for trusting relationships

For Gerlinde Manz-Christ encounters are life's true riches. Diplomacy provides the basis for good encounters. Harmonious encounters are valuable elements of trusting relationships.

Trust and respect help to master difficult situations; whether in personal life, in organizations, in global politics.

Regardless of their background, function, and hierarchy, it is always the human being that counts and who wants to be won over; in order to build bridges between different viewpoints, opinions, cultures, and values.

We live in one world and we are well advised to shape it in a way that makes personal and material prosperity possible.

Diplomatic communication builds bridges. This is most valuable when others say „that is impossible“, „we are making no progress“ or „the others are to blame“.

Gerlinde Manz-Christ demonstrates how it can be done anyway and which solutions are possible. She says „when nothing seems to work, it is time for new perspectives“.



Worldwide Encounters





The keynote speaker Dr. Gerlinde Manz-Christ

In her speeches Gerlinde Manz-Christ demonstrates how diplomatic communication leads to success in business. Tough negotiating while staying classy. Being diplomatic and making precise statements.

“Soft Power instead of bringing in the cavalry, thereby coming out on top.”

The keynote speaker Gerlinde Manz-Christ is sought after: Companies as well as business and government organizations around the world invite her in order to learn the art of diplomatic communications from her. Definitive,

determined, yet subtle is the way the top speaker, a complete diplomat, takes her audiences along her journey with the Foreign Service, letting them participate in experiences gathered on all continents during 25 years.

Drawing on this great level of experience she projects images that directly reach and enthuse her audiences. The things she has to say do not only give participants valuable ideas but also instruments that can be immediately applied to the practice of business.

With her engaging and convincing manner, Gerlinde Manz-Christ encourages the profitable use of the principles of diplomatic communications in daily life.

Keynote

& Winning gently

Diplomacy
as competitive
advantage

In this speech you will learn how to softly advance your own positions, as well as learn how to subtly and sympathetically package difficult messages, and conduct successful crisis management – with the aim of consequently and confidently, but very diplomatically, asserting your own interests.

With diplomatic communication, you build bridges rather than smash porcelain. You negotiate tough and yet preserve style. You make clear statements, yet you are diplomatic. You use soft power instead of the cavalry and emerge as the winner. Clear in the matter, winning in tone, intelligent in the argument.



Diplomacy sometimes means “telling the other person to go to hell in a way that makes him look forward to it.”



Bye-bye *Crisis*

“The world is as it is. But there is more than just one perspective of it.”

Survival strategies in everyday competition

Your business is facing an extreme challenge? Our fast-paced and globally connected world offers not only great opportunities but often presents global business enterprises and their employees with difficult situations. However, the message must read:

Change and crises must not be feared, but boldly oppose them and use them and turn them into a success for yourself. You receive concrete tips you can implement immediately, in order to prevent and manage crises in the sometimes harsh struggle for survival in everyday business.

Credibility and trust are the highest goods in communication and in reputation management. Creating and keeping them is the ultimate goal before and after crises.





Nature-smart: Old knowledge for new strength and serenity today

The future in the digital world belongs to the „nature-smart“. They are connected to nature and use it to find perceptual clarity for making good decisions in the midst of nature. With the right mindset they survive the challenging everyday life and stay fit for the future.

Indigenous peoples, whether in the European Alps or in North America, who have always had to survive under harsh conditions, have always drawn from nature as a source of strength and inspiration. Take advantage of this secret knowledge for your own personal journey and goals. An inspiring speech with surprising perspectives.

„Nature is an inexhaustible source of power and inspiration.“



Dr. Gerlinde Manz-Christ combines ancient knowledge and new scientific knowledge to reconnect man to himself and his environment, showing you how to find joy and meaning in your actions again.

Voices from the audience & Media

„Gerlinde Manz-Christ ... steht für eine Kommunikation, die Brücken baut und konstruktive Konfliktlösungen schafft, statt immer neue Gräben zu ziehen.“

Blickpunkt KMU

„Great ideas that I can apply in my daily business.“

WINConference 2014, Berlin

„Herzlichen Dank nochmals für Ihren tollen, inspirierenden Vortrag! Sie vermögen die Leute zu fesseln, inhaltlich und menschlich.“

Simone Isermann, Leiterin Unternehmenskommunikation, Raiffeisen Schweiz

„Super professionell und gleichzeitig menschlich.“

6. Global Forum Südtirol

„Gerlinde Manz-Christ gelingt es ... mit Ausstrahlung und Authentizität den Zuhörer mit auf eine spannende Reise zu nehmen und neue Horizonte aufzuzeigen.“

Christian Girardi, Gründer, Global Forum Südtirol

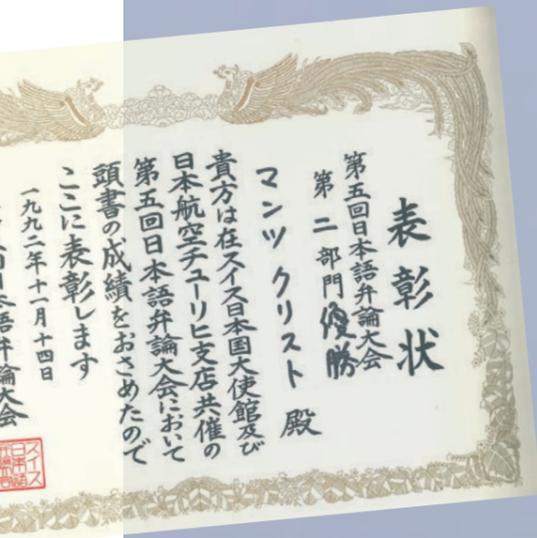
„Ihre direkte, aufgeschlossene und ungemein konstruktive Art haben mich echt weitergebracht. Ich sehe jetzt klar, was ich tun muss, um so wahrgenommen zu werden wie ich möchte.“

Peter Mühlhäuser, General Counsel & Compliance, Swiss Export Risk Insurance



„Ambassador with color“
Neue Zürcher Zeitung

Honors



Distinguished success

For her outstanding achievements in crisis situations, Gerlinde Manz-Christ has been awarded the Grand Decoration of Honor in Silver with Star for services to the Republic of Austria.

Furthermore, she is a Grand Officer of the Order of the Star of Jordan. Based on her professional success as a bridge builder, she was inducted into

the Hall of Fame at the Diplomatic Academy of Vienna in 2013.

Gerlinde Manz-Christ has been involved for years with students who want to establish themselves as young entrepreneurs and was invited as an honorary member of the OCEANS Alumni Network of the European Commission.

Lectureships



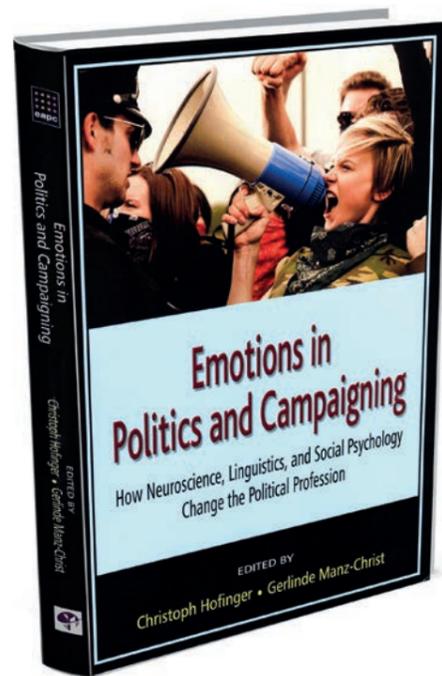
Diplomatic Academy of Vienna

University Liechtenstein

Diplomatic School of Armenia

Lecturing

Gerlinde Manz-Christ holds lectures as an external lecturer at the Diplomatic Academy of Vienna, at the University Liechtenstein in Vaduz, as well as being a guest lecturer at the Diplomatic School of Armenia in Yerevan.



Emotions in Politics and Campaigning: How Neuroscience, Linguistics, and Social Psychology Change the Political Profession

During the past decades, our understanding of human interactions and decision-making has shifted dramatically. While the Enlightenment tradition postulated the rule of ratio, we now know that our thinking and behavior are predominantly driven by emotional and unconscious processes. This insight has changed the foundations for everyone working in the field of strategic communication, political campaigning or marketing.

This book contains the papers that were presented at the 15th EAPC Conference in Vienna in 2010.

Die Kunst des sanften Siegens – Erfolgreich mit Diplomatie

Whether in business, management, society, or politics, it seems at times that we are surrounded by battle lines, waging price wars, detecting threats, forming alliances, and aiming to conquer the market. People in positions of responsibility in business and society have developed a fondness for war rhetoric. But is fighting the only solution to a conflict and in tough competitive situations?

More and more people yearn for an end to the daily wars in business, society, and everyday life. Diplomats suggest a solution with approaches that are supportive of the economy. With plain text in content, elegance of expression and awareness in dealing, they advertise



their own positions, bring movement into deadlocked negotiations, packaging unpleasant messages into appetizing bites of information, successfully operate crisis prevention, and rely on human crisis management when a relationship is off balance. All of these skills are urgently needed in a sustainable economy.

Gerlinde Manz-Christ identifies 10 principles and practices of diplomats which are helpful for a successful, sustainable economy of the future - so that the next stage of globalization turns into an opportunity rather than a threat.



Discover with me the secrets of diplomatic
communication for your success!

Book a keynote at office@manz-christ.com
or call me when you want to give your event
a special touch at tel. +41 79 102 48 03

Manz-Christ AG
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