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# SENSEMAKERS

meanings for business and people

COMPANY HEALTH



COMMUNICATIONS



RESULTS

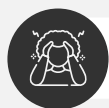
# We help you find meanings, formulate goals and efficiently organize business processes



Meanings are the link between values and goals. Their loss nullifies goals and tasks.

It is necessary to revise management strategies and seek new solutions for team motivation.

Traditional cultures of success (overachievement) and culture of opportunities (mission, values) no longer work today: goals are uninteresting and cynical, and there is no belief in mission and values.



What to do?



## Find the architects of meaning

We, the SenseMakers team, know how to help teams, leaders, and companies find their meanings and stick to them.



## Our Mission

Supporting leaders and entrepreneurs in the search for meaning

All Sensemakers solutions, both in combination and individually, enable companies to:

- Achieve their goals;
- Make the right decisions;
- Manage stress;
- Efficiently organize internal and external communications.

# Our experience in strategy, communication, and partnership will be a reliable foundation for your development.

## Gor Nakhapetyan

- Over 25 years of management experience in top positions, including



- Professor Emeritus of Business Practice and Co-founder of Skolkovo Moscow School of Management

- Entrepreneur and philanthropist

## Oksana Razumova

- Strategy and communication trainer, philanthropy consultant
- Over 10 years of experience in PR and media industry



## Victoria Mikhailova

- Consultant and coach in strategy, leadership, partnership: 15+ years of international experience
- Lecturer at HEC Paris and Skolkovo Moscow School of Management.

# Changes in the familiar pace of life pose new challenges for businesses.

What challenges are leaders and entrepreneurs facing now?

- 1 Teams are not prepared to work in turbulent and uncertain conditions.
- 2 New and unfamiliar competencies are needed.
- 3 Top managers must have a broad outlook and the ability to make quick decisions.
- 4 It is necessary to maintain the team and reduce anxiety within the collective.
- 5 Old business models no longer work, and the responsibility for finding new ones lies with the leaders.

# We thoroughly study all challenges and form functional tasks from them.

- 01 Setting the meanings, goals, and values of the company
- 02 Formulation and rethinking of the company's strategy
- 03 Harmonizing the perception of strategic and operational aspects of the business by employees
- 04 Enhancing synergy in team collaboration
- 05 Transformation and strengthening of corporate culture
- 06 Supporting leaders in personal and professional growth
- 07 Building and transforming partnerships, mediating business conflicts
- 08 Building and adjusting effective communications

# The Sensemakers team offers effective solutions, validated by the experience of our experts.



Individually tailored to your needs,

we will select the optimal package of solutions with the best experts and trainers, as well as offer a "turnkey" option for solving systemic, strategic tasks.

Our solutions are based on certified methods and tools, the effectiveness of which is confirmed by client results and positive recommendations.



You can choose a comfortable collaboration format for yourself:

- On-site and site-specific sessions
- Intensive and comprehensive programs
- Individual and team training.

Programs for developing thinking and decision-making skills

Mediation of conflict situations

Conducting individual educational programs

Group work with top management

Strategic consulting and coaching

Systemic development of leaders

Confidential counseling

Stress and communication management

# PCM: a solution for stress-free and conflict-free communication organization



**The Process Communication Model program** is aimed at developing practical communication skills.

It helps you understand how to communicate with others and find common ground, how to motivate people and lead them, how to handle stress and resolve conflicts.

Training is conducted with personal attention to each participant.

12 people  
optimal  
group size

Online 3 days, 4 hours each  
In person 2 full days

We are the exclusive distributor of PCM in Russia, Kazakhstan, Armenia, and Israel.

200+  
trainings annually

135  
certified trainers

36  
coaches



**Detailed information** about the methodology, clients, and trainers is available on the [pcmrussia.ru](http://pcmrussia.ru) website.

## Additional formats:

- Individual counseling
- Individual formats (4 hours / 8 hours / 1.5 days)
- PCM-based lectures and seminars
- PCM Trainer Community
- PCM Coaching
- PCM Movie Club
- PCM Workshop
- **Exclusive:** training for trainers

Format: online + in person

Duration: by agreement

Apply



# OHD: a solution for comprehensive business diagnostics.



Organizational Healthspan Diagnostic (OHD) is a comprehensive business diagnostics tool.

## There are 3 main components

that need to be studied in a company to draw conclusions about its organizational health:



Organizational structure



Leadership



Relationships

OHD focuses on internal communications, identifying success drivers and potential dangers.



## Powerful OHD diagnostic tools

identify any problems and offer individual solutions to address them.



Read more about the details, principles, and report format on the website.

[Visit the OHD page.](#)

Format: online + in person

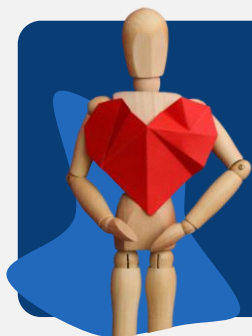
Duration: up to 2 months

Apply





# Coaching: A Solution for a New Form of Interaction



Coaching is increasingly becoming not only a profession or a means to achieve goals but also a form of relationships between people, a factor in the environment where a new way of existence is being shaped.



**36 coaches**  
with international certification  
in our expert community.

We offer the following coaching practice formats:

- 1 Organizational
- 2 Team
- 3 Individual

Additionally, you have the opportunity to:

- Learn coaching through our proprietary program.
- Receive support through community membership and supervision.

Format: online + in person

Duration: on request

Apply



# Strategic Sessions: A Solution for Creating Strategy and Communicating It to Employees



## Strategic sessions serve as a bridge

that enables managers and teams to align for the motivating transmission of the strategy to the performers.

### Strategic sessions will allow you to:

- Have a clear vision of the strategy and its implementation plan.
- Communicate the strategy at all levels of the organization.
- Reduce the time to resolve problems arising from lack of alignment.

### We offer a session system

that will enable top executives, management teams, and each participant to take their work to an entirely new level and bring the organization closer to its strategic goals, making it resilient to stress.

Format: in person

Duration: on request

Apply



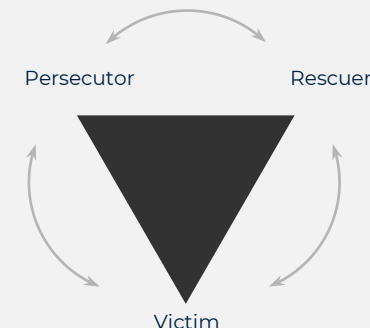
# Effective Conflict-Free Interaction: Karpman Drama Triangle Principle



Don't simulate solving problems; solve them.

Steven Karpman's Drama Triangle Model offers a new perspective on conflicts.

Understanding the nature of conflicts will significantly enhance communication skills.



- 01 | It develops the skill to recognize and anticipate invitations to conflicts.
- 02 | It provides methods to resolve conflicts and psychological games.
- 03 | It provides better self-understanding and understanding of others, including employees and partners.
- 04 | It enables effective interactions with partners, reducing criticism and dissatisfaction and preventing conflicts.

Format: in-person (upon request)

Duration: 1 day

Apply



# Tandemocracy: A Solution for Building Relationship Systems in Business and Life



TANDEMOCRACY  
by SENSEMAKERS

An author's program by the partner-founder of the Skolkovo School of Management, Gor Nakhapetyan, and international professor Victoria Mikhailova.

For many years, the course authors, Victoria Mikhailova and Gor Nakhapetyan, studied examples of successful and unsuccessful tandems and then developed their own methodology and training program for leaders and entrepreneurs.



**Since 2018**

the program is available



**110**

graduates



**10**

experts

More detailed information is available on our course page and at Skolkovo.



Visit page



Visit page

Format: in-person (upon request)

Duration: on request

Apply



# Emotional Assertiveness: A Solution for Managing Emotions, Stress, and Conflicts

**Assertiveness** is the ability to confidently express your emotions with the goal of strengthening relationships and mutually beneficial cooperation, developing trust in communication with loved ones, colleagues, and others.

The emotional assertiveness model is based on the idea that we are born with the ability to authentically express our emotions, but life's experiences force us to become less honest and open emotionally.



Assertiveness is the opposite of passive-aggressive behavior.



Emotional assertiveness training will enable you to:

- Achieve success while maintaining honest and respectful interactions with people.
- Maintain a healthy emotional environment in your family and team.
- Acquire new negotiation skills.
- Become better at solving any problems and conflicts.
- Free yourself from stress, anxiety, and tension.

Format: in person

Duration: 3 days

Apply



# Meaningful Motivational Lectures: A Solution for an All-Round Development



## Inspiration, Knowledge, and New Perspectives for Your Team

Motivational lectures will help employees gain a new impetus in the area most relevant to your company.

#1

### They will help bridge the gap

between the global strategic vision and the reality of business processes.

#2

### They provide the stimulus

for teams to elevate their level of engagement, enabling the realization of ambitious company plans.

#3

### They offer tools

for more effective work and inspiration for creating new projects, products, and finding creative solutions in the business field.



We offer the most relevant and practical topics:

- Partnership and Collaboration
- Stress
- Sales
- Strategy and Organizational Psychology
- Emotions and Perception
- Leadership
- Public Speaking
- Conflicts

Format: online + in person

Duration: 1 to 3 hours

Apply



# Business Games: A Solution for Acquiring New Skills in a Gamified Format



## A game is an interactive tool

that transforms organizations on both a professional and psychological level, enhancing employee engagement and effectiveness.

For over 10 years, our business games have helped companies worldwide achieve their goals through valuable gaming experiences.



Business games are the most captivating way to engage in team building, knowledge utilization, and skill development.

Various game formats help master skills and concepts in the field of economics and business, including management, finance, HR, negotiation, and securities market operations.

Our games are designed to ensure the prosperity of companies:

Genesis

The Wandering Artists

Hierarchy

Diplomacy

Format: in person

Duration: on request

Apply



# The Onboarding Club: A Solution for Those Seeking to Develop Thinking, Meanings, and Wisdom



A whole year of meaningful events.

This is a space for those who want to broaden their horizons, acquire new knowledge, enrich themselves culturally and spiritually, grow as individuals, and find inspiration together with others.



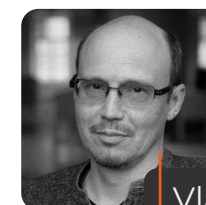
Throughout the year, events and meetings are held exclusively for club members:

- Readings and Discussions
- Lectures and Debates
- Masterminds
- Movie Screenings

Club Hosts:



Victoria Mikhailova



Vladimir Klimentyev



Details and schedule on the website

[Visit the Club page](#)

Format: online

Duration: one year

[Apply](#)





# Among Sensemakers' experts, there are over 200 professionals from various areas of expertise.



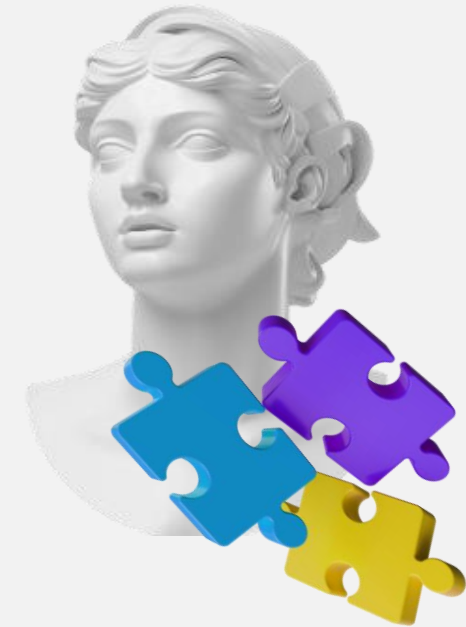
Sensemakers today is a team of over 50 leading international experts from various fields.



Our PCM community includes 135 certified trainers. Certification program, trainer community, additional education and advanced vocational education diplomas.



36 coaches with international certification, community, qualification enhancement, and supervision. Certification program, trainer community, additional education and advanced vocational education diplomas.



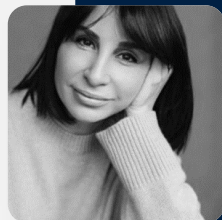
[Website page with all experts](#)

Leading Russian and international organizations trust us with the care of their company's health.



# Contact us, and we will prepare a personalized plan for your company.

**SENSEMAKERS**  
СМЫСЛЫ для бизнеса и людей



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All links on the slide are interactable, just click them


Sensemakers are ready to assist with management and HR tasks of any complexity.


sensemakers.biz/ru

sensemakers@sensemakers.biz

In our social networks, you will find ideas for development and inspiration.

 Sensemakersrussia

 Sensemakers

 SensemakersGlobal

 Sensemakers

