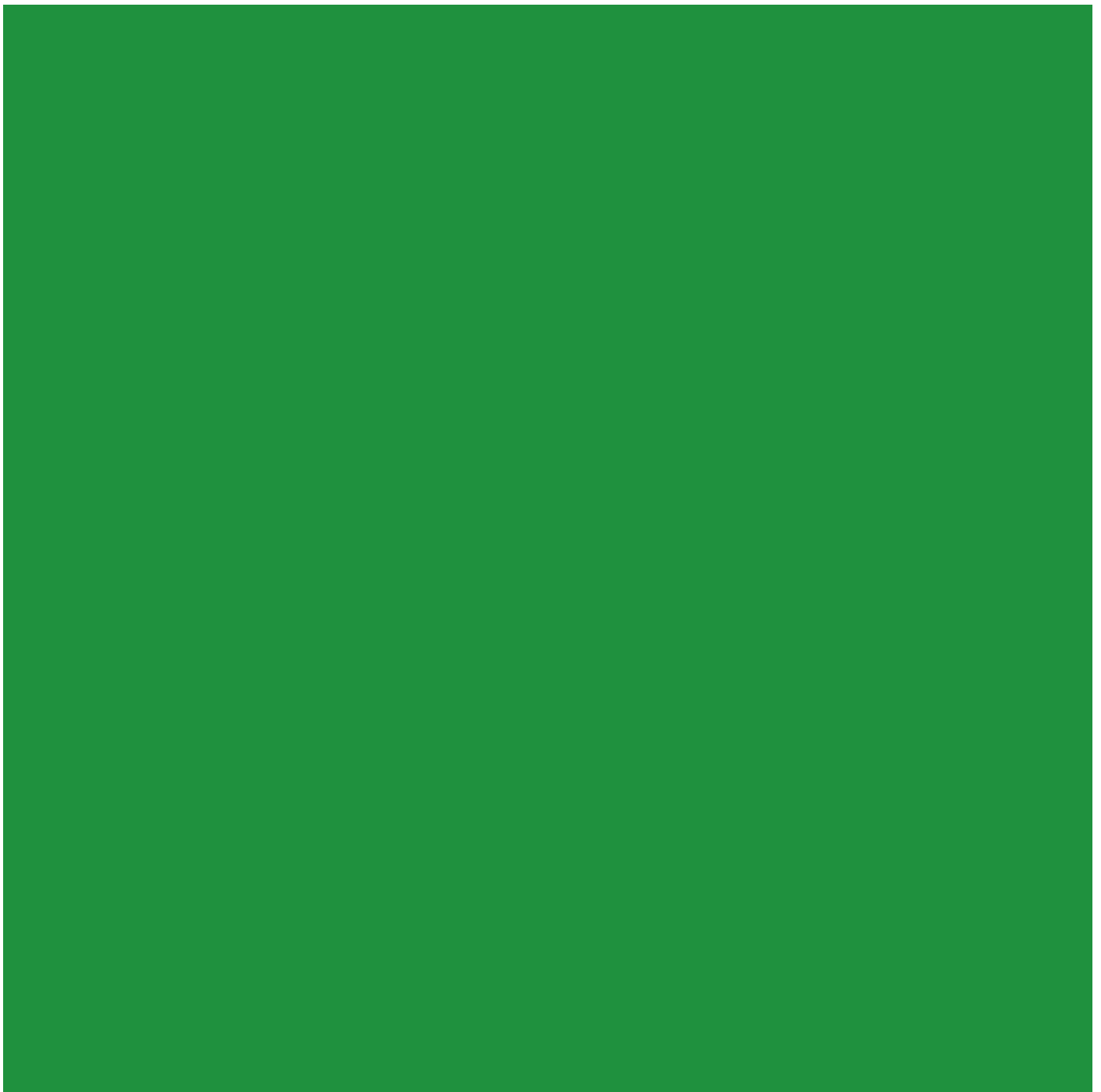


THE POWER PACKAGE

Re-create focus - Establish the goal - Communicate



THE IDEA

During a visit in Dubai Ulrich Gorm was fascinated by the possibilities, the drive and the action, which seem to be present in Dubai and also in Abu Dhabi.

Coming home he brought a lot of new and good contacts - as well as the idea of the THE POWER PACKAGE: a cooperation between him and Thomas Friisnaes with an offer to companies operating in the middle east in the field of 'help to help yourself'.

Consequently it is time to strengthen and positioning your self. Time is ripe for building wind turbines instead of windbreaks of limited effect.

Sales may have stagnated, positive sales results linger, employees and management get frustrated and loose faith. It seems hard to find the energy and especially which way to go

The idea behind the THE POWER PACKAGE is to enhance the possibility of establishing customer relations in Dubai and/or Abu Dhabi.

BACKGROUND

Gorm · Friisnæs · Partners are ready to bid in with an invitation of how to find tools to get on. Behind the partners is a solid understanding of Danish company culture, common sense combined with a solid Danish structure and a thorough knowledge based on many years of experience within sales, marketing / communication and HR.

Our goal is to help your company to move forward and to become strong and visible.

Sale is all about focus, values, setting goals and high visibility in the market.

Especially in time of crisis you can expose yourself with a positive will and presentation, while your competitors may choose to slacken the sails and wait until the storm is over.

IT ALL STARTS FROM WITHIN

Thomas Friisnaes coaches strong leaders to become even stronger. By using individually designed courses Thomas offers the Danish high achievers in Dubai and Abu Dhabi a mental chip tuning. High achievers - especially when working in other cultures - often work in an environment of a constant pressure. They need having their performance challenged by an experienced and professional coach.

Thomas can expose the leader potential, the ability to motivate and lift the capacity to a higher level.

Ulrich Gorms work is pointed towards maintaining the right focus, as well as developing the visibility on the values as the company's high achievers use, develop and strengthen.

These values must be communicated, within the company as well as externally - no point in saying one thing and doing otherwise... Ulrich can offer to unfold the internal values to external communication through a holistic understanding of the company. Ulrich meets the commercial, strategic, communicative as well as the marketing challenges.

HOW TO GET STARTED

Milestones, measurability, visibility within the organization as well as the implementation of values are important elements in the goal-oriented effort, which is carried through in THE POWER PACKAGE. Effort, activities and marketing/communication campaign are planned in a close cooperation with the management team, according the below mentioned set-up:

- Disclosure of problems and 'pains' (TF/UG)
- Disclosure of goals, values, action fields, involved persons. (TF/UG)
- Setting goals for the coaching (TF)
- Starting up the actual coaching (TF)
- Deciding on the communication strategy, internally as well as externally (UG)
- Communication and PR-platform to be established - actually start up (UG)
- Keeping focus, follow-up on goals, feedback (TF/UG)
- Evaluation, possible establishing of future cooperation (TF/UG)

THE COACHING PART

Thomas has the following agenda for boosting your performance

- Individual process
- Start up of face-to-face coaching (UAE or DK) – creating overview, establishing of a base of what to be coached / trained.
- Various tests - personality, motivation, drive etc.

During the process we will mainly keep focus on:

Self awareness - self evaluation and feedback - values, strategies, wishes and goals - motivation and empowerment - support teams and relations - integrated life - business coaching and mindfulness - - 'I to us`
- fine tuning of your own style

COMMUNICATION

Ulrich is without compromise and works professionally with management, coaching, sales-communication and marketing disciplines.

With a targeted strategic mind and a new approach to the task you will get innovation and drive, dynamism and a business understanding which will be a considerable asset to your company.

During the coaching process the company's values, strategies and goals are defined.

The platform for the communication strategy is established (internally as well as externally). Marketing, PR and communication platforms are launched - *Get ready to rumble...*

WHAT'S IN IT FOR YOU

It's all about "return on involvement".

You

...will be a better performer, better at making decisions and making results

...will be better at motivating yourself as well as your colleagues

...create the profitable top line and bottom line faster and of a better quality

...get a sharper profile - internally as well as externally

...will find it easier to communicate - internally as well as externally

...create a better working environment, more defined structures and more customers

...challenge your competitors by fine tuning your business

All in all: a company chip tuning, enabling you to 'drive faster' than your competitors

CHOSEN MUTUAL REFERENCES:

Poul Stig Glasses (exclusive retailer) - Home (real estate) – Columbus IT (IT consultants) – BERG Furniture (high class furniture) – FC Midtjylland (Formula racing team) – Schiedel (industrial production) – CAMS (Copenhagen Business School) – TEKO Center Denmark (education) – MCH Exhibition Center (the largest exhibition center in northern Europe) – Saxobank A/S (specialists in trading and investment) – Deloitte A/S (audit, management consultants and financial advisors) – FL Smidth A/S (leading supplier in cement and minerals industry)

THE PEOPLE BEHIND



Ulrich Gorm

Have since the early nineties worked with key accounts in marketing. PR and communication. October 1st. 2009, Ulrich started a "one man task force", in the form of a commercial / strategic-based advertising and communications agency. The multiple tasks is solved with the assistance of a large network of freelancers, allowing faster problem-solving, more "edge", more "drive" and not least, much more favorable economics.

Ulrich's primary competencies are:

Strategy • Planning • Events • Web • Campaigns, communication, PR, direct mail • Sales support • Hands on development and production of magazines, campaigns, commercials etc.

For further informations visit ulrichgorm.com



Thomas Friisnæs

Executive business coach, educated in Denmark, United Kingdom, Scotland and USA. Master mentorcoach at Manning Inspire. 15 years of management experience from the IT business, in regards of sales and marketing. HD-A and HD-O (graduate diploma in business administration (A) and organizational strategy (O)).

Special coaching preferences: High achievers, top management, key account managers.

The referencelist, which is among the best in the Danish coaching market, holds many Danish and international companies.

Thomas' primary competencies are the works on:

Overview, focus, goalsetting, performanceboost, decision making, decisiveness and performance creation

For further informations visit friisnaes.com