

# WISEN UP THE WORLD

WE KNOW THAT YOU CARE ABOUT THE HEALTH OF  
YOUR ORGANIZATION. NOT JUST TODAY.  
YOU CARE ABOUT WHAT WE CALL

## ORGANIZATIONAL HEALTHSPAN

*- ensuring a long and healthy life  
for the organization*

# 01.

## WHY SENSEMAKERS?

«**SENSE**» IS A MULTILAYERED  
WORD.

SEARCHING FOR **MEANING** IS A  
CORE **LIFE ENGINE** FOR MOST  
HUMAN BEINGS.

WE CRAVE MEANING IN  
EVERYTHING WE DO

THERE HAS TO BE A **SENSE** - AN  
OVERARCHING PURPOSE FOR  
WHICH WE ARE DOING IT ALL.

A company is a living organism where individuals come together to collaborate on projects. Aligning the team members' search for meaning and the overall purpose of the company is a key priority for both company and its employees.

Leaders play a critical role in this alignment. It is they who are charged with ensuring that employees are engaged at a core level, and meaning is the best way to do that. The leader's own search for meaning also impacts the ability to align the team, and therefore, there is a special need to support their journey as well.

# 02.

## WHO WE ARE

We are **Organizational Healthspan hackers**.  
We can teach you how to become one too.

We work with senior leaders and help improve the **organizational immune system**, so they can deal with problems in the future they have never encountered before.

Not just the ones they have today.



# WHAT WE DO

To do that, SENSEMAKERS creates the largest and most effective network of organizational trainers, consultants, and coaches in the world.

They get science-based and real-world tested tools, systems, and methods. The most **forward-thinking knowledge** to help organizations thrive today, and in the long run.

We become a home to these consultants, ensure their professional development, leverage their years of experience and provide them with the organizational **healthspan hacking tools** that they implement around the globe – both offline and online.



# 03.

## HOW WE DO IT

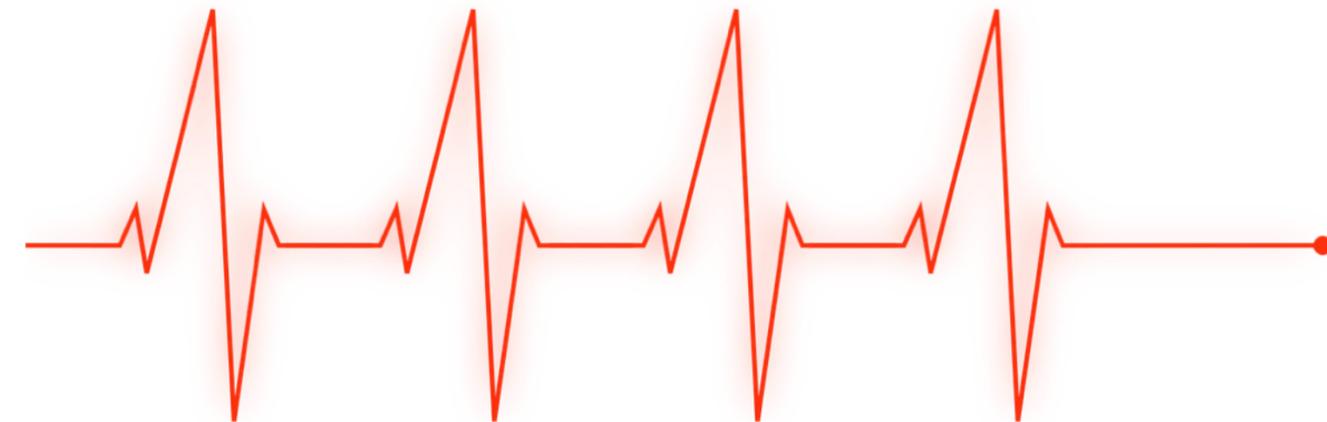
Our approach provides the most sophisticated and current knowledge in the realm of effective human processes, and also activates the appropriate motivation to implement and execute these strategies.

Organizations worldwide have successfully used this knowledge to implement a science-based approach to increase performance levels and well-being.

WE **DIAGNOSE**

WE BUILD **SKILL**

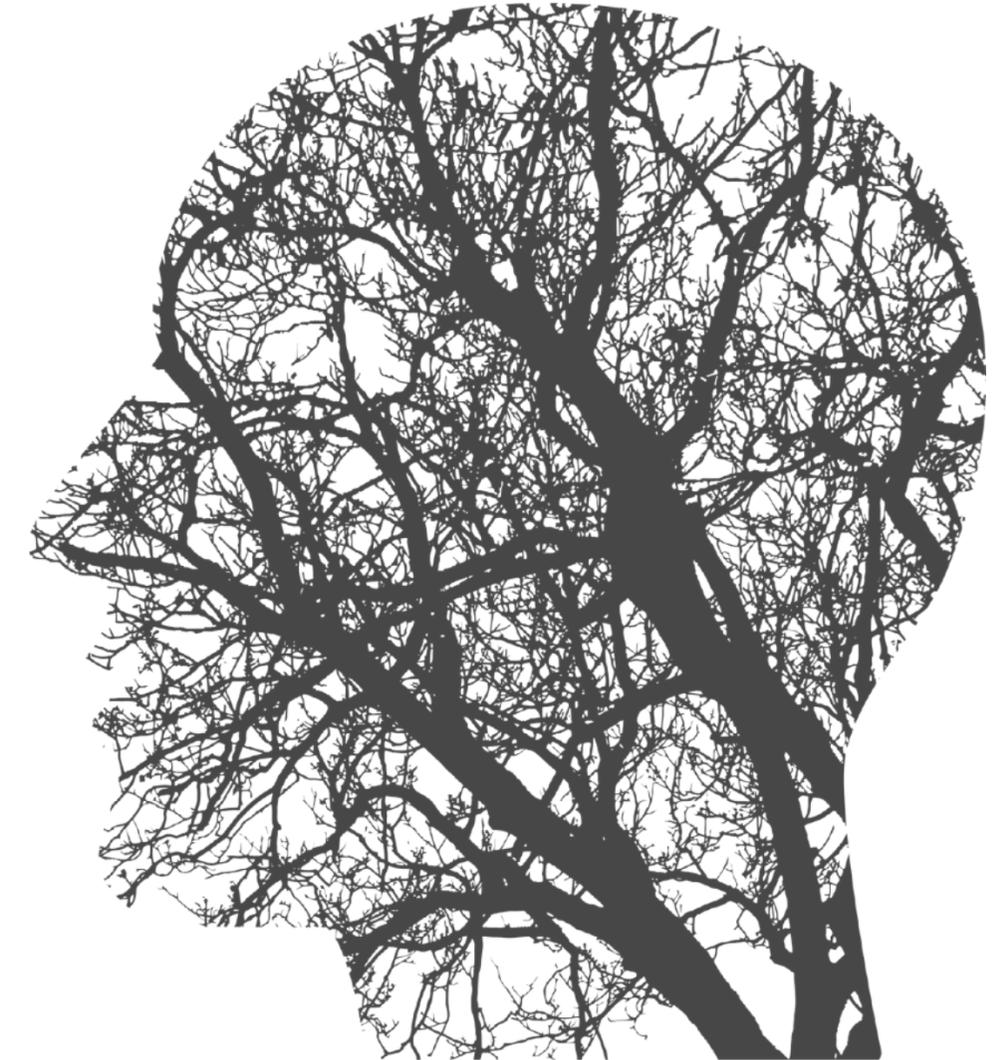
WE VERIFY **SUCCESS**





WE COMBINE

PROVEN **BUSINESS MANAGEMENT TOOLS**  
AND A HIDDEN MOTOR OF GROWTH:  
**HUMAN ALCHEMY**



## OUR VALUES

Sense Of Humor  
Uniqueness  
Discernment Consistency  
Generosity  
Curiosity Daring  
Design

## 04. STEP BY STEP

### COMMUNICATION

Building an effective communication model for the organization and providing teams with powerful communication tools

### DIAGNOSTICS

Launching a 360° audit to determine your organisation's core assets and nerve centers

### SKILL DEEP DIVE

Working with the senior leadership to develop executive communication skills

### SENSEMAKERS

Certifying Sensemakers in your company, increasing its organizational healthspan, and injecting long-term immunization

05.

## OUR PRODUCTS

**YOUR ORGANIZATIONAL WISDOM:  
MULTIPLIED**

WE OFFER A VARIETY OF PRODUCTS THAT HELP YOU  
ELEVATE YOUR ORGANIZATION IN THIS NEW ERA.

IF YOUR IMPACT IS BIG,  
WE CAN HELP YOU MAKE IT BIGGER

# ORGANIZATIONAL HEALTHSPAN DIAGNOSTIC



360° audit of your organization.

Generating a 3D image of the entire system that assesses your organization's current **strengths** and **nerve centers** and **predicts the your resonance into the future.**

Through a series of consultations you learn how to leverage these key assets to propel **development and** increase **prosperity.**

# PROCESS COMMUNICATION MODEL



An innovative tool that allows you to understand a **deep personality structure**. PCM gives you simple, clear and efficient tools to understand your own behavior as well as that of others - for **genuine communication**, completely free of stress.

PCM is applied all over the world. **Join the enormous network of companies** enjoying Process Communication Model in their corporate routine such as CocaCola, L'Oreal, IBS, Pixar, NASA, Bayer, Danone and many others.

# EMOTIONAL ASSERTIVENESS

Designed to develop and fine tune the competence of **emotional intelligence**.

Emotional Assertiveness hypothesis is that we are all born with the capacity to **express emotion authentically** and the school of life trains us to be less open and honest about our emotions.

Emotional assertiveness is an essential building block of **healthy relationships, communities and organizations**.





# TANDEMOCRACY

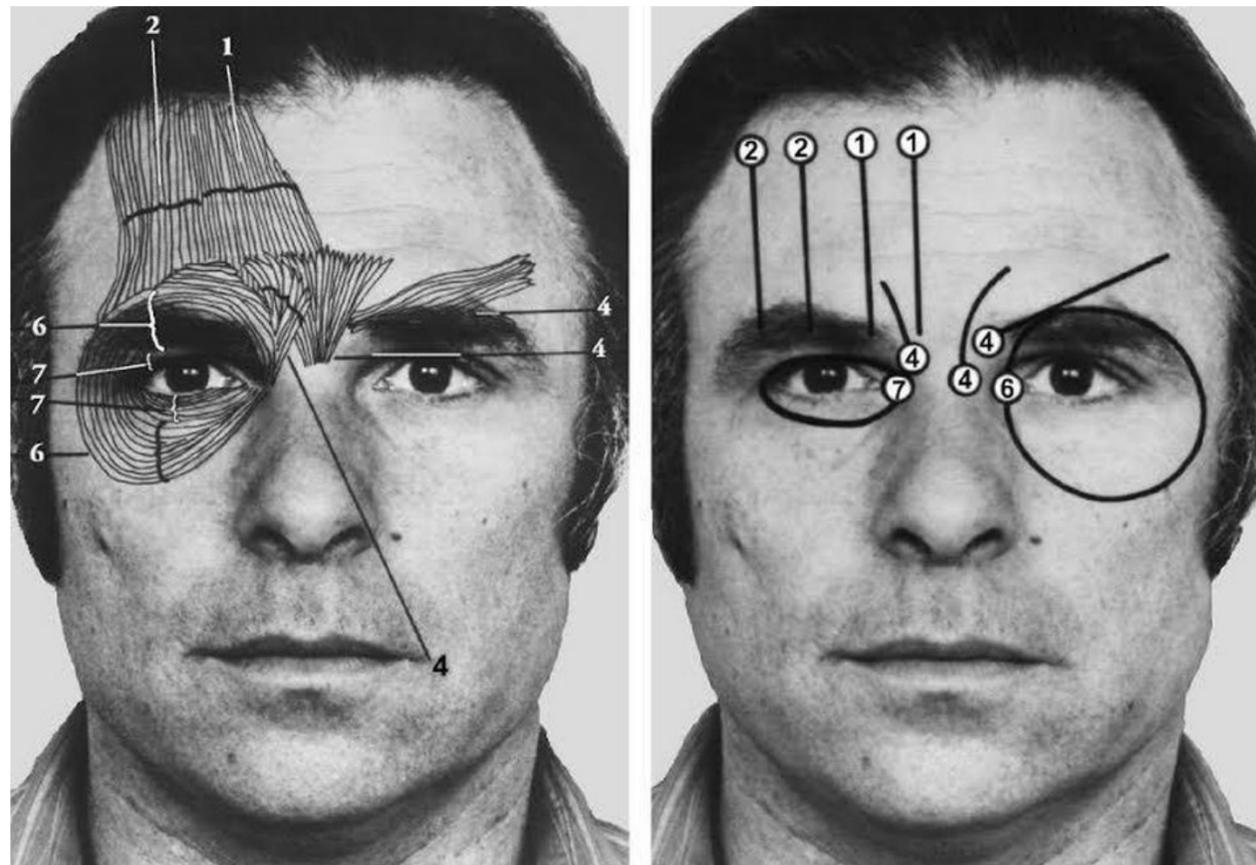


We say: **“At the beginning of any organization there is a tandem”**

3 years of research lead us to the development of a methodology that allows to create, maintain, and recognize your tandem: the critical building block in this successful and modern leadership approach.

This course teaches how to build **long lasting professional relationships** that help to execute exceptional projects.

# HIDDEN EMOTION AND DECEPTION DETECTION



This knowledge will create a near-unfair advantage when it comes to negotiations, influence, and management.

Deception detection refers to the investigative practices used to determine a person's truthfulness and credibility.

This is largely determined through the consideration of certain behavioral and physiological cues as well as larger contextual and situational information.

A unique opportunity to learn from the methods of **Dr. Paul Ekman**, a world-renowned **emotions and deception expert**.





# BUSINESS GAMES

Get your **team** on the same page in a fun and unusual way. Give them the opportunity to **experience transformation** firsthand.

A direct practice of **knowledge and skills** through simulations that allows to unlock **dormant creativity**, re-energize **motivation** and look at your organization and work from different angles.



# BUSINESS GAMES



## THE DAY AFTER

Transformational path for leaders who want to become game changers and to build **resilient organizations** adept to functioning in turbulent times.

The Program includes a set of **21 empirically validated skills** that build cognitive and emotional fitness, strength of character, and strong relationships that globally can be qualified as **wisdom**. Each skill targets resilience competencies and business skills necessary for organizational leaders today.



THE DAY AFTER

# 06. THE BOARD



**VICTORIA MIKHAILOVA**

**Sensemakers Co-Founder,  
Partner and Director**

Strategy, leadership, partnership  
coach and consultant.

PCM and Emotional  
Assertiveness Master Trainer.

French Foreign Trade Advisor,  
EO member.

Lecturer at HEC Paris & Moscow  
School of Management Skolkovo.

LANGUAGES: Russian, French,  
Polish, English



**GOR NAKHAPETYAN**

**Sensemakers Co-Founder  
and Partner**

Strategy & communication  
consultant.

Serial entrepreneur.

Professor Emeritus of Skolkovo  
Business School.

Co-Founder of Friends Charity  
Foundation.

LANGUAGES: English, Russian,  
Armenian

# 06. THE BOARD



**OXANA RAZUMOVA**

**Sensemakers Co-Founder  
and Partner**

Communication & strategy trainer,  
strategy facilitator, philanthropy  
consultant.

PCM & Emotional Assertiveness  
trainer.

Head of Board of Friends Charity  
Foundation.

Member of the Control  
Commission of the Moscow  
Polytechnic Museum.

LANGUAGES: English, Russian,  
French, Italian



**DR EYAL RONEN**

**Sensemakers Co-Founder,  
Partner and Director**

Organizational Psychologist of a  
different breed.

Fascinated by the power of the  
human-technology interface in  
organizations.

Executive Coach and Trainer  
focused on emotions at work,  
peak performance states,  
communication, marketing and  
sales. Founding President of  
Entrepreneurs Organization in  
Israel. Psychology, Statistics and  
Research Methods Lecturer at  
Illinois Institute of Technology,  
Northeastern Illinois University.

LANGUAGES: English, Hebrew

**THANK YOU!**

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**SENSEMAKERS**