



## WELCOME TO EUROBOGEN!



LET US WORK TOGETHER!

LET US LEARN TOGETHER!

EUROBOGEN partners with travel, tourism, hospitality and airline organisations to develop leaders who can operate confidently in complex service ecosystems, lead diverse teams with empathy, and deliver consistent, high-quality experiences — even under pressure.

Our expertise is rooted in andragogy and continuous learning for professionals, anchored in real operational realities and human interactions.





## IMPACTFUL LEADERSHIP SKILLS SERVICE EXCELLENCE



**Communication** • Communicate with clarity, presence and emotional awareness in fast-paced, multicultural, customer-facing environments.

**Leadership in service management** • Lead minds and hearts across destinations, shifts, seasons and service journeys — balancing performance with care.

**Professional Ethics & Responsible Service** • Demonstrate integrity, safety consciousness and accountability in guest, passenger, partner and regulatory interactions.

**Team lifecycle and human dynamics** • Sustain energy, motivation and growth across frontline, middle management and leadership roles.

**Facilitation in Service Ecosystems** • Enable smooth collaboration across departments, hierarchies, partners and suppliers.

**Emotional Intelligence for Service Excellence** • Recognise, regulate and harness emotions — your own and others' — to enhance service quality and resilience.

**Negotiation and conflict management** • Build trust-based relationships with customers, suppliers, unions and authorities, even in tense situations.

**Coaching and mentoring** • Develop supervisors and managers; coach teams toward ownership, accountability and service pride.

**Service thinking styles** • Apply systems thinking, service design, critical and creative thinking to interconnected tourism ecosystems.

**Change, Adaptability & Innovation** • Lead transformation compassionately in volatile, seasonal and experience-driven environments.

*LEAD WITH YOUR HEART AND THE BEST WILL FOLLOW!*



## IMPACTFUL LEADERSHIP SKILLS SERVICE EXCELLENCE



To complement service operations, destination management and customer experience training, EUROBOGEN delivers a programme focused on **SERVICE EXCELLENCE** — the disciplined design, coordination and continuous improvement of **human-centred service systems**.

In travel and tourism, **value is created:**

- through people,
- in moments of interaction,
- under time pressure,
- across cultures and organisations.

**Service Excellence aligns:**

- people and processes,
- emotions and standards,
- brand promises and lived experiences.

At the heart of this discipline lies **IMPACTFUL LEADERSHIP** — the capacity to lead with **empathy, clarity and responsibility** while maintaining operational excellence.

**Impactful Leadership** leads to heartfelt leadership going beyond emotional intelligence or people-centric intent. It integrates human awareness with professional rigour, enabling leaders to balance care for people with accountability for results. In service-driven environments, leaders are required to navigate **complexity, cultural diversity, and high expectations**—often simultaneously.

***To lead yourself, use your head;  
To lead others use your heart!" - John Maxwell-***



# IMPACTFUL LEADERSHIP SKILLS SERVICE EXCELLENCE

A modular, multilingual learning journey addressing the human, relational and systemic dimensions of service leadership in travel, tourism, hospitality and airlines.

- Stand-alone modules or a structured pathway
- Off-the-shelf or co-constructed with HR, Academies and Talent teams
- Delivered in English, French, German, Spanish and Arabic



## MODULAR STRUCTURE (12 DAYS TOTAL)

Module 1 2 days	Module 2 2 days	Module 3 2 days	Module 4 2 days	Module 5 2 days	Module 6 2 days
Communications	Emotional intelligence	Team dynamics	Facilitation & Coaching	Negotiation	Self-development
Decoding communication styles and intents	Self-awareness - Personal triggers	Building trust across and within teams	Facilitating meetings	Substantive and integrative negotiation	Creating a personal mission aligned with organisation
Leadership communication	Self-mastery - Leading with presence	Leading cross-functional teams	Coaching teams toward ownership and accountability	Client, supplier and partner negotiations	Curating an internal mobility path
Professional and situational communication	Social awareness - Empathy without over-identifying	Leading in remote settings	Individual coaching supervisors and managers	Managing trade-offs: cost, quality and experience	Identifying areas of strength and development
Intercultural communication	Social mastery - Emotional regulation	Problem-solving as a team	Coaching individuals to reach their objectives	Turning win-lose situations into win-win outcomes	Writing a personal career plan
Presentations and public speaking	Recognizing feelings to guide decisions	Solving conflicts within the team	Peer-coaching and learning cultures	Handling emotions and power dynamics	Sustaining wellbeing and performance
Influential communication to strengthen stakeholder engagement	Emotional intelligence during disruption and crisis	Navigating organisational dilemmas	Planning team development	Ethical and sustainable negotiation practices	Maintaining confidence, presence & impact
Compassionate & inclusive communication when things are tough	Professional counselling conversations	Speaking up culture (safety & service)	Facilitating change during transformation	Mediating conflicts of interests	Navigating power and politics ethically



## 3 DIMENSIONS - 1 IMPACTFUL PROGRAMME

- Service & Operations Management
- Business & Experience Value Creation
- Service Excellence & Impactful Leadership

This programme distributes the 12 days as follows :

2 modules of 2 days on projects; 2 modules of 2 days on business; 2 modules of 2 days on Service Excellence.



### MODULAR STRUCTURE (12 DAYS TOTAL)

Module 1 2 days	Module 2 2 days	Module 3 2 days	Module 4 2 days	Module 5 2 days	Module 6 2 days
Project Management /1	Service Excellence /1	Business savvy /1	Project Management /2	Service Excellence /2	Leading Change /2
Introduction to Systems Engineering	Leadership essentials	Information management	Monitoring & Control	Leadership advanced	Understanding change dynamics (VUCA / BANI)
Technical relevance of learning path for the company	Communications within the project team	Business plan	Handling change	Problem-solving	Strategic framing of change
Engagement as a team in a specific project/1	Communications with external stakeholders	Risk management	Technical innovation	Resolution of conflicts and dilemmas	Self-leadership in change and uncertainty
Project and Team Charter	Methods for personal and social development	Reviews and forecasts/1	Advancing in specific projects/2	Skills for wicked problems and complex negotiations	Change communication and influence
Agile practices	Stakeholder mapping and prioritisation	Marketing/1	Mid-term review & feedback	Leading through conviction and collaboration	Mobilising people and team
Risk management	Power, influence, and interest analysis	Hard skills for negotiations	Integrating feedback with agility	Motivating others when things get tough	Execution and change delivery
Collaborative tools	Complementarity of competences and mutual learning	Contracting	Communicating agile loops and iterations with stakeholders	Leading by example	Leading through resistance and setbacks
PRINCE2 (or equivalent project approach)	Team definition of excellence	Selecting relevant business literature	Presenting the project for multifaceted understanding	Coaching future leaders	Embedding and sustaining change



# INTERNAL MOBILITY PRACTICES

## Aligned with Talent Development Strategy

Internal mobility practices are a powerful driver of talent retention, engagement, and long-term capability building within organizations.

When employees see clear, fair opportunities to grow or move laterally, attrition decreases and motivation increases. Panel interview simulations support consistency, objectivity, and equal treatment across internal recruitment decisions.

Used well, panel interview simulations and one to one coaching transform internal mobility from an informal process into a strategic lever for developing and retaining talent.



### MODULAR STRUCTURE (3.5 DAYS TOTAL)

Module 1 3.5 hours	Module 2 3.5 hours	Module 3 3.5 hours	Module 4 3.5 hours	Module 5 3.5 hours	Module 6 7 hours
Context & mindset	Strategic alignment	Self-presentation	Interview Techniques & Storytelling	Professional impact	Application & Mastery
Internal mobility as a career lever	Analyzing the job posting in depth	One-minute pitch	Standard and surprise questions	Verbal and nonverbal communication	Full panel interview simulations
The internal recruitment process	Understanding departmental and organizational needs	Highlighting achievements and transferable skills	STAR+E model	Managing interview pace	Role-playing in small groups
Differences between external and internal interviews	Aligning role, company strategy, and personal career vision	Skills and abilities approach	Targeted storytelling	Choosing precise vocabulary	Peer and facilitator feedback
Roles and expectations of panel members (HR, manager, business expert)	Identifying value creation for the organization	Expressing motivation clearly and credibly	Demonstrating the areas of expertise	Professional body language	Reflection and improvement
Interview structure and timelines	Identifying the success criteria of the role	Opening and closing	Balancing confidence and humility	Time management	Translating learning into real interview performance



## EUROBOGEN'S PHILOSOPHY

### Reframed Through Impactful Leadership & Service Excellence

By combining these two dimensions, we enable organizations to not only achieve operational efficiency but also cultivate cultures of collaboration, innovation, and ethical responsibility.

Our approach ensures that every interaction, decision, and process is aligned with purpose, delivering tangible value while fostering human connection and long-term societal impact.

#### Service

EUROBOGEN is at the service of our Client's mission. Our client can depend on us : we listen and act. Together with the Client, we create the most useful pedagogical solution.

#### People, Places & Planet

Travel connects cultures and communities. Heartful leadership ensures that service excellence contributes positively to people and the planet.

#### Consultants & Facilitators

EUROBOGEN experts combine academic rigour with hands-on travel, hospitality and airline experience.

#### Learning Innovation

Service Engineering demands continuous learning, reflection and renewal — mirrored in our pedagogical methods.

#### Ethics & Governance

Trust, safety and compliance are foundational to sustainable service systems.

All materials are authentically created or protected proprietorship with proven agreements. Compliance is key.





## ADDED VALUE FOR YOU

Together with the international consultancy EUROBOGEN, you will develop individual and organisational skills to anchor your expertise and knowledge in the travel universe.

By mastering both strategic thinking and people-centered service design, you will elevate operational performance and foster a culture of excellence across your organisation.

### Services

- Thematic workshops strengthening service culture
- Executive and operational coaching
- Evaluation and learning loops from kick-off to lessons learned

### Training programmes

- Impactful leadership for service environments
- Intercultural and international communication
- Service operations and experience management
- Leading change in volatile and complex contexts
- Women in Leadership workshops designed to help women:
  - clarify their values and purpose
  - own their leadership identity
  - lead with authenticity
  - and strength-based confidence.

### Tangible Outcomes

- Stronger cohesion across roles, locations and cultures
- More resilient teams under pressure
- Consistent, emotionally intelligent service delivery
- Employees aligned with purpose, values and brand promise.



*When you Lead with your Heart ,  
you inspire from deep within!*



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