



# RUBYCOM

BUSINESS COACHING &  
REPUTATION MANAGEMENT



## **COMMUNICATION IS MUCH MORE THAN SIMPLY STRATEGY AND A SET OF MEASURES**

Enterprises communicate via different channels – in written, verbal and personal form.

Should communication via one of these channels fail to correspond to the corporate identity, the recognition value diminishes and your effect fades away. In other words: A consistent message leaves an impression.

Communication is interaction between the sender and the receiver. It functions on several levels.

Content is only one of these levels. Message recipients, such as journalists and customers, are affected by the zeitgeist, they read the competitor's message and their minds are usually pretty much made up. For your message to take root, it very much depends on the type of soil it lands on – or whether you are prepared for different types of soil conditions.

Structures create room for creativity.

Smoothly running procedures are prerequisite for split second reactions to current events. If you need to find out which member of the board of directors can approve the press release in the middle of a crisis, then precious little time is left for the formulation of a well-thought out statement. Good procedure design, clear responsibilities and a well-practiced team will give scope for exceptional results.

The people behind the scene.

Every individual publicly representing your company has their own story, their own goals and individual personality. This diversity cannot be squeezed into a single model, into the image of your company. Smart communication uses diversity to its advantage and creates a harmonious overall picture.



## COMMUNICATION PERSPECTIVES

RubyCom not only supports you with reputation management and consulting, but also with business coaching: We identify the effect of your employees' personalities on the campaign efficiency for example, and we can deduce the number of critical questions asked at the end of a presentation from the first eight sentences being said.



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The concept:

Training and coaching facilitates excellent performance of leaders and communication experts, consulting and counsel helps organise fluent communication processes and campaign services support agile communication business.

The unique combination of consulting and coaching gives you the opportunity to take a look behind the scenes, analyse causes and effects as well as implement changes along the way. This is applicable to public opinion as well as to the work in your department. Whenever a PR professional alone can no longer help you, our trainer gives you decisive tips, adding the desired effect to your speech, reaching each journalist in exactly the right spot, influencing decision makers and solving problems in your team over the office grapevine.

We add skills to all levels of communication: verbal and non-verbal, personal and mass communication, through official and unofficial channels. We support you by using all facets of communication and changing perspectives.



## COMMUNICATION INTERNATIONAL

RubyCom is one of the founding partners of the Association of Communication Experts - The ACE. The association is an independent network of selected privately-owned public relations counselling firms that deliver high quality services. It operates in more than 25 countries.

The ACE was formed to serve national, international and multi-national clients needing full marketing and communications support from professionals who understand the language, culture and customs of the domestic and foreign arenas in which they operate.

Within the ACE, members exchange ideas and viewpoints to improve PR and marketing and develop and share best practice. We track trends and produce methodologies to improve communication strategy and tactics. We are committed to quality and accountability.

### Our Targets

- improve PR and marketing methods and develop best practices to serve our clients in the best way we can
- promote the exchange of ideas and visions within the PR community and create an ongoing dialogue with international clients



## COMMUNICATION - THE BRAINS

Katharina Scheid, Lead Reputation Management,

is the founder of RubyCom. She has been working as a PR consultant in agencies as well as enterprises for more than a decade and launched many players in the IT and telecommunications arena in the German market. Katharina specializes in the design of communication and creativity processes, using methods of the Art of Neurolinguistic Programming (NLP). As a certified NLP-coach (DVNLP und INLPTA) she concentrates on training and coaching leaders, helping them to change and find new solutions as well as developing excellent communication skills

Thorsten Wolf, Lead Business Coaching,

is a certified coach of the Art of Neurolinguistic Programming (DVNLP und INLPTA) as well as a computer scientist. At RubyCom, he is responsible for the development of new coaching and training methods and integrating new models into the standard repertoire. Thorsten is specialised in coaching interaction processes in enterprises and organisations.

The Team

consists of specialised consultants and coaches that aim to get your company ahead. Their expertise and experience are the key drivers to create the critical advantage for you and your company.



## COMMUNICATION FOR WHOM?

74 percent of our clients, among them start-ups as well as established players, have been collaborating with RubyCom since it was founded in 2001.

Among them are:

3<sup>rd</sup> opinion Accrue Software Band-x Brio Software  
Capgemini Deutschland comboutique.com  
Convergys Eyretel Communications Merol  
Onyx SAP AG SAP SI AG RapidShare AG  
Servocell Verint Systems Witness Systems

“Working with RubyCom is very productive and creative. The team knows how to look at a topic from different angles – always keeping the positioning and the targets in mind. Because the consultants know the press very well and had been working with many journalists for years, they know what editors need. The same is true for the media training: Professional preparation of editorial house tours is the most important thing! With RubyCom it includes the improvement of the communication skills of the speaker. Katharina Scheid knows how to train and motivate a speaker for such a situation. Not only the service is perfect but also the follow-up.” **Marketing Manager EMEA, Verint Systems**

“The Coaching enabled me to be much more relaxed during interviews. After a couple of hours I was able to answer critical questions more sovereignly and calmly already. I think the training was one of the key factors to enable us to promote the message and create the desired effect.” **COO, RapidShare AG**

“We found Rubycom to be a most responsive and proactive PR agency. When we first approached the team led by Katharina Scheid, Convergys was virtually unknown in Germany. Rubycom was very effective in raising awareness with the press and getting us coverage, Katharina and her colleagues were quick to grasp a mass of fairly technical product information in order to understand how to position Convergys. Based on a modest retainer, they have produced a remarkable number of original stories.” **Director of Marketing Communications, Convergys EMEA**

“Most important about RubyCom’s media training is the fact that practice follows immediately after theoretical explanations. The Feedback is very precise. The trainers do not stereotype but instead develop the personality and support ones individual path to success.” **Member of the Board, SAP SI AG**



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