

Schaefer Communications is a woman-owned, European savvy, American-registered consulting firm providing strategic solutions for governments, businesses, NGOs and other organizations.

Established in 1984 our core services are: Strategic Planning, Creative Facilitation, Communications and Marketing, Training, and Coaching.

For the past 30 years drs. Susan Schaefer, APR, has assembled a world-wide network of senior-level consultants able to bridge continents and disciplines to help organizations solve increasingly complex issues or promote policy and/or products and services.

Our collaborative approach ensures targeted services, low overhead, and cost-effective management of your project. We offer culturally sensitive counsel throughout Europe and North America.

Please visit our website: www.schaefercommunications.com or contact us at: insights@scc.net or at 1-262-744-0938



Schaefer Communications, LLC

Intentional Transitions Institute

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Tell me
and I'll
forget;
show me
and I may
remember;
involve me
and I'll un-
derstand.



What's the use of running if you are not on the right road?

Schaefer Communications' Insight Process® allows clients to uncover often hidden roadblocks that derail success. Unlike other strategic planning models, this session is highly interactive, creative and collaborative, wisely using the outside facilitator to free senior executives and managers to participate alongside key colleagues, creating essential leadership-by-example and enhancing critical "buy-in". Executives, staff and consultant forge an authentic partnership proven to yield effective results.

Counseling & Training Services



Insight Process®: Creative Strategic Planning

We begin by doing our homework. First, we work with leadership to understand and agree on the project goal. After, we conduct internal and external research to place project objectives in proper context. Next, we forge an efficient team, engaging leadership along with selected participants in a highly-creative, yet focused brainstorming session. Designed to verify goals and objectives, define audiences, identify blocks and barriers, and evolve tactics and tools, the process produces an internally-driven strategic plan with rank-ordered priorities and measurable results.



Marketing / Educational Materials

Informational materials help you to reach your audiences efficiently and effectively. We research audiences for targeted results, then write, design, and produce brochures, books, newsletters, press kits, fact sheets, speeches, and audio-visual presentations.



Speaking / Presentation Training

Perfect for professionals who are fantastic in their fields but need help expressing it. This 8-hour course blends writing, speaking, verbal and non-verbal skills. Available for individuals and small groups.



Leadership Communications

Mixing professional with interpersonal, managerial with magical, play-acting with polish, this individual coaching produces obvious changes in levels of confidence, composure, compassion and communication skills.



Intentional Transitions®

A highly-customized individual coaching program designed to help executives make considered, thoughtful change. Based on years of successful work in guiding organizations to identify then transform visions, missions and values into strategic plans, this program turns the lens on individuals. Management research reveals that self-knowledge is the key to effective, successful leadership. Whether the goal is leading others or embarking on one's own transition, this program unleashes the power of intentionality in making change.



Customized Training

Trainings in: managing change, influencing people, improving impact, developing business, delivering difficult information and more. Please contact us regarding your organizational training needs.

Drs. Susan Schaefer, APR, guides clients to seek answers in unexpected



places. Certified as a facilitator from the MIT-Harvard Public Disputes Program, accredited in public relations (APR), with a Doctorate in European Public Affairs and Masters' Degree in English, Schaefer brings dynamic perspective to client work. The former newspaper publisher and editor, and active university professor and writer, has over 35 years experience providing counsel to government, business, NGO and not-for-profit leaders from such fields as higher education, banking, environment, architecture, engineering, finance, and law. Schaefer has received numerous professional honors, including the highest tribute in the United States' public relations field, the *Silver Anvil Award of Excellence*, and the *Diamond Achievement Award in Humanities* from Temple University, Philadelphia, Pennsylvania, which acknowledges intellectual achievement and the integration of a liberal education with social responsibility.