



Hawkins  
Consulting

# INTERNATIONAL BUSINESS TRAINING

INTERNATIONAL | INTERCULTURAL | INDIVIDUAL

## YOUR TRAINING PARTNER FOR THE INTERNATIONAL STAGE.



Since 2008, Hawkins Consulting has specialised in tailor-made training and coaching solutions that promote professional development in the areas of negotiation and international communication. Our team of native English speakers and practitioners offers a variety of learning formats, including in-house training, open seminars, web-based training (e-learning) and blended learning concepts to optimally fulfil individual learning needs.

Our seminars, including negotiation techniques, presenting in English, conflict management and business English, are designed to make participants fit for international business and increase their success in a global context. Through practical content and interactive learning experiences, we provide the tools to thrive in an internationally networked working world and drive personal and business growth.



Sebastian James Hawkins  
Founder and trainer

- Originates from Birmingham/UK
- Independent trainer since 2008
- Coach and systemic consultant
- Blended Learning Designer



Dave Preston  
Trainer

- Originates from Sheffield/UK
- TESOL English coach training programme
- Train-the-Trainer, Haufe Akademie





“We make you fit for the international stage. Greater self-confidence and success through enhanced skills!”

Sebastian James Hawkins

## **Negotiating professionally I**

Fundamentals of negotiation based on the Harvard strategy

## **Negotiating professionally II**

Mastering challenging negotiation situations

## **Communicating with personality!**

Working successfully in negotiations with a wide variety of people

## **Presenting in English I**

Inspire and motivate - even in a foreign language

## **Presenting in English II**

The advanced seminar - master challenging presentation situations

## **English for negotiators**

Business fluency in English: communicate effectively in a foreign language

## **Cross-cultural negotiation**

Negotiating successfully in an intercultural context

## **Business communication training**

Improving the impact of your written and spoken English

## **Dealing with the British**

Understand better. Communicate better. Negotiate better.

## **Mastering emotional discussions**

Mastering emotional conversations: comprehensive training

## **Mastering challenging and conflict conversations**

Dealing confidently with challenging dialogue situations and people



# NEGOTIATING PROFESSIONALLY I

Fundamentals of negotiation based on the Harvard strategy



Discover in our workshop how you can be more successful in professional and private situations through professional negotiation skills. "Negotiating professionally I" provides you with the knowledge and skills you need to conduct negotiations consciously and effectively, based on the renowned principles of the Harvard model.

## The most important learning objectives

- **Understanding negotiations:** Acquire a solid grounding in the basics of negotiation and recognise the importance of negotiating effectively.
- **Communication techniques:** Improve your skills to represent your goals clearly and convincingly in negotiations.
- **Strategy development:** Learn to develop and apply strategic approaches for different negotiation situations.



## Seminar Highlights

- **Negotiation styles and the Harvard model:** A deep insight into different negotiation styles and the application of the Harvard model as an effective framework for negotiations. Learn to put interests rather than positions at the centre of your negotiation strategy.
- **Preparation and planning tools:** Discover essential tools for preparing your negotiations, including developing a strong BATNA and analysing the starting position to be best prepared.
- **Structure and tactics for the discussion:** Master the structuring of negotiations and the use of tactics for conducting discussions in order to maintain control and manage the flow of negotiations.
- **Communication techniques:** Learn how to communicate effectively using targeted questioning techniques and persuasive argumentation. Learn how to achieve successful negotiation results through active listening and the right framing of your arguments.

## Interactive learning experience

Our seminar uses interactive methods such as trainer input, role plays and group discussions to deepen the learning content. Participants apply the techniques they have learnt in practical exercises and receive direct feedback.

## Target group

This workshop is ideal for career starters and experienced professionals who want to expand their negotiation skills and for anyone who wants to put their negotiation techniques on a scientifically sound footing.



“Negotiating professionally II” is aimed at more experienced negotiators who want to further develop their skills in challenging negotiation situations. This training deepens your knowledge and skills by focusing on complex scenarios that go beyond basic negotiation techniques

## The most important learning objectives

- **Optimise your negotiating style:** Improve and sharpen your personal negotiation style for more effective results.
- **Mastering difficult situations:** Learn how to deal with challenging negotiating partners and emotional situations.
- **Conduct complex negotiations:** Develop strategies for dealing with power relationships, unethical tactics, and “take-it or leave-it” offers.



## Seminar Highlights

- **Power and authority:** Understand power relationships in negotiations and how you can strengthen your position of power.
- **Persuasion methods:** Learn techniques and the psychology of persuasion to achieve your negotiation goals.
- **Emotional dialogue situations:** Master dealing with emotional negotiation partners by applying non-violent communication.
- **Difficult negotiation situations:** Gain insights into how to deal with unethical behaviour and learn how to respond professionally to threats.

## Interactive learning experience

The seminar offers interactive learning methods, including trainer input, group and pair work, role plays and working on practical cases to apply and consolidate what has been learnt.

## Target group

Ideal for people with negotiating experience in areas such as purchasing, sales, project management or internal negotiations who want to expand their skills in difficult negotiating situations.



### Integration with other seminars

“Negotiating professionally I and II” can be completed independently or in combination for comprehensive negotiation training. In addition, these seminars can be expanded with topics such as “Cross-cultural negotiation” and “Communicating with personality!” in order to deepen your negotiation skills in different contexts.

# COMMUNICATING WITH PERSONALITY!

Working successfully in negotiations with a wide variety of people

Our “Communicating with personality!” seminar aims to develop a deep understanding of human behavioural patterns in order to make discussions and negotiations more effective. By exploring the four areas of the DiSC® personality profile, participants learn how these types influence interpersonal communication. Participants learn to identify different personalities and adapt their communication accordingly, which leads to more effective negotiations.

## The most important learning objectives

- **Personality profiling:** Identify personality types and use this knowledge to refine your negotiation strategy.
- **Customised communication:** Adapt your communication style to different personalities to promote cooperation and understanding.
- **Behavioural insights:** Gain deep insights into behavioural patterns in order to master negotiations with confidence even in difficult situations.



## Seminar Highlights

- **DiSC® model basics:** An introduction to the basics of the DiSC® Model and its influence on negotiation.
- **Explore personality types:** Understand the characteristics of different personality types and their behaviours in negotiation situations.
- **Personal DiSC® profile:** Create your own DiSC® profile to identify strengths and areas for development in your negotiation skills.
- **Communication techniques:** Learn how to adapt your communication and deal effectively with challenging personality types.

## Interactive learning experience

Through interactive learning methods, including personal reflection, trainer-led discussions, exercises, video analyses and individual feedback, participants will gain a deep understanding of the DiSC® model and its application in negotiations.

## Target group

Ideal for anyone who wants to increase their negotiation success by understanding and adapting to the many personality types we encounter in all types of negotiations.

### Note:

The training can be combined with other seminars such as “Negotiating professionally I and II”!



English fluency in business: communicate effectively in a foreign language

Our “English for negotiators” course provides participants with comprehensive language skills, vocabulary and soft skills that are essential for professional negotiations in English. Within 12 hours of online training, we aim to familiarise you with the nuances of English language negotiations and sharpen your skills.

## The most important learning objectives

- **Self-confidence:** Expand your comfort zone by increasing your confidence in using English.
- **Core vocabulary:** Capture and use business-critical vocabulary and phrases.
- **Clear communication:** Refine your way of expressing yourself in order to convey your arguments precisely in every phase of the negotiation.



## Seminar Highlights

- **Essential vocabulary:** Acquire a deep understanding of key business vocabulary and negotiation phrases that serve as a foundation for negotiation confidence.
- **Communication strategies:** Improve your questioning techniques and active listening skills to avoid misunderstandings and build trust and strong relationships.
- **Concluding negotiations:** Learn effective summarising and closing techniques as well as how to deal with constructive feedback for lasting improvements to your deals.
- **Language application:** Develop the ability to adapt your language and style to different situations in order to respond flexibly to challenges.
- **Relationship building:** Strengthen your small talk skills to foster relationships and lay a solid foundation for business relationships.

## Interactive learning experience

The course is divided into three interactive, four-hour modules based on the principle of “learning by doing”. Practical exercises, short trainer inputs and individual feedback in a supportive environment support the learning process. A negotiation simulation rounds off the training and offers opportunity to apply and improve the skills learnt.



### Target group

Ideal for people with an English level of at least B1. No previous negotiation experience necessary. The course is open to a wide audience who would like to improve their negotiation skills in English.

# BUSINESS COMMUNICATION TRAINING



Improve your business English through comprehensive communication training with a unique simulation game

In the global business world, effective communication in English is crucial. Hawkins Consulting's "Business communication training" takes a holistic approach to improving your English language skills in business contexts - meetings, presentations, emails and calls. There is also a focus on business etiquette and cross-cultural communication to equip you for international partnerships.

## Why this seminar stands out from others

This programme is specially designed for professionals who want to actively improve their business English, including practical exercises and an innovative "business simulation game". Immerse yourself in real-life business scenarios, from setting up a call, through holding a presentation to negotiating a deal or conducting a workshop.



## The most important learning objectives

- **Precision in communication:** Improve your ability to express yourself clearly in English in meetings, presentations, emails and calls.
- **Confidence in business English:** Strengthen your self-confidence for the use of English in everyday working life.
- **Practical application through simulation:** Refine your English skills in realistic business scenarios with our unique business simulation game.

## Seminar Highlights

- **Master email communication:** Learn how to write effective emails that get your message across clearly and effectively.
- **Telephone and web conference communication:** Improve your verbal communication skills for clearer and more productive calls and online meetings.
- **Personal communication skills:** Develop small talk, questioning techniques and an understanding of intercultural differences to avoid misunderstandings.
- **Presentation skills in person and online:** Strengthen your ability to present convincingly in both face-to-face and virtual meetings.
- **Facilitation:** Learn techniques for more effective workshop management and negotiation.

## Target group

Ideal for sales and purchasing professionals and anyone who wants to improve their written and spoken business English. Led by experienced native speaker trainers, this seminar focuses on practical application and linguistic progress.



**Contact us** to receive a customised quote and design a tailor-made learning journey for your employees that will noticeably increase their confidence in English communication.

We accompany you on your journey to becoming a confident presenter. This course is your starting point for successful presentations. It will enable you to inspire your audience in a foreign language, present your content in a structured and convincing way and speak with confidence. The challenge of presenting in a non-native language environment can increase nervousness and insecurity. This seminar helps to overcome these hurdles by equipping you with the necessary techniques to convey content clearly and offering strategies to avoid presentation anxiety and communicate your message confidently in English.



## The most important learning objectives

- **Engagement and structure:** Learn techniques for captivating introductions and discover structured approaches to make your presentation clear and effective.
- **Overcoming presentation anxiety:** Learn coping strategies and mindfulness techniques to use them profitably for your presentation and at the same time tame your nervousness.
- **Rhetoric and free speech:** Learn rhetorical techniques to persuade your audience.

## Seminar Highlights

- **The ABCD of openings:** Discover a structured approach to starting your presentation that grabs attention and sets the tone.
- **Learn from Hollywood:** Use innovative structures inspired by film narratives to make your presentation impressive and unforgettable.
- **Speak freely with confidence:** Develop the confidence to express thoughts spontaneously to encourage genuine engagement.
- **Effective conclusions:** Master techniques to end your presentation in a way that reinforces your message and leaves a lasting impact.

## Interactive learning experience

Participants are actively involved in the learning process through practical exercises, feedback (including video if required) and group work to improve and refine presentation skills in a supportive environment.



### Target group

This seminar is aimed at anyone who wants to give presentations in English and provides the necessary skills and knowledge to be convincing and confident in English presentations

# PRESENTING IN ENGLISH II

The advanced seminar - master challenging presentation situations

Expand your boundaries in presenting in English. This advanced seminar refines your technique for making complex topics accessible and captivating a wide variety of audiences. Learn how to be convincing and make a lasting impression in challenging presentation situations.

## The most important learning objectives

- **Target group orientation:** Perfect the art of focussing your presentations on different audiences and arousing interest throughout.
- **Making complex topics understandable:** Learn narrative techniques and data visualisation in order to present complex content in a way that is both engaging and memorable.
- **Interaction mastery:** Develop strategies to reach even sceptical listeners and win them over to your messages.



## Seminar Highlights

- **4MAT methodology:** Immerse yourself in this holistic approach to ensure that all listeners, regardless of their learning style, are fully engaged and actively participate.
- **Storytelling:** Explore narrative techniques that enrich your presentations with exciting stories and make complex topics tangible.
- **Dealing with challenging audiences:** Master the dialogue with critical listeners through effective communication strategies.
- **Presentation of complex topics:** Learn methods to simplify difficult issues without losing depth or meaning.
- **Conduct Q&A sessions with confidence:** Equip yourself with techniques to answer spontaneous questions professionally, calmly and convincingly.



## Target group

The seminar is aimed at anyone who already has a basic knowledge of presenting in English and would now like to improve their skills. It is ideal for participants who want to fully assert themselves in the art of presenting, whether in purchasing, sales, project management or internal presentations.



In our seminar, you will learn how to recognise, respect and bridge cultural differences in negotiations. The aim is to promote mutual acceptance and increase the success of negotiations by understanding and addressing the challenges. The aim is to minimise the risks that arise from different negotiation styles, communication methods and decision-making processes in different cultures.

## The most important learning objectives

- **Cultural insights:** Gain in-depth knowledge of cultural differences and their significance for negotiation success.
- **Analytical skills:** Improve your ability to analyse cultural dynamics and adapt your negotiation strategies accordingly.
- **Practical instructions:** Get specific tips for dealing with international partners and prepare yourself for various negotiation situations.



## Seminar Highlights

- **Cultural awareness:** Develop an understanding of the role of cultural awareness in negotiations and learn to recognise and overcome cultural barriers.
- **Cultural standards:** Dive into research findings on cultural standards and their impact on negotiation, time management and decision-making.
- **Regional differences:** Learn how business etiquette and negotiation styles differ in various regions around the world.
- **Adaptation strategies:** Develop customised strategies to effectively manage cultural differences, from body language to communication style.

## Interactive learning experience

The seminar uses a variety of learning methods - from trainer input, pair and group work to video analyses and negotiation simulations - to provide an in-depth and practical learning experience.



## Target group



Ideal for professionals who negotiate in a cross-cultural context whether in person, online or by telephone, and want to improve their negotiation effectiveness and cultural competence globally.

### Note:

This topic can be combined with our other negotiation seminars!

# DEALING WITH THE BRITISH

Expand your intercultural skills for successful dealings with British partners

In this seminar you will learn to master the nuances of negotiating with British business partners. It is specifically designed for professionals who want to hone their negotiation skills and gain a comprehensive understanding of the cultural, communicative and strategic characteristics of the British business world.

## The most important learning objectives

- **In-depth cultural insights:** Understand the influences of British culture and business that shape business relationships.
- **Effective communication strategies:** Overcome cultural barriers and use the subtle art of communication to foster positive collaboration.
- **Decision-making:** Learn more about the balance between planning and pragmatic action in the British business context.



## Seminar Highlights

- **Cultural insights and strategic context:** Gain insight into British culture and its influence on business relationships. Understand how historical and social influences shape communication and negotiation in the UK and learn strategies to use these cultural characteristics to your advantage.
- **Effective communication strategies:** Master the subtle art of communication that is typical of the British business context. Learn how to overcome cultural barriers and how to promote positive collaboration through the skilful use of nuance in tone and expression.
- **Decision-making and strategic planning:** Understand the balance between thorough planning and flexibility that characterises British decision-making processes. Learn more about the use of informal networks and how they influence business practices in the UK.
- **Engage in discussions:** Develop skills in effective argumentation and learn the purposeful use of British humour to enhance negotiations.
- **Cultural etiquette for successful negotiation:** Get practical tips on etiquette and business rituals in the UK that will help you refine your communication and improve negotiation outcomes.

## Interactive learning experience

Benefit from a dynamic combination of expert knowledge, interactive exercises and real-life examples that will sharpen your skills and help you develop strong, culturally aware relationships with British business partners.

## Target group

This seminar is aimed at professionals who are involved in cross-cultural negotiations and want to increase their effectiveness and cultural competence when working with British companies.



# MASTERING CHALLENGING AND CONFLICT CONVERSATIONS

Dealing confidently with challenging dialogue situations and people

This intensive workshop will give you the tools to navigate through complex dialogue situations in the workplace or in negotiations with confidence, empathy and strategic skill. Transform conflict into a constructive and productive dialogue to develop solutions without further damaging the relationship.

## The most important learning objectives

- **Conflict competence:** Develop a profound understanding of conflict dynamics and learn to manage them effectively and utilise them as an opportunity.
- **Communication & empathy:** Improve your ability to communicate empathically and purposefully in order to deescalate and resolve conflict.
- **Strategic solutions:** Acquire analytical and practical conflict resolution.



## Seminar Highlights

- **Fundamentals of conflict management:** Explore the positive aspects of conflict, identify different types of conflict and understand the importance of your personal conflict style and the impact of group dynamics.
- **In-depth conflict analysis:** Deepen your knowledge of the nine escalation stages and five general conflict resolution strategies. Discover how you can analyse and address conflicts using solution-oriented techniques.
- **Effective communication strategies:** Learn how to clearly articulate your concerns and structure conflict discussions. Learn how to give constructive feedback and use digital platforms effectively for conflict resolution.
- **Dealing with challenges:** Improve your self-awareness and ability to deal with difficult dialogue partners. Develop intercultural skills to effectively manage conflicts in a global context.

## Interactive learning experience

The seminar offers an interactive learning environment with a combination of expert input, group activities, individual reflection and practical exercises that consolidate what has been learnt and contribute to personal development.

## Target group

Ideal for specialists and managers who want to expand their communication and conflict resolution skills in order to master the challenges of the modern workplace.



# MASTERING EMOTIONAL DISCUSSIONS

Negotiate with yourself before dealing successfully with others

In today's fast-paced and often stressful business world, the ability to lead emotional discussions with composure and understanding is essential. Hawkins Consulting's "Mastering emotional discussions" training prepares you to act and to communicate effectively and to communicate effectively in challenging conditions. This seminar is offered both on-site and online via TRICAT spaces.



## The most important learning objectives

- **Improved self-awareness:** Recognise and manage personal emotional triggers to promote a constructive attitude.
- **Emotional communication skills:** Master the art of participating in discussions constructively even in heated moments.
- **Strategies for difficult interactions:** Develop skills to act calmly and decisively even in difficult situations.

## Seminar Highlights

- **Fundamentals of emotional intelligence:** Immersion in the concept of emotional intelligence to identify personal emotional triggers and promote self-acceptance. Participants learn how to communicate more effectively through conscious self-reflection.
- **Dealing effectively with emotions:** Developing skills to understand and de-escalate emotional responses. This includes the use of non-violent communication techniques for empathic and respectful dialogue.
- **Aggression management:** Practical strategies and techniques for dealing with challenging situations and aggressive behaviour.



## Why TRICAT spaces?

For our online offering, we use TRICAT spaces, a platform that impresses with its immersive learning environments. TRICAT enables realistic scenarios that make learning interactive and effective.

## Target group

Ideal for managers, team leaders and all professionals who want to improve their ability to lead and participate in discussions where emotions are involved. Particularly useful for areas that require negotiation skills, conflict resolution and empathetic communication.



In the fast-paced world of international business, continuous professional development is the key to success. Our open seminars are specifically designed to provide individuals and small teams with the essential skills and knowledge required to excel in a global environment. These formats not only provide in-depth specialised training, but also a platform to make valuable contacts and exchange ideas with likeminded people.

By attending our seminars, participants gain access to innovative learning methods, interactive exercises and the latest expertise in areas such as international negotiation and persuasive presentation. It's all about boosting confidence, developing soft skills and empowering everyone to perform with conviction and competence.

Our programme is constantly being expanded. Discover the current variety of our open seminars and stay up to date with regular online updates. Focus on the sustainable development and success of your teams.

### ENGLISH FOR NEGOTIATORS



In just 12 hours of training you will learn the vocabulary, language and soft skills to conduct professional negotiations in English.



Trainer: Dave Preston  
Invest: 660,00€ (plus VAT)

### PRESENTING IN ENGLISH



Our seminar for English presentations is designed to give you the skills and knowledge you need to shine in your English presentations.



Trainer: Dave Preston  
Invest: 880,00€ (plus VAT)

### NEGOTIATION IN ENGLISH - FUNDAMENTALS



In this training you will find the most important theory, tactics and know-how for your future negotiations.



Trainer: Sebastian Hawkins  
Invest: 880,00€ (plus VAT)

# INDIVIDUAL COACHING

Your personalised support for international communication

Hawkins  
Consulting

Whether you want to improve your public speaking skills, master negotiation tactics, get to grips with British business culture or perfect your business English, our expert coaching is designed to help you succeed.

## What we can offer you

- **Presentation Coaching** - We not only help you to improve your public speaking skills, but also act as an auditorium to practise your upcoming presentations. This coaching is ideal for anyone who wants to improve their confidence and effectiveness in front of an audience.
- **Negotiation Expertise** - Our negotiation coaching goes beyond simply refreshing strategies; we work with you to discuss different options and strategies for your current negotiation challenges. This service is ideal for anyone looking for customised advice on how to successfully conduct complex negotiations.
- **Dealing with the British** - This coaching programme has been specially developed for professionals who deal with British colleagues or work in the UK. It will help you to understand and adapt to British communication styles, business etiquette and cultural nuances. It is therefore ideal if you want to work more closely with British people.
- **Business English Coaching** - This coaching aims not only to improve your overall English language skills, but also focuses on improving specific areas that are important to you. Gain confidence and improve all important skills, from writing emails and reports to speaking confidently in meetings and negotiations.



Discover how Hawkins Consulting's personalised coaching can improve your skills, boost your confidence and advance your career. Visit our website or get in touch with us to start your customised coaching today.

INDIVIDUAL TOPICS  
FLEXIBLE SCHEDULING  
QUICKLY REALISABLE



Online learning formats for maximum flexibility

Simple learning in small units with excitingly prepared topics from the world of negotiation:

- ...wherever you want
- ...whenever you want
- ...what you need right now
- ...to use it immediately

Our offer is constantly growing.

You can find all topics at:

<https://en.hawkins-consulting.com/webcoaching>



## WEB BASED TRAINING



Learn when and where you want. With our eLearning and web-based training courses, you can optimally prepare yourself for the upcoming negotiation situation.



## VIDEO TUTORIALS



Take advantage of our extensive video tutorials to delve deeper into aspects of behaviour management.



## NEGOTIATION WIKI (FREE OF CHARGE)

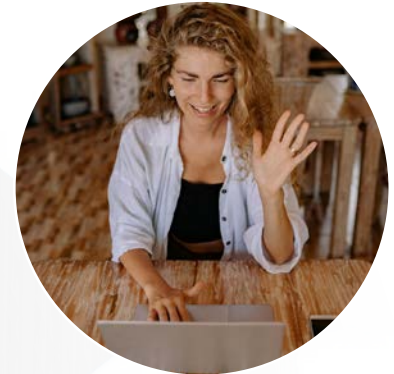


Important terms and contexts from the world of international negotiations are explained in short videos.



# BLENDED LEARNING PROJECTS

Hawkins Consulting has extensive experience in designing blended learning projects that combine traditional teaching methods with modern digital learning and web-based training solutions. Our approach includes not only the provision of interactive modules with different media (e.g. VR, video tutorials and eLearning courses), but also coaching, online practice sessions and the integration of content created by the participants themselves.



## What is blended learning?

Blended learning combines the best of both worlds: the direct exchange and personal support of face-to-face teaching with the flexibility and reach of digital learning formats. This approach promotes a individualised and dynamic learning experience that enables participants to expand their knowledge effectively and sustainably.

Work with Hawkins Consulting on your blended learning concept to gain following advantages:

### 1. Flexibility and accessibility

Hawkins Consulting designs blended learning courses that offer maximum flexibility in terms of time and place of learning. Employees can access the digital learning content according to their needs and schedule, making it easier to integrate training into their daily work routine and maintain productivity. This flexibility encourages greater participation and satisfaction among employees.

### 2. Personalised learning experience

The blended learning programmes developed by Hawkins Consulting are designed to provide a customised learning experience. By using different teaching methods - including interactive online modules and personalised coaching - learning content can be tailored to the specific needs of each employee. This increases the efficiency of the learning process and leads to a higher engagement rate.

### 3. Scalability and cost efficiency

Hawkins Consulting enables companies to scale their blended learning programmes efficiently and without significant additional costs. The online components of the training can be made available to an unlimited number of employees, reducing the need for costly face-to-face training. This scalability and cost-efficiency make blended learning an ideal solution for companies of any size looking to optimise their training strategy.



## Examples

- Sales Training: Revolutionary training with web-based training, VR coaching and 3D simulations for an in-depth, hands-on learning experience.
- Business Communication Training: Effective programme to improve improve English language and communication skills through a mixture of theory and interactive exercises.
- Negotiation training: Combination of web-based content for preparation, followed by targeted coaching and a final fireside evening for reflection.

## Importance of VR in the training sector

The introduction of VR into the training sector marks a turning point in the way knowledge is imparted and absorbed. Through immersive learning experiences that allow complex scenarios to be simulated in a protected environment, VR takes training to a new level. Studies show that VR training can improve memory performance and promote the practical application of what has been learnt. This technology not only offers an unrivalled level of interactivity and engagement, but also opens up opportunities for more efficient and effective learning.

## Our VR training programmes

While we have already taken the first steps towards VR-based training programmes, the comprehensive development of this area is still to come. Our aim is to continuously expand and improve the range of VR training programmes to meet the changing needs of industry and learners. Innovation and technological progress are the keys to our future-orientated training solutions.

## Collaboration with Tricat in the area of “Training in 3D spaces”

A decisive step in our strategy to become a leader in the development of soft-skill VR training was our collaboration with Tricat, an expert in 3D learning spaces. By combining our conceptual and didactical expertise with Tricat’s technological know-how, we were able to develop customised solutions that are specifically tailored to the needs of our customers. Our joint projects have already shown that the use of 3D in training pushes the boundaries of what is possible.

## SPECIAL: TriCAT spaces

TriCAT spaces is an avatar-based virtual 3D learning and working environment with maximum media and social interaction options. You communicate and work via your own avatar in real time with the other participants in the same scenario. Your guests can be located anywhere in the world.



# ABOUT US AND HOW WE WORK

Hawkins Consulting - Inspiring success



The idea to start Hawkins Consulting came rather unexpectedly, but from a trusted source - a friend of my wife's who recognised my propensity to inspire, motivate and my interest in leadership. My experiences, whether as chairman of the music society at university or later in other management roles in companies, showed me that I could inspire others. The decision to become self-employed followed a period of professional orientation, driven by the desire to go my own way, inspired by my family environment. This is how Hawkins Consulting came into being. To offer training & coaching in an international context.



## What we offer

- Individual development: Our learning experiences combine proven methods with digital innovations to develop your skills in a targeted manner.
- Our values: Integrity, innovative spirit, customer orientation and professionalism characterise our work and guarantee a fruitful partnership.
- Our team: A diverse team of experts dedicated to making learning effective and enjoyable.

## Our commitment

- **Flexible learning:** We offer customised learning experiences that adapt to your needs, whether in the seminar room or through virtual reality.
- **Collaborative approach:** Your goals define our work. Together we develop strategies for measurable progress.
- **Innovative methods:** Through the use of virtual reality and other interactive technologies, we promote deep engagement and sustainable learning.

## Our training style

A mixture of fun, interaction and personalisation ensures motivating learning experiences. We make sure that every seminar is not only educational but also inspiring.

## Get in touch with us

Start a dialogue with us, whether for seminars or individual training solutions. We are here to listen, understand and create successful learning paths together with you.



We are represented in many industries

Our offer is not limited to any specific industry, but our customers have one thing in common: they work internationally and/or have an international workforce. We have already been able to demonstrate our expertise in the organisation of training courses in the following industries and sectors:

- Automotive OEM
- Automotive supplier
- Renewable energies
- Retail and wholesale
- Food industry
- IT software manufacturers
- Chemical companies
- Medical research institutes
- Telecommunications
- Logistics and freight



### Our current customers include

- Haufe Akademie (open seminars and various in-house assignments)
- Eidam & Partner - The intercultural experts
- ALEX (Austrian Institute for Excellence)
- Academy at the IHK in Heilbronn (Chamber of Commerce)
- PUMA SE
- Avnet Business Services
- Various participants from companies in our open seminars from all sectors

### Our target group

Our target group mainly comprises medium-sized to large companies that operate on an international level and have specific needs, particularly in relation to their purchasing or sales departments. These companies are characterised by diverse and often complex business relationships that require a high degree of strategic negotiation expertise.

With international teams that need to communicate and interact effectively across different cultures and markets, we offer customised training solutions aimed at overcoming these specific challenges. Our services are aimed at companies that recognise the value of well-trained employees and want to invest in their development in order to strengthen their position on the global market and successfully achieve their business goals.

# HAWKINS CONSULTING GOES EUROPE

On the road in many countries



We have successfully supported international teams in various countries around Europe with our training courses and seminars:



Let's find out together how we can support you and your team!

<https://en.hawkins-consulting.com/kontakt>



**YOUR TEAM OF EXPERTS  
FOR INTERNATIONAL BUSINESS EXPERTISE,  
WORKSHOPS AND DIGITAL FORMATS IN TWO LANGUAGES.**

## CONTACT

Hawkins Consulting  
Sebastian James Hawkins  
Wachendorfer Str. 7  
D - 90513 Zirndorf

Phone: +49 (0)911 3945628  
E-Mail: [office@hawkins-consulting.com](mailto:office@hawkins-consulting.com)

