

CASE STUDY

Strategic Communication Shift in Procurement Division in Global Retail brand



The Challenge: High Competence – Low Influence

The procurement division managed large, multi-million negotiations and cross-functional alignment.

Yet, in key stakeholder settings, their communication too often fell short.

Communication challenge: The team operated with technical strength but struggled to gain traction in strategic conversations, often too detailed in leadership meetings, hesitant to step forward in high-pressure settings, and unable to build the emotional connection needed to secure stakeholder buy-in or drive follow-through on key messages.

Consequence: Strategic ideas stalled, stakeholder trust declined, and the team's diminished presence led to slower decision cycles, lost negotiation leverage, and underutilized talent in high-value scenarios.

“We didn’t need more knowledge – we needed to show up differently.”

The Shift: From Functional Contributors to Strategic Voices

Through Antoni’s Masterclass, the team activated new levels of self-awareness, clarity and authority – in how they were speaking, leading and influencing.

The half-day in-person session focused on:

- ✓ Emotional Intelligence under pressure
- ✓ Non-verbal mastery (voice, body, pacing)
- ✓ Framing strategic messages with clarity and intent
- ✓ Building trust through presence – not just words scenarios.

Why It Worked

This session wasn’t about theory alone. It was about real change in behaviour. Antoni created psychological safety fast, challenged old patterns, and equipped teams to lead with confidence.

Future-Ready Impact

What if your leaders could get the benefits of these improvements:

Improved energy, empathy, and clarity enable leaders to drive change with confidence, reducing resistance and accelerating execution.

They build trust and engagement, creating teams that take ownership and act without hesitation.

And they align faster across functions, cutting through noise to move decisions forward at speed.

Want to explore this for your leaders?

The Measurable Impact

In just half a day, the team saw measurable change:

+29%
in non-verbal presence

+18%
in emotional connection

+15%
in communication under pressure

+8%
in strategic clarity