

## COACHING

For your communications challenges, Dr. Gerlinde Manz-Christ – together with you – will find a pragmatic solution. For individuals and small groups up to 8 persons.



### International Public Relations / Public Diplomacy

How to use international public relations and apply the tools of Public Diplomacy to position yourself successfully in the international field.

### Crisis communication and resilience

Understanding a crisis as an opportunity – how to prepare yourself for crises in a preventative manner, manage the worst case and in the end even turn the crisis into something positive.

### Rhetoric

How you can make use of the strengths of diplomatic rhetoric and learn, amongst other things, how suspense arcs are built and complex cases simplified, in order to convince your audience.

## VOICES FROM THE AUDIENCE

“Exceeded all expectations!”  
(Raiffeisen Association, Autonomous Region Alto Adige/South Tyrol, Italy)

“...gave me many amazing impulses...”  
(Telefónica Germany)

“Working with Gerlinde Manz-Christ means ‘communication at its best’: Smart, sensitive, ..., clear, and analytical.”  
(Prof. Dr. Andreas Altmann, Rector, Management Center Innsbruck)

“...best courses I have ever taken!”  
(Diplomatic Academy Vienna, Austria)

“Gerlinde Manz-Christ succeeds through her long-time experience, paired with charisma and authenticity, to take the audience on an exciting journey and to open new horizons.”  
(Christian Girardi, Global Forum Alto Adige/South Tyrol, and Managing Partner, braindock GmbH, Bolzano, Italy)



### CONTACT

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## Gerlinde Manz-Christ

**SPEECHES**  
**TRAININGS**  
**COACHING**  
**ADVISORY**

Diplomatic. Competent. Successful.  
Overcoming barriers and convincing people, using diplomacy.

## SUCCESSFUL WITH DIPLOMACY

Learn the art of winning gently with Dr. Gerlinde Manz-Christ

Convincing people, media, and markets as well as winning them for oneself is the beginning of every success – to this end, communication has never been more crucial than it is today. The principles of diplomacy can be applied in business in order to take consistently good decisions, better assert your own interests, and reach your goals in a more efficient way. Firm in the matter, elegant in tone.

Gerlinde Manz-Christ has more than 25 years of experience as a top diplomat and government spokesperson who has managed numerous crises in Japan, Israel, New York, Vienna, and Liechtenstein. Today, she advises governments and organizations and lectures at the University of Innsbruck and the Diplomatic Academy Vienna.



### Services and expertise

- Keynotes and speeches at business conferences, conventions, and European and international organizations' congresses
- Seminars on crisis prevention and communication, rhetoric, intercultural competence, and international communication
- Strategic communications consultancy for DAX and medium-sized firms, banks, financial service providers, states, NGOs and foundations
- Tailor-made communications strategies in challenging situations
- Network-building with opinion leaders and multipliers from politics and business
- Solution-oriented coaching and training of decision makers in the management task of communication

## SPEECHES

Sustainably effective infotainment – entertainment and information at the same time – for your convention, client and staff events, or individual formats for politicians and business people – with numerous examples from international and diplomatic practice.



### Winning gently – Diplomacy as competitive advantage

How you assert your own interests in the long term with diplomatic tact, in a challenging environment of diverse stakeholders within and outside your organization. Firm in the matter, yet elegant in tone.

### Daily diplomacy – Surviving in the everyday “shark tank”

How you master challenging and complex communication situations – be it business or family – by “navigating” as diplomatically as possible, so nobody in your environment loses face, and everyone wins in the end.

## SPEECHES

Smoke signals – What Native Americans can teach us about communication

How you master your daily business and family routine in a more relaxed way and at the same time more successfully with Native American wisdom. How you succeed in communicating in such a way that in the long term all interests are considered – including your very own. Gerlinde Manz-Christ studied with an Apache woman for five years. She recounts in an engaging manner how she made the most difficult decisions in her life.



## SEMINARS

Dr. Gerlinde Manz-Christ offers rare expertise: businesses and individuals profit immediately from impressive background knowledge, strategies, and techniques from the realm of diplomacy. Practice and applicability are the top priorities. Be it one or two days, every seminar is tailor-made. Also available for small groups.

Kadeeshte – Native American wisdom for success in modern everyday life

How you master your daily routine in a more relaxed way and at the same time more successfully with Native American wisdom. Clarity and mental strength help you to combine your professional and personal success with resilience and inner satisfaction.

Crisis protection – before and during difficult situations

How you can optimally prepare for communication crises and how – in case of emergency – you can positively influence length and form of communication crises by communicating professionally.

## SEMINARS

Public Diplomacy – In dialogue with the world

How to position yourself successfully in the international environment, improve the image of your country or organization, and leave a lasting positive impression in the world.

Winning gently – Diplomacy as competitive advantage

How you as a leader assert your own interests in the long term with diplomatic tact, in a complex environment within and outside your organization. Firm in the matter, elegant in tone.

Rhetoric – Presenting as infotainment

How to speak so that the audience will hang on to your every word. How to captivate your listeners on the emotional instead of the factual plane, so your audience says “sold!” at the end. Infotainment is an expression from the world of television, where information is connected to entertainment.

