

Value at a glance

- Clear value proposition, from two websites to a single message
- Updated content to promote new, post-covid offerings
- eBook bringing real-world leadership challenges to life

A FLAIR FOR COMMUNICATION

Ricky Nowak is a leadership coach, presentation trainer, panel moderator, workshop facilitator, keynote speaker and emcee.

With amazing flair and energy, Ricky draws on her theatrical background in creating scenarios that bring to life corporate challenges. Specialising in executive development, she helps men and women develop communication skills to lead themselves, their teams and ultimately the whole business.

Ricky provides expert coaching for leaders and prospective leaders. Many have advanced technical skills and commercial expertise, but they seek improvement in succinct communication and individual leadership effectiveness.

Ricky coaches individuals, runs group workshops and is a highly sought-after international keynote speaker. Through these various formats, she shares insights, tips and techniques to clearly explain to executives how to connect and collaborate to drive business outcomes.

LEADING IN A CHANGING WORLD

The changes to working practices wrought by the pandemic meant that leaders found themselves having to reset how to communicate authentically and manage learning and development in an environment of displaced work teams.

Ricky wanted to communicate with these leaders that she could help them to find their narrative and legacy and to articulate their renewed vision.



Carol was dynamic in helping me to restructure my offerings, pushing me to keep to a tight deadline and took on the responsibility of working with my webmaster on content. She didn't need me as a conduit.

She brings information to life in a succinct manner, helping me to become cleverer on the promotion and delivery of my services. I could get on with what I do.



She needed to explain how she could work with them to re-imagine their approach, and give them practical strategies to lead their business in this revised setting.

Ricky realised she needed to update her online presence to reflect these new requirements. She had two websites, so also decided to take the opportunity to streamline them into a single site. She approached Carol Benton of Words2Win to restructure the content and create additional new wording to reflect the changing nature of her offer.

NEW PROGRAMS FOR NEW DEMANDS

As the business world moved from crisis to new reality, Ricky rapidly developed more new offerings to help leaders navigate the changing landscape. One was a workshop program designed to help companies navigate a new post-Covid return to work model, balancing the needs of employees with company goals. Again, Ricky turned to Carol Benton to help her communicate her offer, this time through an electronic brochure to be used in a marketing campaign.

LEADERSHIP BY THE BOOK

Along with a fellow leadership coach in Hong Kong, Ricky has regular video discussions on key topics. One of these, on making the transition from team member to leader, proved so popular with Ricky's LinkedIn following, she decided to make it into an eBook. She saw there was a demand for her to share the insights from the discussion more widely. Carol turned the video discussion and subsequent comments and questions into an engaging eBook, which Ricky makes available through her website.

"Communication is no longer a soft skill, but a critical skill. Carol bolsters my message about guiding executives to find comfort in discomfort as they realise their individual story".

With a portfolio of clients locally, nationally and globally Ricky needs to ensure her communication with her audience always hits the mark. She needs it to consistently reflect her own personal brand of professionalism and expertise. She values Carol's ability to efficiently create a set of marketing collateral to communicate her new approach in coaching offerings, helping her to adapt rapidly to unprecedented market changes.

