



English Seminars. Skills that inspire, results that last

Impulses for the modern workplace

Management-Institut Dr. A. Kitzmann GmbH & Co. KG
Am Germania Campus · Dorpatweg 10 · 48159 Münster · Germany
kitzmann.biz





Together.
Seminars since
1975.



Trainings



Online seminars



E-Learnings



1-on-1-Online-Coachings



Transfer into the day to day

English Seminars. Skills that inspire, results that last

Dear Readers,

Future success depends on people who continue to grow. That is why professional development has become one of the most powerful tools in today's global working environment. Technical expertise alone is no longer enough. What truly makes a difference are the skills that enable professionals to communicate, collaborate, and lead across borders, cultures, and markets.

At the Dr. A. Kitzmann Management Institute, we have been supporting specialists and executives for more than 50 years. In our English-language seminars, participants strengthen their international effectiveness: they learn how to negotiate successfully, present convincingly, manage projects across cultures, resolve conflicts constructively, and lead with clarity and inspiration.

This collection brings together the most valuable impulses from six proven training modules. It does not provide abstract theory, but practical strategies that can be applied immediately. You will find guidance, reflection questions, and concrete tips for central situations in international business life: how to build trust in negotiations, how to inspire audiences with presentations, how to manage international teams effectively, and how to deal with conflict and rhetoric in a professional way.

Whether you are an experienced manager, an emerging leader, or a professional preparing for more international responsibility – this whitepaper offers insights, tools, and encouragement for your daily practice.

We wish you inspiring reading – and powerful impulses for your personal and professional growth.



Your team from the Management Institute Dr. A. Kitzmann

1. Successful Negotiations Training – Creating Win-Win Outcomes

Negotiations are among the most decisive moments in professional life. Whether in sales, purchasing, project agreements, or internal discussions, they shape relationships, determine financial results, and influence long-term cooperation. Successful negotiation is therefore not simply a matter of tactics, but of strategy, preparation, and interpersonal competence.

Research consistently shows that win-win outcomes create more sustainable business relationships than purely competitive approaches. Harvard's principled negotiation model emphasizes focusing on interests instead of positions, creating options for mutual gain, and insisting on objective criteria. This approach requires preparation, empathy, and flexibility.

An essential factor is cultural awareness. In international negotiations, styles differ widely: some cultures value directness and efficiency, while others prioritize relationship building and consensus. Misunderstandings can quickly derail promising talks. Training provides strategies to adapt communication while remaining authentic and professional.

Another success factor is managing emotions. Pressure, time constraints, or unexpected arguments can lead to defensive or aggressive reactions. Skilled negotiators remain calm, listen actively, and reframe difficult situations. This builds trust and opens space for creative solutions.

Equally important is preparation: defining goals, understanding the counterpart's needs, knowing alternatives (BATNA – Best Alternative to a Negotiated Agreement), and planning concessions. Only those who are well prepared can react flexibly and maintain orientation during the process.

Negotiation training combines theoretical models with role plays and simulations. Participants practice real scenarios, receive feedback, and develop personal strategies. This builds confidence, sharpens awareness, and strengthens the ability to achieve lasting agreements that benefit all sides.



What does this mean for your negotiation practice? The following tips show how to prepare effectively, stay calm under pressure, and achieve outcomes that strengthen relationships as well as results.

1. Define your goals clearly before each negotiation.
2. Identify the interests behind positions – both yours and your counterpart's.
3. Prepare your BATNA to strengthen your confidence.
4. Research the counterpart's situation thoroughly.
5. Plan concessions strategically instead of spontaneously.
6. Adapt your style to cultural contexts without losing authenticity.
7. Use active listening to uncover hidden needs.
8. Stay calm when faced with pressure or emotions.
9. Reframe objections as opportunities for clarification.
10. Document agreements precisely to avoid misunderstandings.

Case Study

A German supplier was negotiating with an Asian client about a long-term contract. Initial talks stalled because both sides insisted on price. After participating in “Successful Negotiations Training,” the supplier’s team applied interest-based methods: they explored delivery flexibility and service levels. The result was a contract with improved margins, satisfied both parties, and laid the foundation for a long-term partnership.

- What was the initial conflict in the negotiation?
- How did the supplier change their approach?
- Why was focusing on interests more effective than positions?
- What role did flexibility in delivery play?
- How did both sides benefit from the solution?
- What long-term impact did the negotiation have?
- What does this case illustrate about the win-win approach?



Take a moment to calmly work through the following reflection questions. Answer honestly and spontaneously - there is no right or wrong answer.

Closing impulse

Negotiation is not about winning at all costs, but about creating agreements that last. Those who prepare thoroughly, remain calm under pressure, and listen carefully can transform conflicts of interest into opportunities. Training provides the tools to move beyond positional bargaining and build trust. The result: stronger relationships, better deals, and sustainable success in international business.

Recommended reading

Roger Fisher & William Ury: Getting to Yes. Classic on principled negotiation.

Chester Karrass: The Negotiating Game. Practical strategies and tactics.



Seminar Successful Negotiations Training

The objective of this seminar is to maximize your persuasion skills to close the best deals in agreements and negotiations. In addition, you will be equipped with the right tools to resolve differences and problems to achieve your desired goals.

Beinargebühr

1.250,00 € (plus VAT wSt.)

1.428,00 € (incl. VAT wSt.)

Wor Prinzip ist es, dass eine Angebotsliste und die Preisliste inkludiert.
Auch wenn es sich um eine fiktive Klientel handelt, können diese Seminare finden parallel online statt.

Teilnehmeranzahl:

max. 9 Participants

Termintäglichkeiten:

1st Friday 09:00 am - 05:00 pm

2nd Friday 09:00 am - 04:00 pm

Bookitung

📞 +49 251 20205-0

✉️ info@kitzmann.biz

🌐 www.kitzmann.biz



2. Presentation Skills – Inspiring with Clarity and Confidence

Presentations are one of the most visible stages of professional life. Whether pitching to clients, speaking at conferences, or sharing project updates with colleagues, the way ideas are presented strongly shapes perception and impact. Strong presentation skills are not simply about eloquence; they are about clarity, structure, authenticity, and the ability to engage an audience.

A central challenge is attention. Audiences today are overloaded with information and easily distracted. A compelling presentation needs a clear storyline: opening with relevance, structuring arguments logically, and ending with a strong conclusion. Storytelling techniques are powerful tools here, as they connect facts with emotions and make content memorable.

Equally important is the use of visuals. Slides should support, not replace, the speaker. Research shows that simple visuals with limited text increase retention. The presenter's delivery – tone, body language, and eye contact – is often more persuasive than the slides themselves.

Confidence is another decisive factor. Nervousness is natural, but it can be managed. Techniques such as breathing exercises, mental rehearsal, or positive visualization help speakers appear calm and in control. Authenticity matters: audiences respond best when presenters are genuine, not when they imitate a style that doesn't fit.

Interactivity strengthens engagement. Asking questions, involving the audience, or using short examples keeps attention high. In virtual settings, this becomes even more important: using polls, chat functions, or breakout sessions makes online presentations more dynamic.

Training in presentation skills provides structured practice. Participants prepare speeches, receive video feedback, and experiment with new techniques in a safe environment. The result is greater confidence, a stronger presence, and presentations that inspire and convince.



What does this mean for your next presentation? The following tips show how to prepare effectively, reduce nervousness, and connect with your audience in a memorable way.

1. Define a clear goal for your presentation.
2. Build a logical storyline with beginning, middle, and end.
3. Use storytelling to connect facts with emotions.
4. Design slides that are simple and visual.
5. Rehearse with a focus on timing and flow.
6. Apply breathing and relaxation techniques before speaking.
7. Maintain eye contact to build connection.
8. Involve your audience with questions or examples.
9. Adapt your style for virtual presentations.
10. Conclude with a clear message or call to action.



Case study

A young manager had to present a new project to the board but struggled with nervousness and overloaded slides. After attending “Presentation Skills Training,” she structured her talk clearly, reduced text on slides, and used storytelling. The board reacted positively: her confidence grew, the project was approved, and her reputation as a strong communicator was established.

- What challenges did the manager face initially?
- How did the training change her approach?
- Why were storytelling and clear structure effective?
- How did simplifying slides affect the outcome?
- What impact did the presentation have on her reputation?
- What can this example teach about preparation and practice?



Take a moment to calmly work through the following reflection questions. Answer honestly and spontaneously - there is no right or wrong answer.

Closing impulse

Presentations are opportunities, not threats. Those who prepare strategically, manage their nervousness, and focus on authentic connection can transform presentations into powerful moments of influence. Training provides tools to turn stage fright into presence and clarity. The reward is recognition, credibility, and the ability to inspire audiences – whether in small meetings or on big stages.

Recommended reading

Garr Reynolds: **Presentation Zen. Minimalist design and impactful delivery.**



Nancy Duarte: **Resonate. Storytelling techniques for memorable presentations.**

Chris Anderson: **TED Talks. Insights from world-class speakers.**



Seminar Presentation Skills Training

Participants have the opportunity to learn how to be more convincing and confident while presenting to hook their audiences, leaving a lasting impression.

Fee

1.200,00 € (plus VAT)

1.428,00 € (incl. VAT)

Working sheets, beverages and lunch are included.
All courses available as online seminars.

Participants:

max. 9 participants

Schedule:

1st day: 10:00am–5:00pm

2nd day: 09:30am–4:00pm

Booking

+49 251 20205-0

info@kitzmann.biz

www.kitzmann.biz



3. Project Management – Turning Ideas into Results

Projects are the engines of change in organizations. They implement strategies, develop new products, and drive innovation. Effective project management ensures that ideas are transformed into tangible results – on time, within budget, and with high quality. Without structure and leadership, projects risk delays, cost overruns, or even failure.

Project management covers several phases: initiation, planning, execution, monitoring, and closure. Each phase requires different skills. In the initiation stage, clear goals and stakeholder alignment are crucial. During planning, detailed timelines, budgets, and responsibilities must be established. Execution requires coordination and problem-solving, while monitoring ensures that progress stays on track. Closure involves evaluation and knowledge transfer.

Methods vary: classical approaches (like Waterfall) emphasize sequential steps, while agile methods (like Scrum) focus on flexibility and iteration. Choosing the right approach depends on project type, industry, and culture. Increasingly, hybrid approaches combine stability with adaptability.

A decisive factor is communication. Studies show that poor communication is the main cause of project failure. Successful project managers establish regular updates, transparent reporting, and clear decision-making processes. They also manage stakeholder expectations carefully, balancing different interests.

Leadership skills are equally important. Project managers must motivate teams, mediate conflicts, and foster collaboration. In international or virtual projects, cultural sensitivity and digital tools become critical.

Training in project management helps participants master methods, tools, and soft skills. Simulations and case studies provide hands-on experience. The result is more confidence, better structure, and higher project success rates.



What does this mean for your projects? The following tips show how to plan effectively, communicate clearly, and lead teams to successful results.

1. Define project goals and scope clearly.
2. Align stakeholders early to avoid conflicts.
3. Choose a method that fits the project type.
4. Break down work into manageable tasks.
5. Set realistic timelines and budgets.
6. Communicate regularly and transparently.
7. Use digital tools to track progress.
8. Manage risks proactively.
9. Foster team collaboration and motivation.
10. Document lessons learned for future projects.



Case study

An international IT project struggled with delays and unclear responsibilities. After attending “Project Management Training,” the project manager introduced clear task lists, weekly status meetings, and an online tracking tool. Stakeholders were involved from the start, and communication improved significantly. The project was completed on time, within budget, and with renewed trust from clients.

- What problems did the project face initially?
- Which measures were introduced after the training?
- Why was stakeholder involvement important?
- How did digital tools support progress tracking?
- What effect did clear communication have?
- How did the project outcome change?
- What long-term lessons can be drawn from this case?



Take a moment to calmly work through the following reflection questions. Answer honestly and spontaneously - there is no right or wrong answer.

Closingn impulse

Project management is both science and art. It requires structure, tools, and planning – but also leadership, communication, and adaptability. Those who master both dimensions can turn ambitious ideas into measurable results. Training helps to develop these skills in practice, providing confidence and effectiveness. Successful projects are not coincidences – they are the product of professional management.

Empfehlung zur Vertiefung: Lesetipps

 **Harold Kerzner: Project Management: A Systems Approach. Comprehensive classic.**

Ken Schwaber & Jeff Sutherland: Agile Project Management with Scrum. Agile in practice.

PMI: PMBOK Guide. International standard for project management.



Seminar Project Management Training

A project leader is expected to be proficient in bringing clear directions to projects. In this course, you will be familiarized with major principles and frameworks of efficient project management. You will learn how to successfully deliver and lead teams effectively.

Seminargebühr

1.250,00 € (plus VAT wSt.)

1.428,00 € (incl. VAT wSt.)

Working sheets, beverages and lunch are included.
All courses available as online seminars.

Teilnehmeranzahl:

max. 9 Participants

Seminarzeiten:

1st Day: 09:00-10:50 am

2nd Day: 09:00-10:40 am

Booking

 +49 251 20205-0

 info@kitzmann.biz

 www.kitzmann.biz



4. Leadership Coaching – Inspiring People, Driving Change

Leadership today is no longer defined by formal authority alone. Modern leaders are expected to inspire, empower, and navigate teams through change. Leadership coaching provides the tools, feedback, and reflection needed to grow in this demanding role. It is not about ready-made recipes, but about developing authentic leadership styles.

One central aspect is self-awareness. Leaders need to understand their strengths, values, and blind spots. Coaching creates a safe space to reflect, receive feedback, and explore new perspectives. Increased self-awareness leads to more authenticity and credibility.

Another focus is communication. Leaders must articulate visions, give feedback, and manage conflicts constructively. Coaching supports them in sharpening their message and adapting their style to different audiences.

Change management is another key area. Organizations constantly face transformation – digitalization, globalization, or restructuring. Leaders who can guide their teams through uncertainty and resistance are invaluable. Coaching provides methods to manage emotions, build trust, and maintain motivation.

Leadership coaching also addresses resilience. Leaders are under pressure from multiple sides. Learning to balance workload, set boundaries, and maintain personal well-being is crucial for sustainable performance.

Effective coaching is highly individualized. It may involve role plays, personality assessments, or 360-degree feedback. The goal is not perfection, but continuous growth. Studies show that leaders who participate in coaching programs not only improve their own performance but also increase team satisfaction and organizational success.



What does this mean for your leadership journey? The following tips show how to grow authentically, communicate effectively, and lead with resilience.

1. Reflect regularly on your leadership style.
2. Seek honest feedback from peers and team members.
3. Articulate visions clearly and consistently.
4. Adapt your communication to different audiences.
5. Build trust through transparency and reliability.
6. Manage change with empathy and clarity.
7. Set boundaries to protect your own resilience.
8. Use coaching as a safe space for reflection.
9. Focus on continuous learning and growth.
10. Celebrate successes to strengthen team spirit.

Case study

A newly promoted leader felt overwhelmed by her responsibilities. After participating in “Leadership Coaching,” she reflected on her values, improved her communication, and learned to manage stress. With clearer priorities and more authentic presence, she gained her team’s trust. Productivity increased, conflicts decreased, and she felt more confident in her role.

- What challenges did the leader face initially?
- How did coaching support her reflection?
- Why was communication a key factor?
- How did resilience training affect her?
- What changed in team productivity and conflict levels?
- What role did authenticity play in her success?
- What can this example teach about leadership growth?



Take a moment to calmly work through the following reflection questions. Answer honestly and spontaneously - there is no right or wrong answer.

Closing impulse

Leadership is a journey, not a status. Coaching provides the guidance and reflection to grow authentically, communicate powerfully, and lead with resilience. Leaders who invest in their own development inspire others, drive change, and create sustainable success. The impact is felt not only in results, but also in trust, motivation, and organizational culture.

Recommended reading

Daniel Goleman: Primal Leadership. Emotional intelligence in leadership.



Marshall Goldsmith: What Got You Here Won't Get You There. Coaching insights.

John C. Maxwell: The 5 Levels of Leadership. Practical leadership framework.



Jetzt reinhören –
Entdecke die Seminar-
inhalte im Podcast!



Seminar Leadership Coaching

In this course, you will analyze and improve your leadership behavior and take your development to the next level.

Fee

1.200,00 € (plus VAT)
1.428,00 € (incl. VAT)

Working sheets, beverages and lunch are included.
All courses available as online seminars.

Participants:

max. 9 participants

Schedule:

1st day: 10:00am–5:00pm
2nd day: 09:30am–4:00pm

Booking

📞 +49 251 20205-0
✉️ info@kitzmann.biz
🌐 www.kitzmann.biz



5. Conflict Management – Turning Tension into Constructive Solutions

Conflict is a natural part of organizational life. Whenever people with different goals, perspectives, or expectations interact, tension can arise. While many view conflict as a threat, it can actually be a source of growth, innovation, and stronger relationships – provided it is managed constructively. Conflict management is therefore not about avoiding disagreements, but about handling them in a way that creates solutions.

The first step is recognizing conflict early. Many teams ignore warning signs such as passive resistance, decreased communication, or rising frustration. By the time open confrontation occurs, positions may already have hardened. Leaders and professionals who spot early signals can intervene sooner and prevent escalation.

A central approach is to separate the people from the problem. Attacking individuals often deepens divisions, while focusing on the issue allows constructive dialogue. Active listening, empathy, and reframing are key skills here. Conflict management training helps participants practice these techniques in realistic scenarios.

Different strategies exist: avoiding, accommodating, competing, compromising, or collaborating. Each has its place, but collaboration – seeking win-win outcomes – is usually most effective for long-term cooperation. Training enables participants to recognize their preferred style and expand their repertoire.

Cultural factors also matter. What feels confrontational in one culture may be normal in another. Awareness of these differences helps to adapt behavior and avoid misunderstandings in international teams.

Conflict management does not mean suppressing emotions. On the contrary: acknowledging feelings respectfully often diffuses tension. The goal is to create an environment where disagreements can be expressed safely and solutions developed jointly.



What does this mean for your work environment? The following tips show how to recognize conflicts early, address them constructively, and build stronger cooperation.

1. Recognize early warning signs of conflict.
2. Separate people from problems.
3. Practice active listening and empathy.
4. Reframe negative statements into constructive dialogue.
5. Choose conflict strategies consciously, not by habit.
6. Aim for win-win outcomes whenever possible.
7. Acknowledge emotions without judgment.
8. Create safe spaces for open discussions.
9. Consider cultural differences in conflict styles.
10. Document agreements to ensure clarity.

Case study

A multicultural project team experienced rising tension about deadlines. Members blamed each other, and communication broke down. After attending “Conflict Management Training,” the team learned to separate issues from personalities and practiced active listening. They agreed on clearer processes and shared responsibilities. Result: reduced tension, renewed trust, and a project that finished successfully.

- What was the main conflict in the team?
- How did blame affect communication?
- What techniques were introduced after training?
- Why was separating issues from people important?
- What agreements helped reduce tension?
- How did trust improve after the intervention?
- What can this example teach about cultural awareness?



Take a moment to calmly work through the following reflection questions. Answer honestly and spontaneously - there is no right or wrong answer.



Closing impulse

Conflicts are not failures; they are opportunities for growth. Those who learn to manage disagreements constructively turn tension into creativity, mistrust into understanding, and obstacles into cooperation. Training provides methods, awareness, and practice to approach conflict with confidence. The reward is stronger relationships, healthier teams, and more resilient organizations.

Recommended reading

 **Kenneth Thomas & Ralph Kilmann: Thomas-Kilmann Conflict Mode Instrument. Classic model.**

Mark Gerzon: Leading Through Conflict. Transformative leadership approach.

William Ury: The Power of a Positive No. Constructive boundary setting.



Seminar Conflict Management Training

Nutzen Sie Erkenntnisse aus den Neurowissenschaften, insbesondere aus der Neuropsychologie, gewinnbringend in Ihrer Markenkommunikation und erhöhen so den Unternehmenserfolg.

Seminargebühr

1.250,00 € (plus VAT/MwSt.)

1.428,00 € (incl. VAT/MwSt.)

**Working sheets, beverages and lunch are included.
All courses available as online seminars.**

Teilnehmeranzahl:

max. 9 Participants

Schuldatenzeiten:

1st day: 10:00-09:00-05:00pm

2nd day: 09:00-06:00-04:00pm

Bookitung

 +49 251 20205-0

 info@kitzmann.biz

 www.kitzmann.biz



6. Rhetoric Training – Persuading with Power and Presence

Rhetoric – the art of persuasive speaking – is as relevant today as it was in ancient times. In professional contexts, it determines how ideas are perceived, how decisions are influenced, and how leaders inspire. Rhetoric is not about manipulation, but about expressing ideas clearly, credibly, and convincingly.

One cornerstone of effective rhetoric is structure. Arguments that follow a logical progression are easier to follow and more convincing. The classic triad – introduction, body, conclusion – remains powerful. Opening with a strong hook, supporting claims with evidence, and closing with a memorable message gives speeches impact.

Another factor is language. Rhetoric training emphasizes clarity and precision. Metaphors, contrasts, and rhetorical questions can make content more vivid and memorable. Equally important is avoiding jargon: simple, concrete words often have the greatest effect.

Delivery is as crucial as content. Tone, pace, and pauses influence how messages are received. A confident voice conveys authority, while varied intonation keeps attention high. Non-verbal signals – gestures, posture, eye contact – reinforce or undermine spoken words. Training provides feedback to align body language with message.

Credibility is essential. Audiences are more persuaded when speakers appear authentic and trustworthy. This requires consistency between words and actions, as well as honesty about limitations. Rhetoric training encourages participants to speak from their own values rather than relying on empty phrases.

Finally, persuasion is not one-directional. Effective speakers listen, adapt, and respond to the audience. By addressing objections proactively and engaging listeners, they build dialogue rather than monologue.



What does this mean for your communication? The following tips show how to strengthen your rhetoric and persuade with clarity, presence, and authenticity.

1. Structure your speeches with clear openings and conclusions.
2. Use rhetorical devices like contrasts or metaphors.
3. Keep language simple and concrete.
4. Vary tone, pace, and pauses for emphasis.
5. Align body language with your message.
6. Prepare examples and evidence to support claims.
7. Address objections proactively.
8. Engage your audience with rhetorical questions.
9. Practice regularly to build confidence.
10. Stay authentic – let your personality shine through.



Case study

A sales director needed to convince international investors. His first presentation was overloaded with data and failed to inspire. After “Rhetoric Training,” he structured his arguments, used vivid metaphors, and improved delivery. The second presentation was clear, dynamic, and persuasive. The investors approved funding, and the director’s reputation as a credible communicator grew.

- What went wrong in the director’s first presentation?
- How did rhetoric training improve his structure?
- Why were metaphors effective?
- What impact did delivery have on persuasiveness?
- How did investors respond to the improved speech?
- What long-term benefit did the director gain?
- What does this case show about the role of authenticity?



Take a moment to calmly work through the following reflection questions. Answer honestly and spontaneously - there is no right or wrong answer.

Closing impulse

Rhetoric is the bridge between ideas and influence. Those who master it can inspire teams, win clients, and shape decisions. Training develops clarity, presence, and persuasive power – not as tricks, but as skills grounded in authenticity. In a world of information overload, strong rhetoric makes the difference between being heard and being ignored.

Recommended reading

Aristotle: The Art of Rhetoric. Foundational insights.



Jay Heinrichs: Thank You for Arguing. Modern guide to persuasion.

Sam Leith: Words Like Loaded Pistols. History and practice of rhetoric.

Seminar Rhetoric Training

This course will help you boost your persuasiveness and confidence, which leads to your arguments having a stronger impact, giving you the opportunity to advance in your career.

Fee

1.200,00 € (plus VAT)
1.428,00 € (incl. VAT)

Working sheets, beverages and lunch are included.
All courses available as online seminars.

Participants:

max. 9 participants

Schedule:

1st day: 10:00am-5:00pm
2nd day: 09:30am-4:00pm

Booking

+49 251 20205-0
 info@kitzmann.biz
 www.kitzmann.biz



Management Institute Dr. A. Kitzmann

Promoting further development with a reliable partner

The Management Institute Dr. A. Kitzmann in Münster is a continuing education institution that primarily caters to specialists and executives from business and administration. We have been accompanying and supporting specialists and executives in their further development for over 50 years. More than 5,000 participants are trained annually in our open and in-house seminars throughout Germany. We primarily use participant-activating methods to achieve a high level of learning efficiency. A particular focus is placed on practical implementation. The range of events covers the most important key qualifications for specialists and managers.

Certifications

