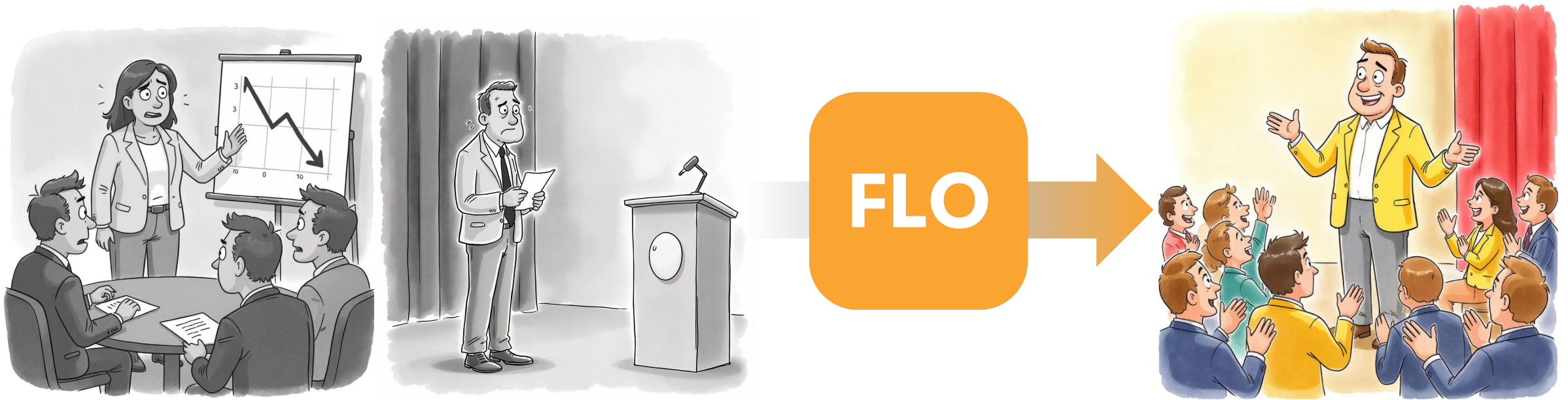


Bad Communication Always Has a Price



When the stakes are high, FLO makes sure
your message works **for you** – **not against you**.



Why **8,000+ executives** trust Florian Mueck when communication matters most

- **Europe's #1** rhetoric and charisma coach
[PresentToSucceed.com](https://www.PresentToSucceed.com)
- **16+ years** helping **leadership teams** master persuasive communication
- **Lecturer at IESE Business School** and international keynote speaker
- **Inventor of Plus & PlusPlus™ feedback**

Flo trained leaders from **191 companies** in **11,821 hours of coaching**



⚠ The average executive **scores only 30** out of 100
in communication effectiveness (CQ).



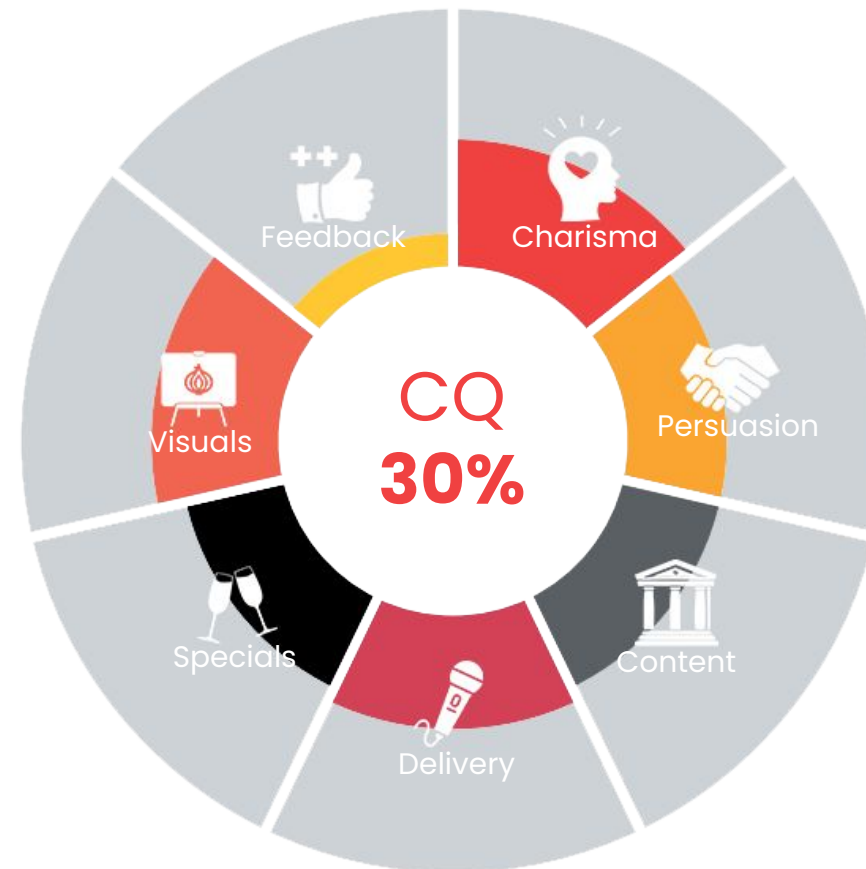
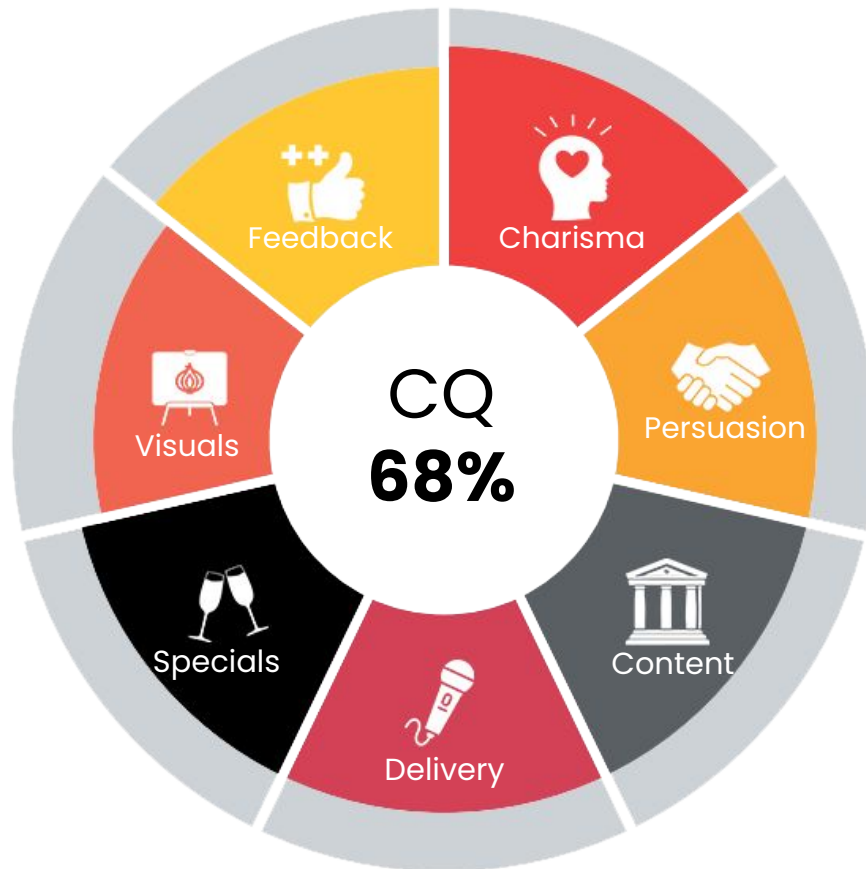
Brilliant minds. Broken messages.

Many **overestimate** their speaking skills and are unaware of the **hidden consequences**.

Ø **Self Assessment***

vs.

Reality



*The typical executive rates their own communication quotient 68/100 ...while in reality it's only 30/100 on average.

You can't make this stuff up 🙈 🙈 🙈 And sadly, you don't have to.

Things we've actually heard over and over in real companies...

We lost the team on slide 3.

She talked for 45 minutes.
I still don't know what we're doing.

Legal approved the email —
no one else understood it.

No one dared to
ask a question.

We confused them.
And missed the deal.

He read every bullet
point out loud.
Every 56 of them.

How much does **bad communication** really **cost** you?

⚠ Meetings

⚠ Emails

⚠ Presentations

⚠ Feedback

Productivity –30% ⬇

Confused and uninspired

Employee Churn +15% ⬆

Demotivated teams

15,000 € cost per employee ⬆

30 work days wasted per year

Revenue –10% ⬇

Many missed deals

“Great **strategy** dies in poor communication.”

89% of leaders say communication is their **#1 success factor**... **BUT** only 17% prepare for critical messages!

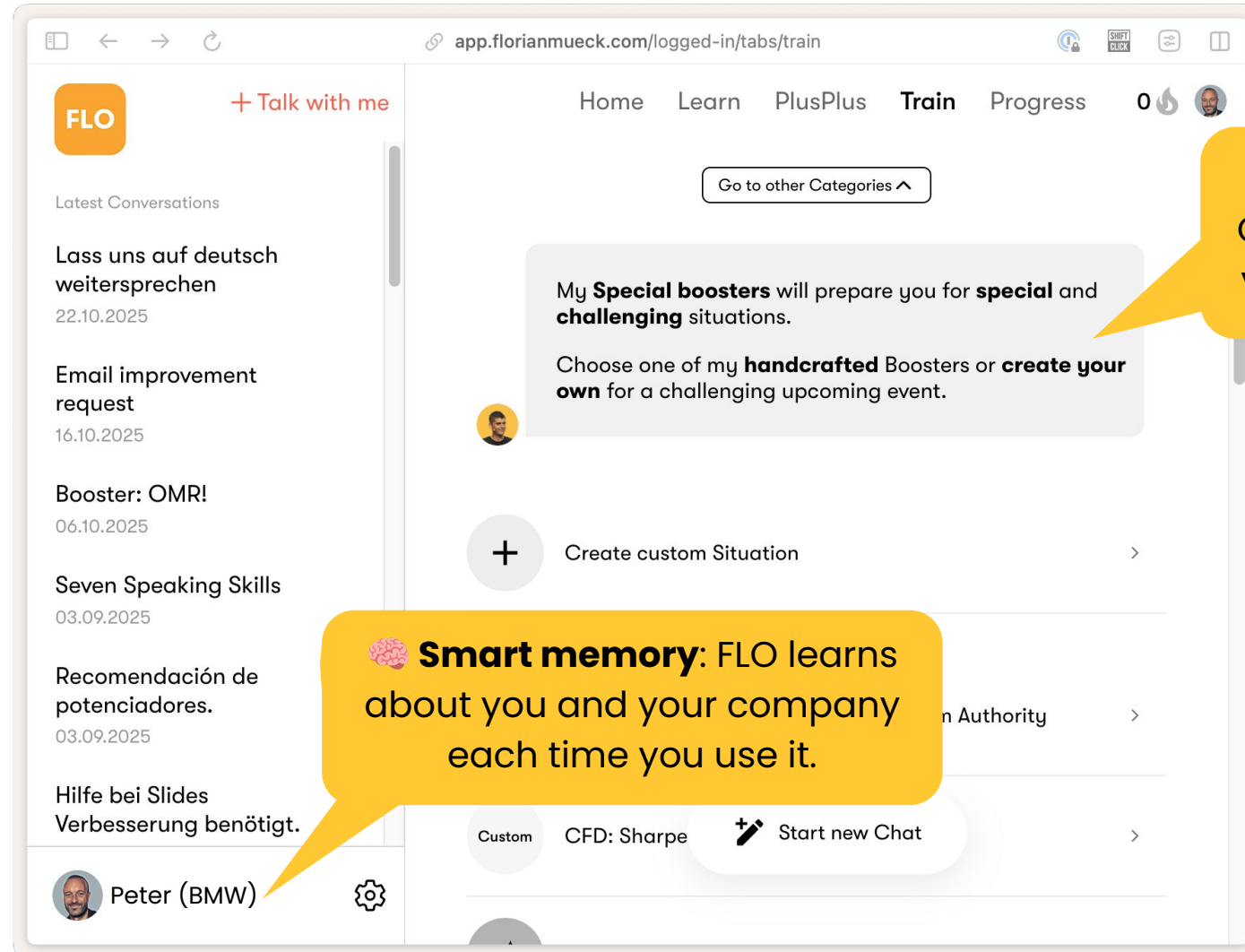


The Communication Performance Platform

by Florian Mueck

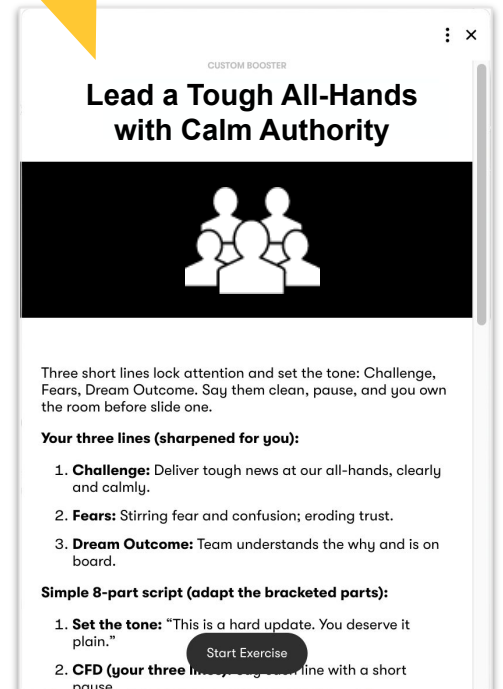
Now you can ask me anything – anytime!

 **24/7:** I built FLO so you can access my coaching **in every critical situation.**



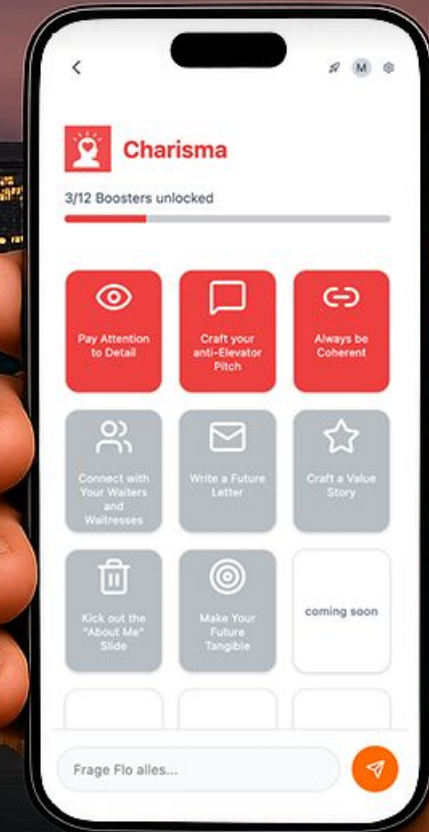
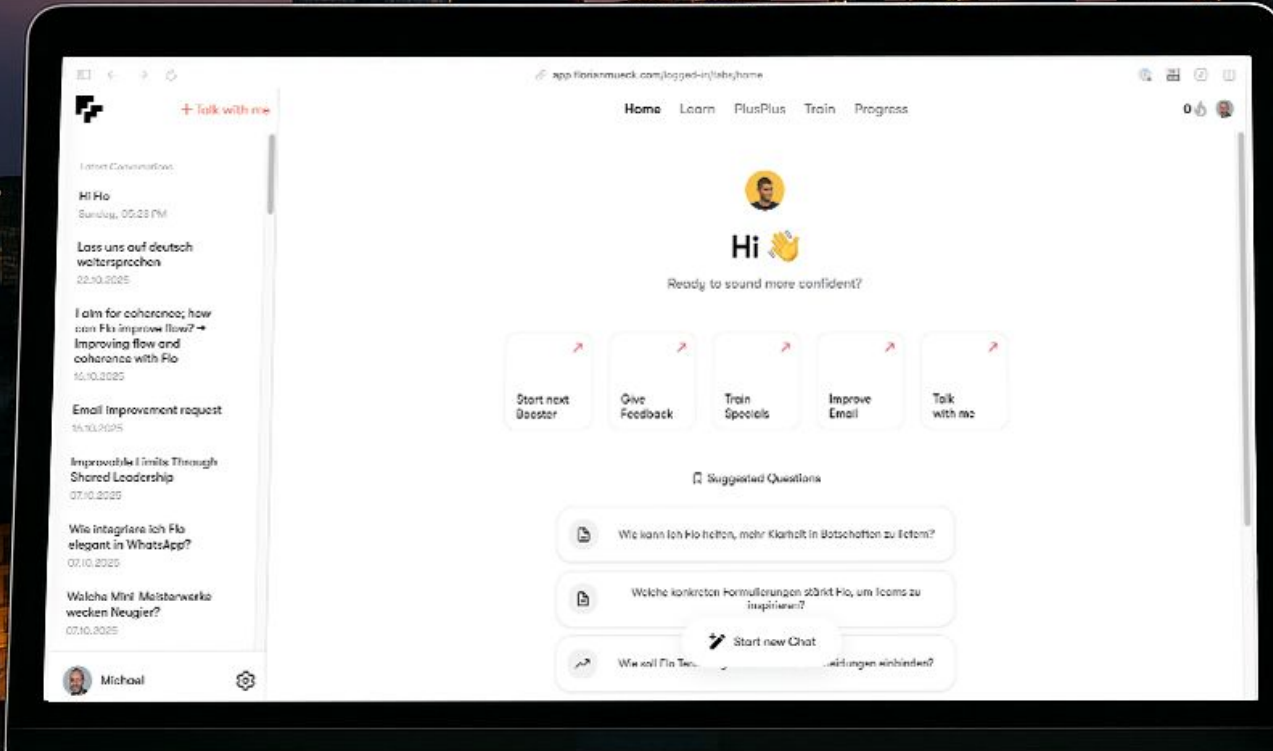
 **Tailored to you:** Create and practice your own scenarios.

 **Smart memory:** FLO learns about you and your company each time you use it.





FLO is available 24/7 on all your devices



What happens **when communication finally works well?**

Imagine... IF your team and clients really heard what you meant.
What would change?

- ✓ Fewer **meetings** – Less to clarify, faster to move on.
- ✓ More efficient **execution** – Clear tasks, better decisions.
- ✓ Stronger **culture** – Teams feel aligned, not confused.
- ✓ Happier **people** – Less frustration, more flow.
- ✓ More **profits** – Clients buy clarity, not confusion.



Psst! You're currently **paying taxes** for bad communication.
What if you started **earning dividends** from good one?

1 Critical Communication requires skill. FLO helps you **prepare + persuade**.



Without FLO

Unprepared.
Vague.
Ineffective.

Tough Situations. High Stakes.

- Investor meetings
- Missed milestones, failed projects
- Layoffs or closures
- AI-driven restructures
- Talks with legal or unions

FLO



With FLO

Prepared.
Precise.
Persuasive.

"It was like watching a different person speak."
— Executive Coach

2

Inspiring messages need powerful delivery. FLO makes your **points come alive**.



Without FLO

Anxious.
Flat.
Forgettable.

Big Stage. Big Message.

- Keynote presentations
- Company allhands and newsletters
- Important project updates
- Marketing and press releases
- Events where executives act as brand ambassadors

FLO



With FLO

Confident.
Exciting.
Memorable.

"Flo brought back the **pathos** into my public speaking".
Max Viessmann, CEO Viessmann Generations Group

This could be **you...**



3

Difficult 1-on-1s are never easy. But FLO helps you show up at **your best**.



Without FLO

Awkward.
Defensive.
Unproductive.

**The moments that define
your leadership.**

- Salary negotiations
- Development talks
- Laying off team members
- New senior hires
- PR and media interviews
- Important sales calls

FLO

"These conversations don't just affect one person.
They ripple."



With FLO

Empathic.
Constructive.
Effective.

4 **Feedback** becomes a growth driver. Thanks to FLO's **Plus & PlusPlus™** method.



Without FLO

Hardly existent.
Negative.
Demotivating.

Built on positive reinforcement and constructive change.

- No more demotivating feedback!
- + What's good and why?
- ++ What to do better and how?
- Specific, genuine, memorable
- Respectful, empowering, actionable

FLO

"Flo's feedback approach transformed both
the mindset and attitude of my team."
Christopher Ratsch, former CFO/COO, Mast-Jägermeister



With FLO

True feedback culture.
Positive & constructive.
Inspiring growth.

With FLO, giving better feedback gets easy



Give Feedback

Share input that makes someone evolve and shine.

Who would you like to give feedback to?

Type their name →

FLO is trained in the **Plus&PlusPlus™** method

Restart ×

Choose your feedback type:

**Plus -> PlusPlus**
Give full feedback: Positive first, then constructive.

**Plus only**
What was good and WHY?

**PlusPlus only**
What could be improved and HOW?

Choose **Plus** or **PlusPlus**, or both

Restart ×

**PlusPlus Feedback**
Always constructive. Tell Peter HOW to improve.

Peter, I noticed that you...

Describe what you observed - be specific and objective...

You could improve this by...

Suggest specific, actionable improvements...

Continue

Enhance my Feedback

FLO gives tips on how to **improve your feedback**

Why FLO beats ChatGPT, Copilot & traditional training in value



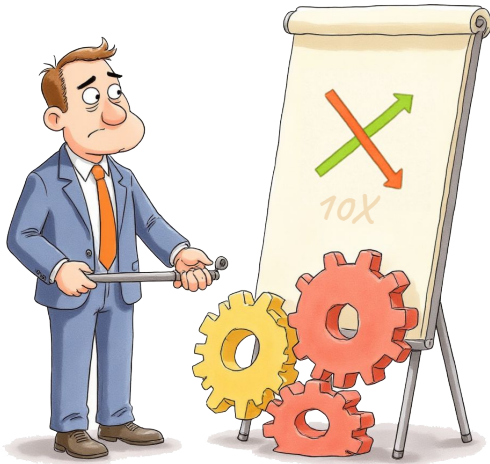
Traditional
Training



			Traditional Training	
Generic, mass market AI	✓		✗	✗
Available 24/7	✓		✗	✓
Specialized on executive coaching	✗		✓	✓
Trained for critical communication	✗		✗	✓
100+ practice units (Boosters)	✗		✗	✓
Secure, 100% DSGVO conformity	✗		✓	✓
Learns about you and your company	✗		✗	✓
Scalable to your entire organization	✓		✗	✓
 Plus & PlusPlus™ Feedback	✗		✗	✓

In Summary: With FLO you level-up your communication and make it work for you

Communication is a **business multiplier**



It drives culture, execution, trust, and profits.

In both directions  

Ignore it, and you pay **taxes**.
Master it, and earn **dividends**.

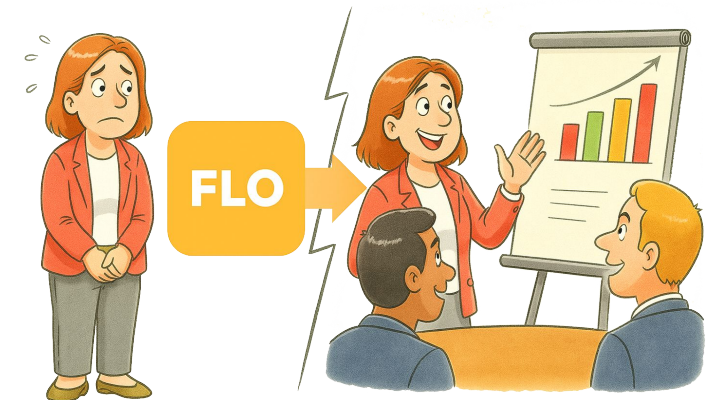
Your messages **can make the difference**



...but high stakes moments require **proper preparation**.

Will you stumble through — or own them?

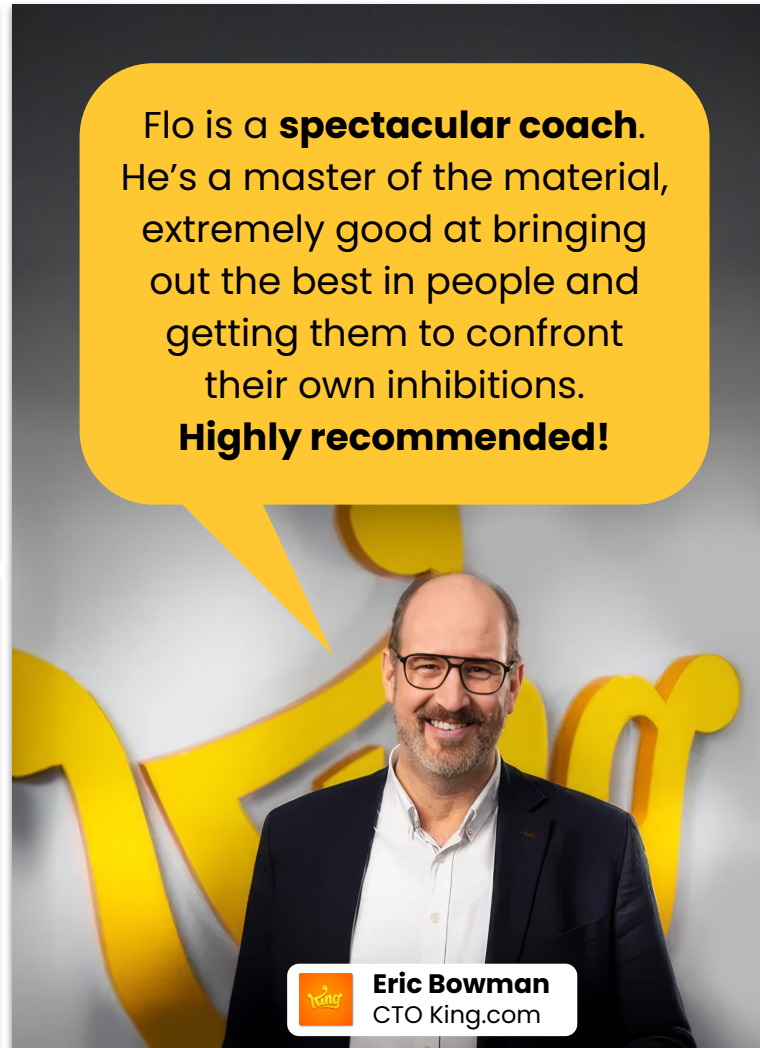
FLO is a proven system to level up communication



Most executives have massive 2x upgrade **potential!** (30/100)

In the moments that matter most (crisis, inspiration, 1-on-1s) FLO helps **reduce your risk** of failure.

These **client wins** speak for themselves...



Ready to level up? Let FLO prove it – with real results for your team

Since 2009, Florian has delivered transformative results in live coaching. Now imagine that — scaled to your team and available 24/7.

Priority Access

Get early access to FLO — with fast-track onboarding and personal support from Florian and our team.

Custom-made

We finetune FLO to your world. 100% private and secure. Tailored to your company in your own workspace.

Risk-Free

No strings attached. If FLO doesn't deliver, cancel anytime.

Let's take the next step together!

Tell us your goals. We'll shape a personalized offer.



FLO

Good
~~Bad~~ Communication
Always Has a ~~Price~~
Value

