

— Training & Coaching Programs —

— GROUP TRAININGS

- Leadership Academy
- Sales Academy
- Negotiation Academy
- Present with Impact!
- NLP for Business
- Coaching Skills for Managers
- How Leaders give Feedback
- Assertive Conflict Management
- Team Effectiveness Workshop
- The First-Time Manager

— INDIVIDUAL PROGRAMS

- Executive Coaching
- Manager Onboarding Acceleration:
The first 90 Days
- NLP: The Art of Influence

— ASSESSMENT CENTER

— MOTIVATION SPEAKING

— Our Credo —

Nan-in, a Japanese Zen master received a University professor who came to inquire about Zen. Nan-in served tea. He poured his visitor's cup full, and then kept on pouring. The professor watched the overflow until he no longer could restrain himself. "It is overfull. No more will go in!"

"Like this cup," Nan-in said, "you are full of your own opinions and speculations. How can I show you Zen unless you first empty your cup?"

I am Domagoj, founder of Leadership Institute For Excellence (LIFE), Executive Coach & Corporate Trainer. LIFE's **mission** is to help companies and individuals **unleash their full potential**

and boost their performance. Just like the moral of the story goes, in order to create a true change, the first step is **self-reflection** and **openness to change**. Once you **find your purpose**, share it with others, it will **change your mindset** and so can your **behavior change** and lead to **excellence in performance**. This is what we in LIFE deeply believe in, this is our mission and at the core of every single training and coaching program we do. I am grateful to live my purpose: helping my clients **become the best versions of themselves** by connecting them to their values and providing them with new skills which result in **growth of personal leadership and business excellence!**



Domagoj Lipošinović

Mr. Domagoj Lipošinović is the founder of Leadership Institute For Excellence (LIFE) and works as Executive Coach and Corporate Trainer across CEE. Domagoj holds a Master of Business Administration degree from the Vienna University of Economics and Business (WU WIEN) and has gathered an extensive business experience in sales, negotiation and coaching in leadership roles in Procter&Gamble, SC Johnson and Samsung Electronics. Domagoj is an internationally certified NLP Trainer & Coach and in his training approach he blends the newest findings from the fields of NLP, neuroscience, coaching and psychology.



Tomislav Penavić

Mr. Tomislav Penavić holds a Masters Degree in Psychology and is a certified organisational coach, DISC consultant and NLP Master. Prior to his consulting career, Tomislav gained rich experience through work in multinational corporations in the field of human resources with focus on recruiting and selection activities, talent and performance management and employee development and education. As a consultant and expert in the field of HR and people management, he helps companies and organizations to develop best practices in managing its greatest and the most important asset: people.

— What Our Clients Say —



Maria Anargyrou Nikolic,
General Manager,
Coca Cola HBC Adria

Coach Domagoj has been a great support and guide on the personal and business growth journey. The trademark of his work is a high level of professionalism combined with true care for the person and their development. I would highly recommend Domagoj to every organization willing to develop their leadership and management skills!



Vesna Tomljenović – Čičak,
President of the Board,
Raiffeisen Invest

After this training in LIFE I am much more aware of what lies behind certain situations and I understand better my own drivers as well as those of my counterparties. I have got very valuable tools which help me a lot to be more successful in everything I do and communicate. And the best part is: the more you grow, the better person you become! I strongly recommend LIFE and Coach Domagoj to every organisation and individual!



Siniša Komnenović,
Sales Director, Pernod Ricard

The “Present with Impact!” Training provided a fantastic insight into sales presentation techniques and transferring the key message to the other party. Thanks to numerous real-life examples from the Trainer’s rich business experience and the NLP techniques we have gained knowledge we haven’t gained in any other previous communication skills training. All Team member rated the Training with the highest grades and I strongly recommend it!



Dunja Kokotović,
Product Manager, L’Oreal Adria

LIFE’s Training programs helped me a lot to better understand and improve my own behavior and communication patterns, as well as those of people in my private and business environment. Coach Domagoj is a true leader who creates an inspiring environment for learning and growth. I highly recommend Trainings in LIFE to everyone who wants to improve both as a person and a professional!



Kiriaki Kritidi, HR Manager,
Coca Cola HBC Adria

In our journey of building a Coaching culture within CCHBC Adria and supporting the career growth of our top talents, Mr. Domagoj Liposinovic has been a true strategic partner. His contribution has been amazing in supporting our talents to make a successful career turn, define their unique leadership style and integrate fast and successfully in their new roles. Domagoj has established himself as a trusted coach within our organization recognized for his executive coaching & training skills as well as his love and passion on releasing the potential of every individual he is working with.



Ines Čule,
Finance Business Partner SEE,
Schneider Electric

I learned so much in this training! We are all unique in our beliefs and experiences and it’s really incredible how the orientation on outcomes and focus of energy on things that matter most can instantly increase your success! A great training with great people and a fantastic Trainer that changes the way you see and do things!



Josip Muravec,
Sales and Merchandising
Director, Board Member, MPG
SouthEastEurope

The NLP Training in LIFE proved to be an extremely interesting and interactive process of acquiring new skills. Coach Domagoj’s dynamic training style with a lot of business experience and real-life examples can easily shape your way of approaching daily goals and means how you achieve them. Domagoj is a great expert and in his motivating training clearly, precisely and in a very interesting way easily transfers his knowledge on the audience and his words remain in your head long after the Training has been over.



Nino Batinić,
Sales Executive, Abbott
Laboratories

Although I had participated in many international sales, communication and negotiation trainings, the training in LIFE has offered me a unique experience and perspective on goal setting, behavior patterns and both verbal and non-verbal communication in a business setting. What I liked the most was Domagoj’s energetic and personalized approach as well as sharing of business experiences which I could easily apply in both personal and business setting. Definitely highly recommended!

— If your actions inspire other to dream —
more, learn more, achieve more and become
more, you are a Leader!
John Quincy Adams

GROUP TRAININGS

— Leadership Academy —

PURPOSE

This program is aimed at developing managers' leadership skills based their core values, vision and an integral approach to leadership.

OUTCOMES

Leaders will become more self-aware and holistically approach the development of the entire organization they lead as well as their own personal growth. They will sharpen their thinking, influencing and communication skills for the benefit of everyone they encounter on their leadership journey.

TOPICS

MODUL 1: The self-aware Leader

- Personality profiling
- Personal Mission, Vision, Purpose, Values & Beliefs
- Developing own leadership style

MODUL 2: The visionary Leader

- Strategic thinking
- Outcome-orientation
- Innovation & Creativity

MODUL 3: The nurturing Leader

- Team Development
- People Empowerment
- Mentoring, Coaching & Feedback

MODUL 4: The inspiring Leader

- Leadership Communication Skills
- Rhetoric Skills & Storytelling
- The Art of Influence

Duration: 4 x 2 days



— Make a customer, not a sale. —

GROUP TRAININGS

— Sales Academy —

PURPOSE

Sales Academy is a holistic and experiential approach to the training and development of salespeople which aims at raising standards of sales performance and customer satisfaction.

OUTCOMES

Participants will:

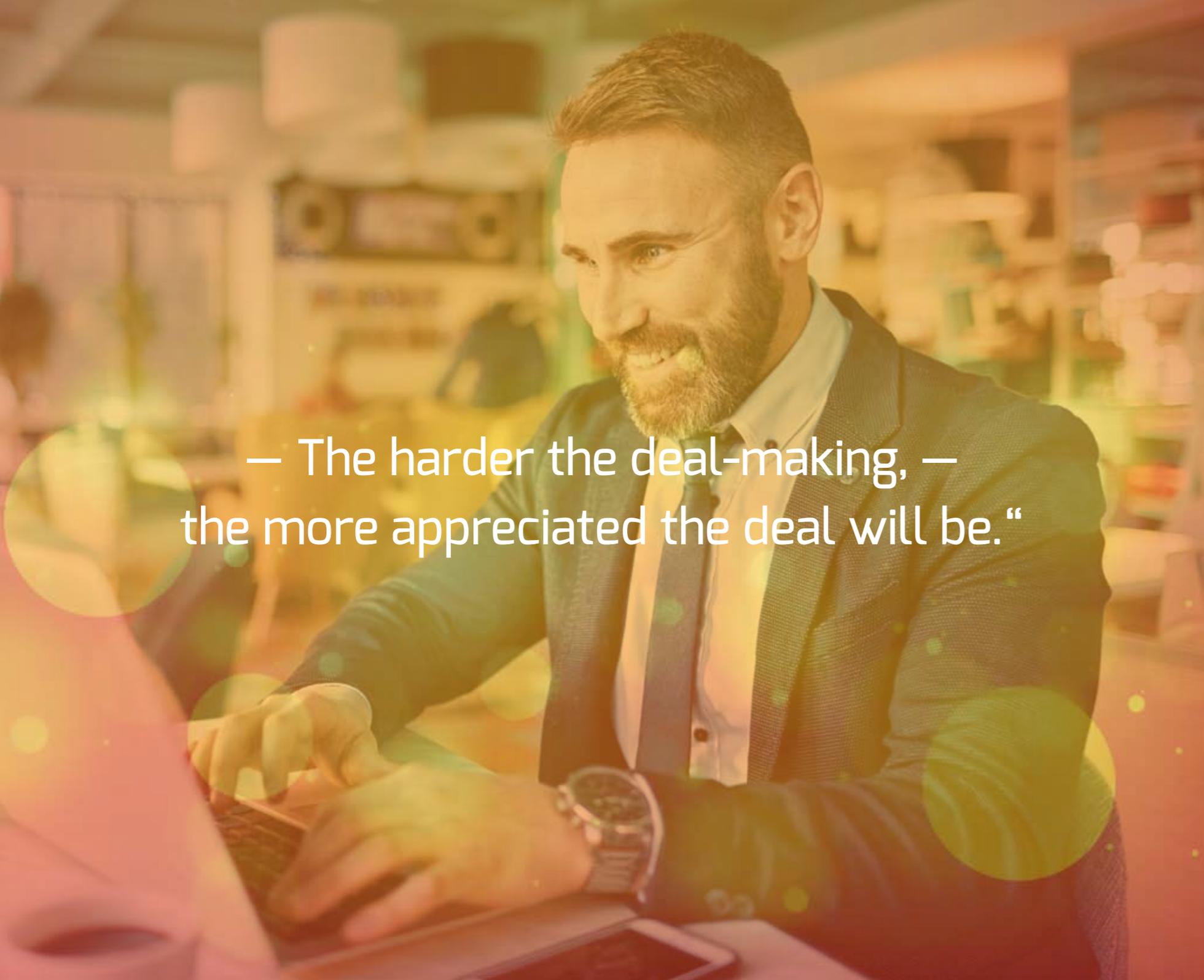
- Understand the importance of preparation
- Know how to tailor their sales pitch based on their client's needs
- Navigate through phases of sales process
- Develop their listening and communication skills
- Know how to use powerful language patterns and silence
- Grow through case studies and role-plays

TOPICS

- Deep Sales Preparation & Goal Setting
- Sales Psychology: why Customers buy?
- The Sales Funnel
- The Art and Science of Rapport
- Structure of a successful Sales Pitch
- Language of Persuasion and Influence
- Non-verbal Communication in Sales
- Turning complaints into compliments

Duration: full program 3x2 days,
available also as a 2-days training

Tailor made to Team needs:
Field Sales/KAMs/Strategic Selling



— The harder the deal-making, —
the more appreciated the deal will be.“

GROUP TRAININGS

— Negotiation Academy: — Strategies and Skills of Great Negotiators

PURPOSE

This training is aimed at enhancing participants' understanding of what negotiation is and how they can maximize their outcomes.

OUTCOME

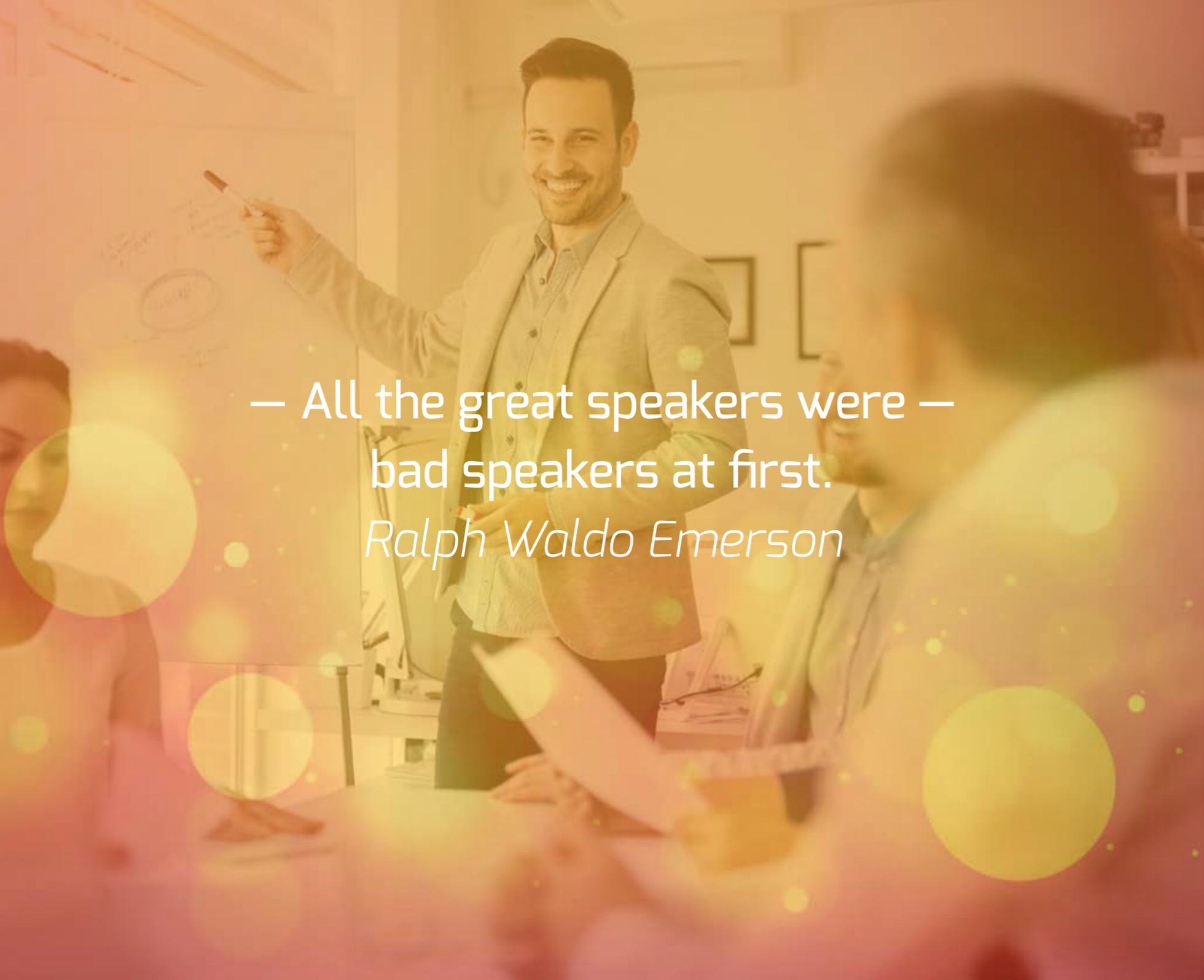
The Negotiation Academy will provide the participants with a clear process for planning and conducting negotiations effectively. They will be mindful, thoughtful, disciplined and creative in achieving the best possible outcomes for their businesses.

TOPICS

- Understanding interests, goals and priorities of all parties
- Pre-negotiation preparation
- Know your BATNA and ZOPA
- Understanding and managing personal biases
- Orchestrating the Negotiation Process
- Active Listening & Rephrasing
- Choosing how and when to present new information
- Transforming competition into cooperation
- Principle-based Negotiation (Harvard method)
- Handling aggressive negotiation styles

Duration: 2 days





— All the great speakers were —
bad speakers at first.
Ralph Waldo Emerson

GROUP TRAININGS

— Present with Impact! —

PURPOSE

The aim of the Present with Impact! training is to develop participants' persuasion skills and enable them to make truly impactful presentations.

OUTCOMES

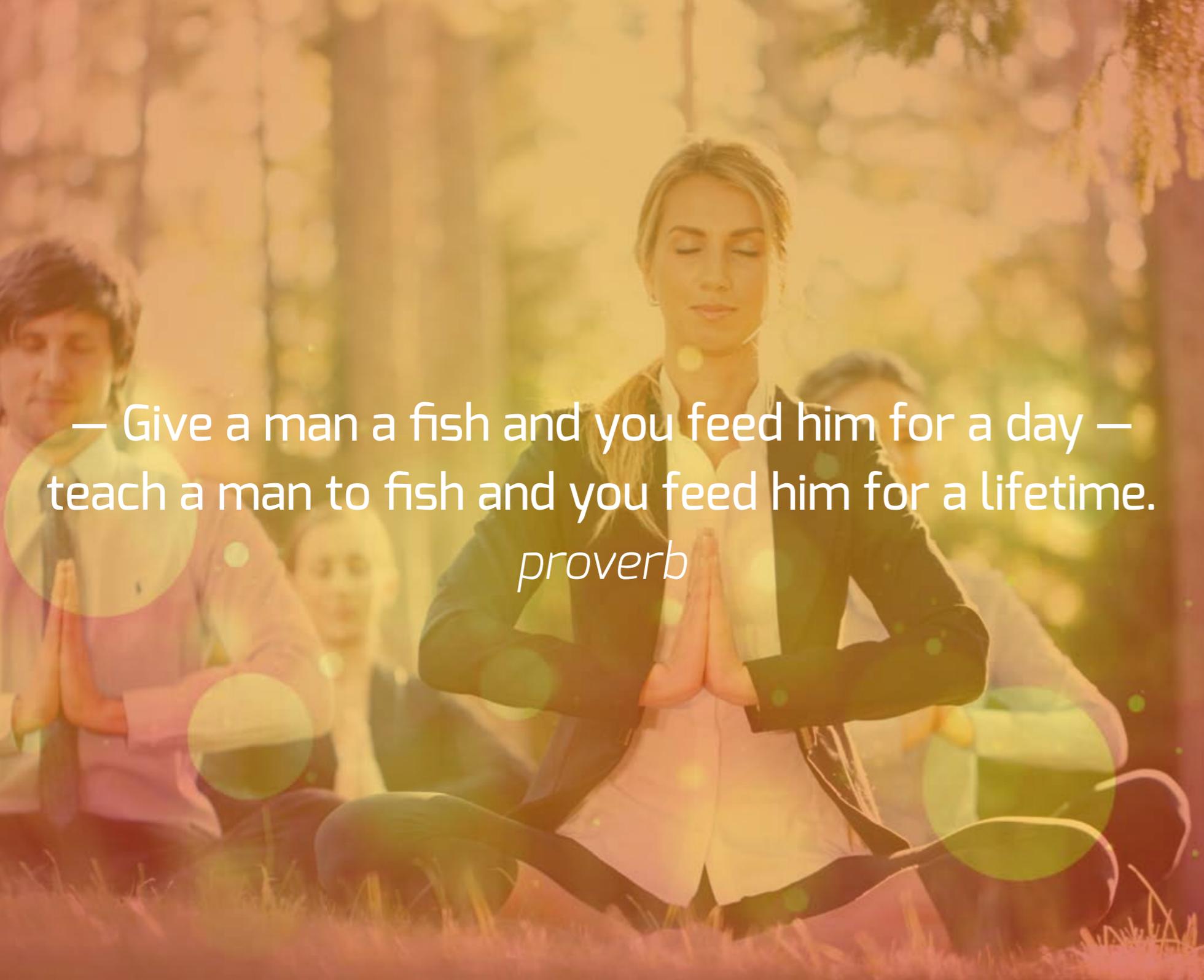
Participants will develop their skills in engaging their audience, communicating clearly the message and creating a lasting impact through a powerful non-verbal communication and persuasive language thus leaving a long-lasting impact on their audience. *"The music may stop, but the melody will linger on."*

TOPICS

- Preparation: one-self and content
- David Kolb's Learning Styles: how people learn & remember
- Establish and maintain rapport with the audience
- Using powerful language patterns
- Non-verbal communication for influence
- Embed the key message

Duration: 2 days





— Give a man a fish and you feed him for a day —
teach a man to fish and you feed him for a lifetime.

proverb

GROUP TRAININGS

— Coaching Skills for Managers —

PURPOSE

The Purpose of this Training is to help Managers develop the Coaching mindset & skills which will fuel their team members' growth and orientation towards solutions.

OUTCOME

Participants will learn essential coaching skills to develop their Team members by encouraging them to find their own solutions for problems they encounter thus enabling them to develop and grow.

TOPICS

- The difference between mentoring and coaching
- When you mentor and when you coach
- How effective Managers use coaching to drive performance
- Establishing clear expectations & outcomes
- Conducting a coaching conversation
- Coaching language for unlocking potential





— Giving feedback is like watering a plant: —
growth will be achieved only if watered in the
right way with the right amount of water.

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GROUP TRAININGS

— How Leaders give Feedback —

PURPOSE

The purpose of this training is to teach managers how to give feedback that will result in desired behaviors and performance.

OUTCOMES

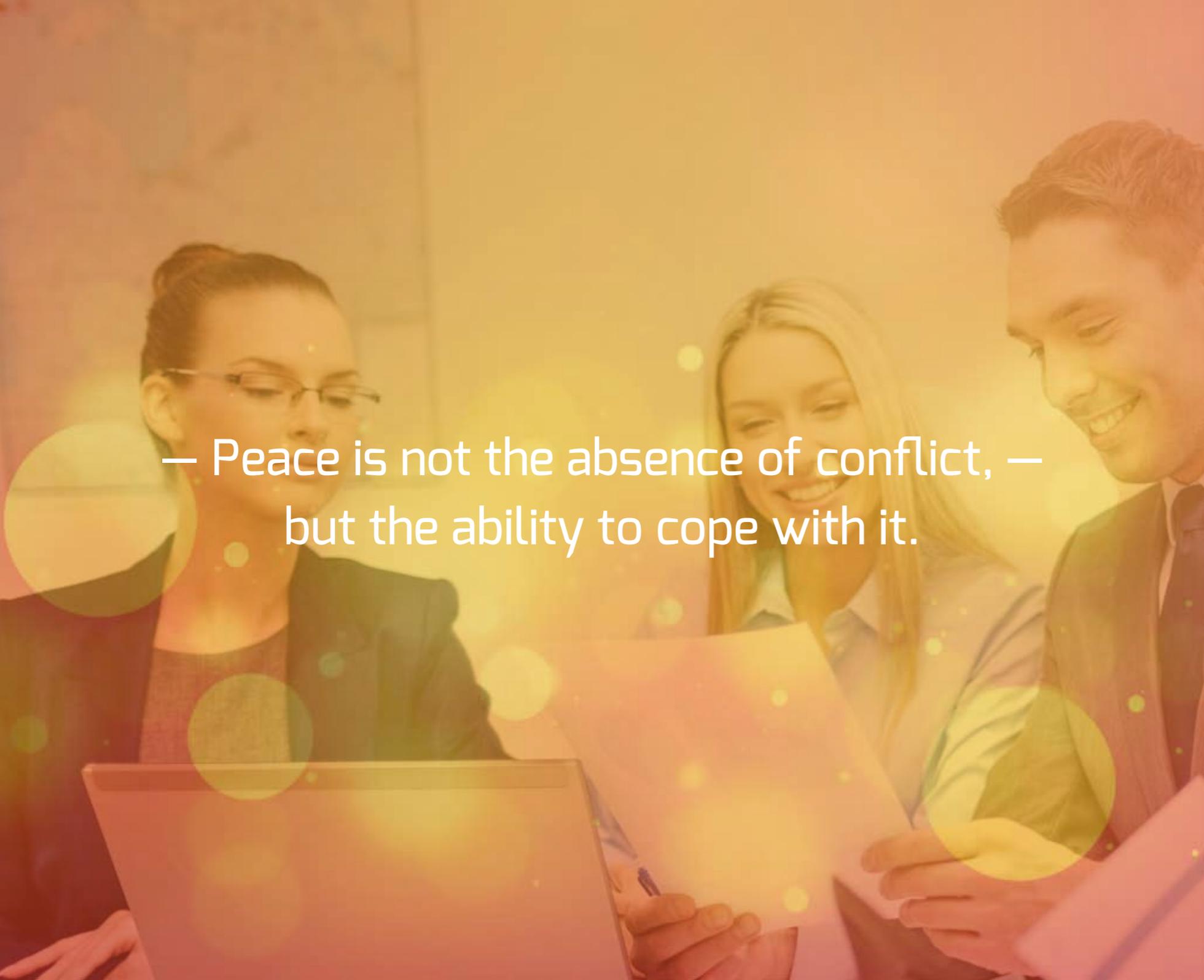
Leaders will:

- Learn how to structure positive, negative and developmental feedback
- Connect and lead in a feedback discussion
- Manage the states of the other party
- Understand the Neurological Levels of behaviour and performance
- Learn to give multi-level feedback
- Sharpen their skills through several live case-studies and feedback sessions

TOPICS:

- Feedback Purpose & Preparation
- Feedback structure
- When and how to separate Person from Performance
- Clear communication
- Chunking up and Chunking down
- Rapport building
- Non-verbal communication

Duration: 2 days



— Peace is not the absence of conflict, —
but the ability to cope with it.

GROUP TRAININGS

— Assertive Conflict Management —

PURPOSE

The purpose of this training is to provide participants with mindset and tools to deal effectively with difficult situations and people.

OUTCOMES

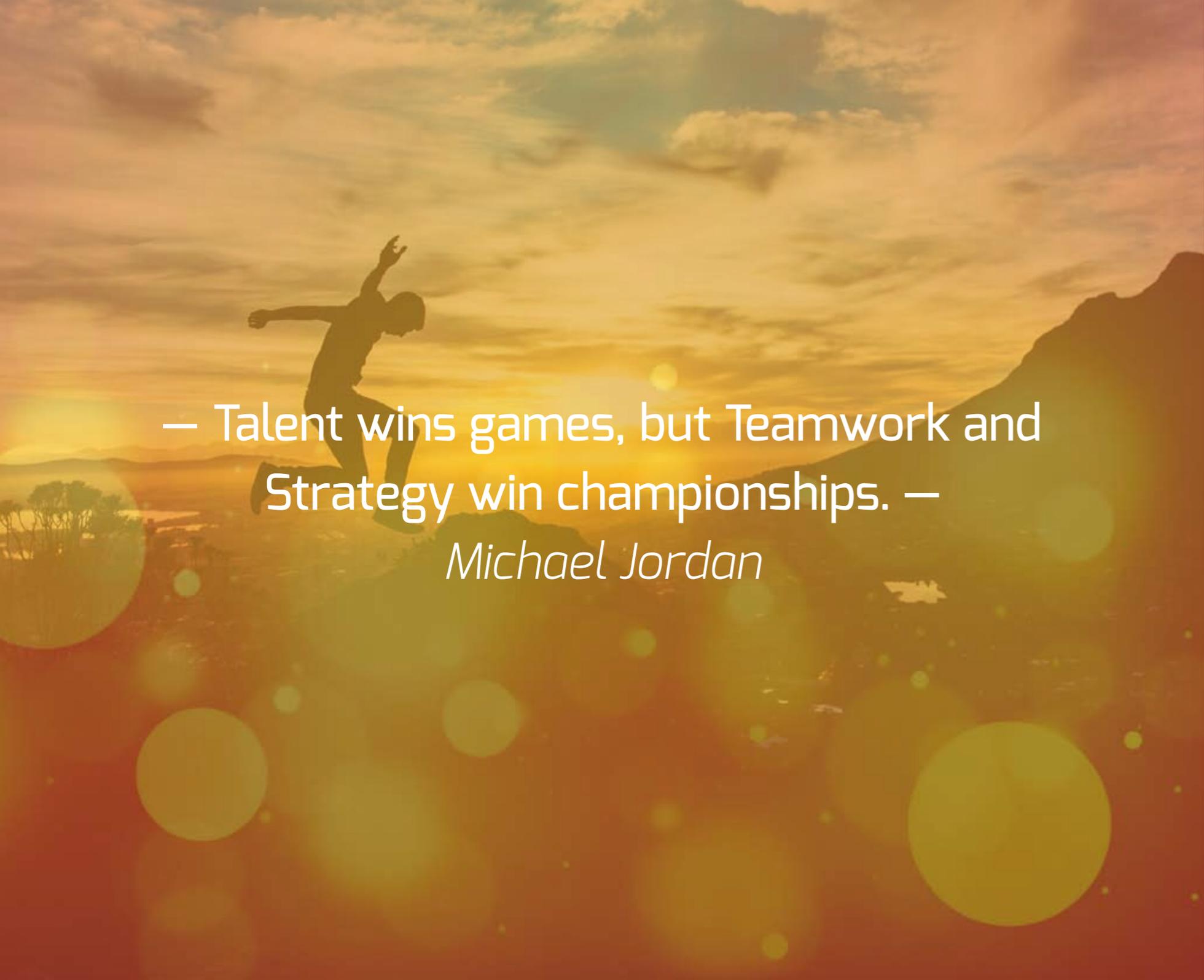
Participants will gain:

- Increased understanding of what conflict is and what lies behind it
- Improved self-control and focus on solutions
- „Separate people from problem“ mindset
- Language patterns for navigating through a conflict
- Non-verbal communication for influence
- Experience through case studies and role plays

TOPICS

- Theory and structure of conflict
- Assertiveness: how to respect others and yourself
- How to prepare for a conflict
- Self-control: thoughts and emotions
- Non-verbal communication in conflict
- Language patterns

Duration: 2 days



— Talent wins games, but Teamwork and Strategy win championships. —
Michael Jordan

GROUP TRAININGS

— Team Effectiveness Workshop —

Purpose

Team Effectiveness Workshop is a Team program designed with the aim to increase self-awareness, break the existing barriers and unleash the Team's full potential.

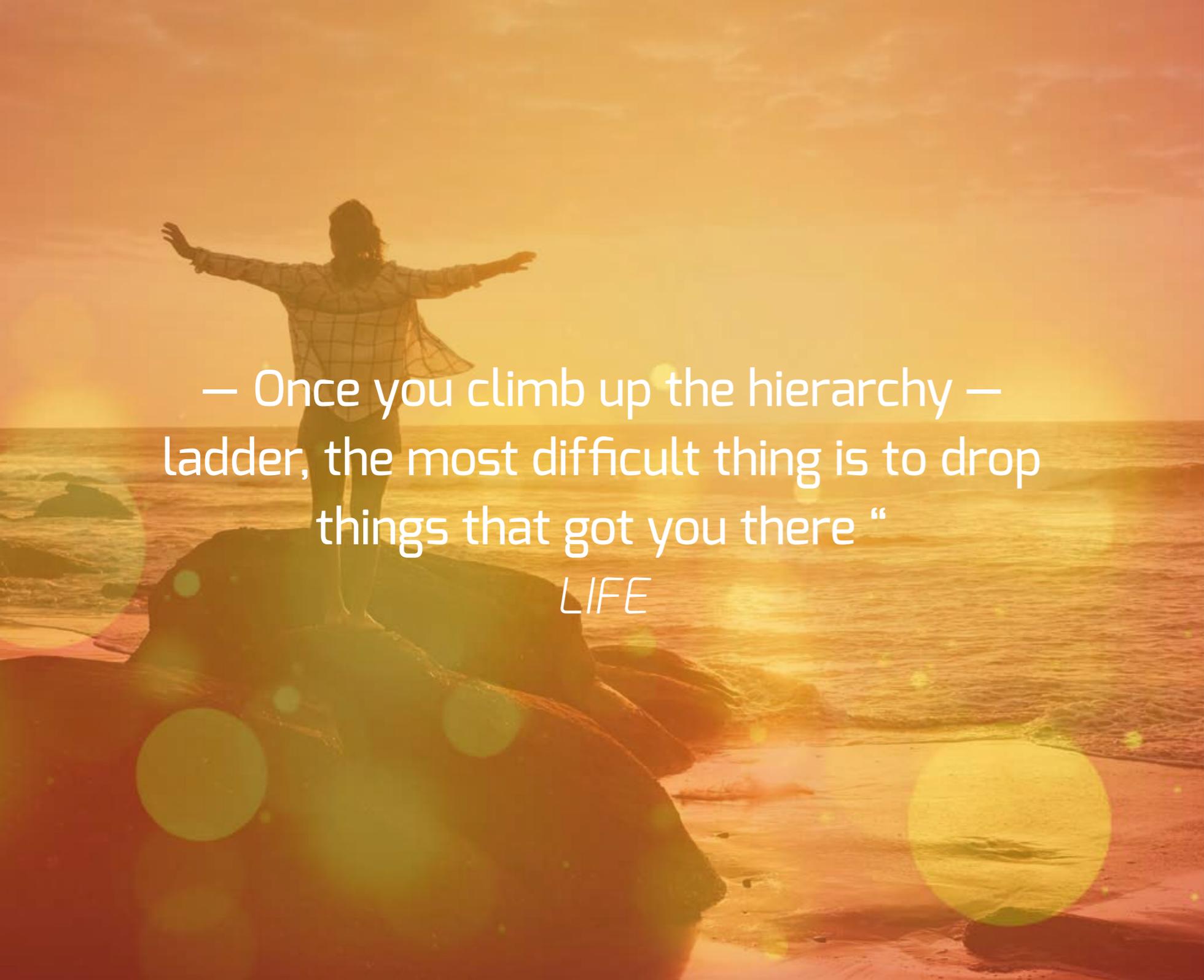
Outcomes

- Increased self-awareness
- Shared mission & vision
- Shared Code of Conduct within the Team
- Joint Team Effectiveness Plan
- Improved decision-making
- Increased efficacy and efficiency of the Team
- Boost in overall Team performance

Topics

- Pre-Work: Team Effectiveness Questionnaire, 1on1 Interviews
- Purpose, Vision and Mission of the Team
- Types of Personalities in the Team (Personality Factor Profile - DISC)
- Objectives, Goals, Strategies, Measures
- Team Dynamics & Communication
- Team Processes

Duration: 1-2 Days



— Once you climb up the hierarchy —
ladder, the most difficult thing is to drop
things that got you there “

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GROUP TRAINING & INDIVIDUAL PROGRAM

— The First-Time Manager: — How to lead Teams

PURPOSE

The Purpose of this Training is to provide The First-Time Managers with essential skills to successfully step into their new roles of managing other people.

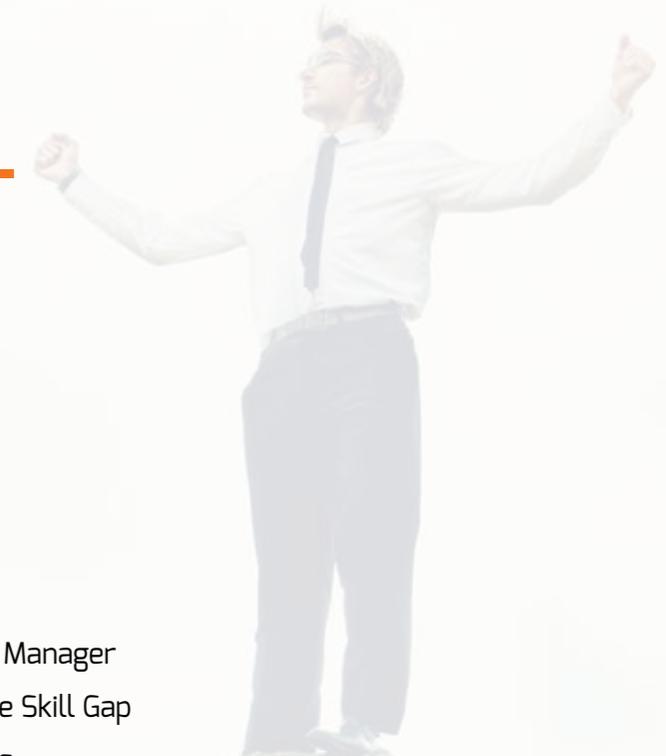
OUTCOMES

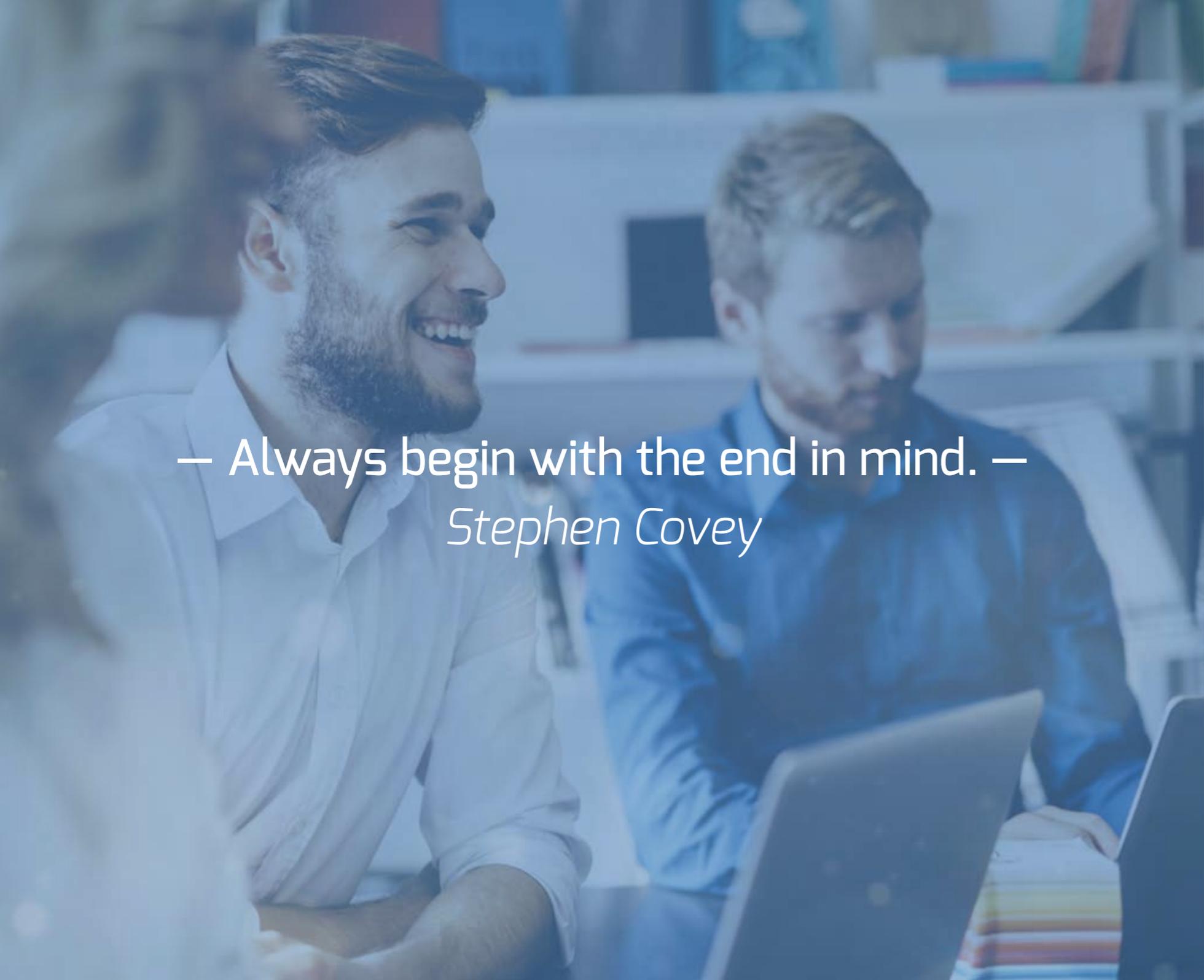
- How to turn individuals into a Team
- How to drive the Team
- What, when and how to successfully delegate
- Learn the 5 Core Conversations:
 - Goal Setting
 - Praising
 - Redirecting
 - Motivating
 - Wrapping Up

TOPICS

- Specialist vs. Manager
- Identifying the Skill Gap
- Team Analysis
- Definition of key principles in team management
- Conversations with Team members
- Language of influential Team Leaders
- Establishing trust and team spirit
- Driving results
- Managing and resolving conflict

Duration: 2-4 days





— Always begin with the end in mind. —
Stephen Covey

INDIVIDUAL PROGRAMS

— Manager Onboarding Acceleration: — The first 90 Days

Purpose:

The Manager Onboarding Acceleration is a 3-month program designed with the aim to accelerate a new manager's integration into the new role.

Outcomes:

After the first 3 months the New Manager will have grasped the new business requirements and established a solid connection with his Team and all important stakeholders while delivering quick wins and building a great basis for the first year.

Topics:

- Self-analysis through Coaching
- Development of the Personal Leadership Style
- Business Orientation: how to grasp business asap and achieve quick wins
- Stakeholder Connection and Management
- Team Leadership: Team Leader from Day 1

Duration: 3 months





— Your mental filters determine your state —
Your state determine your actions
Your actions determine your outcomes

INDIVIDUAL PROGRAMS

— NLP: The Art of Influence —

PURPOSE

The purpose of this training is to provide participants with an introduction to NeuroLinguistic Programming and understanding how it can enrich their essential business skills such as active listening, influential communication and self-management.

OUTCOMES

- Participants will learn how to:
- Acquire an outcome-oriented mindset
- Connect easily to others
- Understand the other party
- Talk the language of the other party
- Use powerful language patterns
- Use unconscious processes to be more successful

TOPICS

- Goal setting
- Rapport building
- Hypnotic Milton language
- YES-set: get them onboard
- Meta language model
- Body Language
- Application in presentations and negotiations

Duration: 2 days



— LIFE —

leadership institute for excellence

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