

THE KEYNOTE LAB™

SHAPING IDEAS. MAKING AN IMPACT.



SERVICE CATALOG FOR ORGANIZATIONS

ABOUT THE KEYNOTE LAB

In a world where everyone is both a publisher and a consumer of unlimited content, your ideas have to **stand out, provide value, and drive action**.

Communication is an essential Generative Skill that enables infinite growth. Effective communication is the key to achieving any goal involving our audience, clients, colleagues, and peers.

Lidor Wysocky is a Content Shaper and a Creativity Enabler. His mission is to help people master their Generative Skills.

In The Keynote Lab, Lidor is helping people shape their ideas into effective and impactful content that enables them to communicate better and co-create.

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Schedule a Meeting

FIXING WORKPLACE COMMUNICATION WORKSHOP



“THE SINGLE BIGGEST PROBLEM IN COMMUNICATION IS THE ILLUSION THAT IT HAS TAKEN PLACE.” — GEORGE BERNARD SHAW

Communication is the foundation of co-creation and collaboration. It is essential for any team and any organization. And yet, most people feel most of their workplace communication is ineffective and frustrating.

In the Fixing Workplace Communication workshop, you will learn the essentials of Generative Communication using the iAIM-CLEAR-FLOW model.

We will learn how to reduce much of the overhead and frustration of ineffective communication. We will harness the power of Generative Communication to create more focused, action-driven meetings, emails, and messaging to help you and your team achieve your goals.

- Express your ideas effectively and drive action
- Achieve more using Generative Communication
- Make meetings, emails, and documents more focused and effective
- Deliver more value to your team and organization
- Turn communication from an overhead into a superpower

ADDITIONAL DETAILS

- 2, 4, or 8-hour workshop
- Up to 20 participants
- Chat-based guidance for two weeks after the workshop

WRITING AND CONTENT SHAPING WORKSHOP



COMMUNICATION IS THE ENGINE OF GROWTH AND CO-CREATION. CONTENT IS THE FUEL OF COMMUNICATION.

Communicating is the only way to spread ideas, drive action, make an impact, and co-create. And to communicate, we must craft effective content.

Writing is a perfect way to process and organize your thoughts so they will have a greater effect. Whether you talk to an audience, publish articles, or interact with your team, the art of designing your content will help you achieve your goals.

In the Writing and Content Shaping workshop, you will learn how writing can help you communicate better and how to turn your ideas into impactful content. You will acquire the essential tools for harnessing writing to achieve your goals.

- Apply Writing as a thinking process
- Provide your audience and associates with real value
- Find endless ideas for writing
- Utilize Modular Writing and the iAIM-CLEAR-FLOW model
- Make your text effective
- Use Content Shaping for any communication

ADDITIONAL DETAILS

- 2, 4, or 8-hour workshop
- Up to 20 participants
- Chat-based guidance for two weeks after the workshop

PRESENT PERFECT WORKSHOP



TO MAKE AN IMPACT, ANY PUBLIC TALK MUST CAPTURE YOUR AUDIENCE'S ATTENTION AND TAKE THEM ON THE JOURNEY YOU ARE LEADING.

From keynote addresses to organizational talks, from a pitch to an inspiring speech, your presentation must be flawlessly designed so that every sentence conveys your ideas and resonates.

With a slide deck, a whiteboard, or just your voice, you can make an impact by defining your goals, knowing your audience, and shaping the content of your talk accordingly.

In the Present Perfect workshop, you will learn the essentials of presentations that work, moving your audience from point A to point B and driving action using words and visuals.

- Define your goal and the value for your audience
- Structure your presentation to maximize its impact
- Use a storyboard for effective design
- Use visuals that enhance your message
- Know what to leave out
- Apply Modular Design and the iAIM-CLEAR-FLOW model

ADDITIONAL DETAILS

- 2, 4, or 8-hour workshop
- Up to 20 participants
- Chat-based guidance for two weeks after the workshop

1:1 CONTENT SHAPING MENTORING

IMPACTFUL CONTENT IS BASED ON GREAT IDEAS AND A THOUGHTFUL, EFFECTIVE DESIGN.

The best way to learn the art of creating effective content is by doing it. Together.

From delivering a keynote talk to writing blog posts, articles, and books, from an inspirational all-hands meeting to internal communication with your team, your content must resonate and drive action.

Our 1:1 Content Shaping Mentoring is uniquely designed to achieve two goals: Helping you craft the best content possible while enhancing your Content Shaping skills. We believe in learning by doing, so each session is designed to help you meet a concrete goal, learn new practices, and enhance your skills in parallel.

- Define your Mission and Initiative and identify your Audience or Associates
- Collect ideas and Content Bits for your content
- Design effective content that makes an impact
- Refine and edit your content to make it more engaging
- Practice Modular Design and writing practices to achieve even more
- Master the iAIM-CLEAR-FLOW model of Generative Communication

ADDITIONAL DETAILS

- 1:1 sessions customized to your goals
- Fully remote and flexible
- Chat-based support between sessions



COMMUNICATION DONE RIGHT PROGRAM



WORKPLACE COMMUNICATION IS BROKEN. TOGETHER, WE CAN FIX IT.

Communication is essential for your team whether you work remotely, in a distributed model, or on-site. Communication is the engine that enables collaboration and co-creation.

80% of people working in companies like yours are frustrated with workplace communication. They are drowning in emails, instant messages, and endless, often pointless, meetings.

But there's a different way. The Communication Done Right program is designed to help you define the most effective communication practices for you and your team. By assessing your current communication methods, identifying their weak spots, and applying our iAIM-CLEAR-FLOW model, we will design communication methods that promote your goals instead of getting in the way.

- Design typical communication flows based on your needs and goals
- Learn to apply the iAIM-CLEAR-FLOW model to make any interaction value-driven and effective.
- Achieve more using Generative Communication
- Make meetings more effective
- Learn to craft effective emails and documents
- Turn communication from an overhead to an essential part of your work

ADDITIONAL DETAILS

- Assessment of current communication practices and challenges
- 1:1 and group mentoring on new communication practices
- Fully customized to the scale and goals of your team

PRICING AND ADDITIONAL DETAILS

All workshops and mentoring sessions are delivered in English or Hebrew.

All workshops can be delivered in a fully remote setup or on-site (in Israel only) and are customized for your level and goals.

Mentoring sessions are delivered remotely.

Pricing

	Price (NIS)	Price (USD)
2-Hour Workshop	4500	1325
4-Hour Workshop	8000	2450
8-Hour Workshop	12000	3700
1:1 Mentoring Session (60-90 min)	750	220
Communication Done Right Program	Depends on scope	

All prices are for remote sessions.

For on-site workshops, the fee shall include an additional ₪ 750.

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