



# Moral leadership, wellbeing and communication skills

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# Alexei Kapterev

- Author of *Presentation Secrets*, a book published in the U.S. by Wiley
- Author of *Death by PowerPoint*, a viral presentation with 18 million views
- Author of *Presentation Skills Specialization* at Coursera and Udemy, listed among the top 50 courses of all time by Classcentral.com
- Business school teacher, worked with Stockholm School of Economics and multiple schools in Russia, including SKOLKOVO and Moscow State University Business School
- Twice TEDx-speaker, also spoke at multiple conferences in London, Amsterdam, Sofia, Berlin, Kiev and Moscow
- Speechwriter, my clients spoke at TechCrunch and WebSummit
- Consulting experience with PwC Nederland and The Risk Advisory Group (UK)
- Master in Change, INSEAD (2019-2021)
- Honorary member of the UK Speechwriting Guild, New York Festivals finalist



# Client list

IT

FINANCE

CONSULTING HEALTHCARE

FMCG

INDUSTRIAL



# Well-being and Happiness

## ① The Science of Happiness

*What contemporary psychology knows about happiness*

- What scientific research reveals about happiness today
- Common myths vs. evidence-based findings
- The role of genetics, environment, and personal choices
- Can happiness be increased, and if so, how?
- Practical takeaways for improving well-being

## ② Happiness and Personality

*Why happiness is stable and how personality shapes it*

- Research shows ~50% of happiness is linked to personality
- The “set point” theory of happiness—why some people are naturally happier
- Can personality traits be changed to enhance happiness?
- Practical ways to work with your character rather than against it
- Strategies for cultivating long-term emotional resilience

## ③ Happiness and Values

*How living by your values increases happiness*

- What are “values”, how to identify and measure them
- Why people feel happiest when their core values are fulfilled
- The link between authenticity and life satisfaction
- Common value conflicts and how to resolve them
- Actionable steps to align your life with your values

## ④ Happiness and Meaning

*Exploring different forms of life’s meaning and how to find it*

- Psychological research on meaning and well-being
- Three types of meaning: goal-driven, significance-based, and coherence-based
- How meaning contributes to lasting happiness
- Why purpose matters more than momentary pleasure for happiness
- Strategies for discovering and cultivating meaning in daily life

# What can science tell us about...

## 1. Personality traits

Ever wondered if there's a real difference between introverts and extroverts? And if so, which one are you? Maybe we can find some ways to embrace our unique personalities.

## 2. Values

What are values and values theories, why organizations are obsessed with them and what does it have to do with happiness.

## 3. Stress and stress management

What's driving our anxiety? Is it our neurotic personality? Trauma? Or just chronic stress? We'll talk about how Hans Selye came up with his model for stress and why mainstream psychology doesn't use it anymore.

## 4. Happiness

There's a whole field of science dedicated to figuring out what makes us happy, and it's called positive psychology and it knows quite a lot.

## 5. Meaning of work

Some work is perceived as meaningful while other isn't. Can we change the perception? Can we engage in meaning-making?

## 6. Organizational feedback

Does feedback work (yes, there's good evidence it does) and which one works best under which conditions.

## 7. Moral, i.e. "good" leadership

We'll talk about academic theories of moral leadership: transformational, authentic and ethical.

## 8. Vertical development theories

Spiral Dynamics, theories of Kegan, Cook-Greuter, Torbert and others. Is there a good reason why these theories are flourishing outside academia?

## 9. Setting goals, building habits

What science knows about goal-setting and habit-building. No, SMART is no longer kosher. The findings might surprise you!

## 10. Cognitive biases and group decision-making

There are hundreds of cognitive biases, but can we do anything about them in the organizations? We actually kinda can.

**Also: what are you interested in?** I know a lot about psychology and I can't list all the topics here..



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# 10 ways to become happier

## Purpose

Improve psychological wellbeing with simple but regular exercises.

## Audience

Suitable for participants of all levels.

Happiness is possible, but it's fleeting. True happiness, or euphoria, is intense and challenging to sustain for long. It's not a sustainable long-term goal. Instead, aim to become "happier" rather than "happy." Most psychologists agree that increasing happiness levels by 10-15% is a realistic and achievable goal for everyone. This makes a noticeable difference! Being 60% or 75% happy are distinct states.

Unfortunately, achieving this level of happiness in a single step is unrealistic. The effects of short-term exercises quickly fade because happiness isn't just a current state. Most happy people have a "happy character" that contributes to their overall well-being. The good news is that people can intentionally change their character. This is a well-established fact. However, it requires planning and a strategic approach to effect change.

## Tactics

1. Practicing gratitude
2. Sociability
3. Adjusting nonverbals
4. Reframing
5. Relaxation

## Strategy

6. Leveraging strengths
7. Buying time
8. Self-acceptance
9. Meaning in life
10. Optimism

Does it work? Yes. We have some very good evidence! One of the most rigorous reviews ([Folk & Dunn, 2023](#)) says that such multi-component interventions do increase people's subjective well-being.



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# Personal strategies

## Purpose

Enhance team alignment and leadership development by assisting in the formulation of approach to work and life, tailored to the unique strengths, weaknesses, values, and beliefs of each individual.

## Audience

The role of participants encompasses leadership, which may be managerial or expert in nature.

## ① What kind of leader/expert am I?

Effective leadership begins with self-awareness and the identification of one's unique strengths. These strengths can serve as the foundation for a competitive advantage. Conversely, weaknesses can be reframed to leverage their potential. Additionally, it is crucial to recognize one's superpowers and craft compelling narratives that highlight their exceptional abilities.

## ② Where am I taking people?

A leader is a guide who leads people from their current state to their desired state by utilizing new technologies and opportunities. Problem, vision, and solution: even experienced leaders can rarely articulate all three parts of this equation. People have a particularly difficult time with vision - visionaries are scarce. A good idea is to start with one and "figure out" the other parts of the equation in a dialog.

## ③ Where are my borders?

A leader doesn't merely lead to a goal; they lead to it through ethical means. Not every means is justified by a noble end. A leader must establish a moral code, a set of ethical principles, and unwaveringly follow them.

## ④ What will I leave behind?

Ultimately, a leader's primary responsibility is not to create a cult of personality, but rather to establish and maintain institutions. What personal and organizational practices can ensure that current challenges are systematically addressed, followers develop the necessary character traits, and principles are consistently embodied?



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# Critical thinking

## Purpose

Develop the ability to make sound judgments and discern good arguments presented in presentations from those that are not.

## Audience

Participants fluent in English to verify information using English-language sources during the training.

## ① What is a "good argument"?

Understanding the difference between an argument, entertainment, explanation, and motivation. Why a "good argument" doesn't always lead to persuasion or the "right" outcome.

## ② Logic and empiricism

Let's refresh our minds on the fundamental concepts: deduction, induction, and... oh, abduction. We'll also explore rhetorical fallacies and how people intentionally misuse logic. Additionally, we'll delve into strong and weak logical-empirical arguments.

## ③ Anecdotal evidence

Stories are powerful tools for motivation and illustration, but they should not be the sole basis for evidence. Instead, they can be used to test the credibility of a story during a critical incident or pilot project.

## ④ Expert opinions

Is the expert relying on research or drawing from their own experiences? Is the quote accurate? Is the expert qualified in the field they're writing about? Common pitfalls of expert opinions.

## ⑤ Statistical evidence

Basic statistical concepts include the correlation coefficient and variance explained. Additionally, I'll provide guidance on how to select and analyze scientific articles for argumentation.

## ⑥ Questions and Debates

As practice, we can engage in critical conversations in pairs or group debates in Oxford format, presenting arguments and asking critical questions. This is the most valuable aspect, but it will require significant time investment.





TRAINING WORKSHOP · PRESENTATION

# Presentation



## structure

### Purpose

Teach participants how to create a logical, clear, motivating script for a presentation.

### Audience

For people with little or no presentation experience.

## ① Why is structure important?

Presentations can often fall short of expectations, becoming boring, confusing, or unconvincing. They might also lack compelling results. Let's explore how structure can help address these issues and improve presentation effectiveness.

## ② The four presentation genres

What kind of presentation are we crafting? Why is it so crucial to get the genre right, and why missing that often lead to failure? The main genres we work with are 1) reports, 2) entertainment, 3) persuasive presentations, and 4) expert consultation. We're also using the classic "Hero's Journey" story structure, but for business purposes.

## ③ Main parts of a presentation

We'll explore the essential elements, including establishing contact, providing motivation, making crucial decisions, and reaching a satisfying conclusion. Along the way, we'll uncover some intriguing questions that the speaker should address to keep the audience engaged and captivated. Additionally, we'll delve into the concept of 'good problems' and 'good solutions', shedding light on what makes a compelling presentation.

## ④ Case studies

Want to learn how to tell a compelling story? Check out these case studies from trainers, presentations by Steve Jobs, Elon Musk, Jensen Huang, and more.



TRAINING WORKSHOP · PRESENTATION

# Let's think 🤔 about the slides

## Purpose

Teach participants how to create slides that are readable, visually appealing, and easy to understand. These slides should enhance the presentation, not detract from it.

## Audience

For people with basic skills in PowerPoint or Keynote.

## ① Slide design fundamentals

What is design and why is it important? Here are some basic design principles that anyone can use.

## ② Working with text

Why “too much text” is often an optical illusion. We'll discover how to reduce the amount of text without sacrificing clarity. Through the use of alignment, indentation, and highlighting, I'll show how to make text more visually appealing and easier to read.

## ③ Emotional illustrations

I'll help you select photos and icons to represent abstract concepts and figure out where to place the illustrations and how to combine them with the text.

## ④ Boxes and arrows

Creating explanatory diagrams. Reading direction, visual hierarchy, use of animation.

## ⑤ Data visualization

The basics of data visualization: coming up with a clear message, choosing the right comparisons, and making graphs easy to understand.



TRAINING WORKSHOP

# Presentation feedback

## Purpose

Diagnose the condition, assess the learning outcomes, and provide individualized feedback.

## Audience

For participants of all levels.

### ❶ What are the evaluation criteria?

Discussion on criteria for successful presentation and feedback parameters.

### ❷ Speeches

Participants should come to the seminar with prepared presentations on working topics lasting 10-15 minutes, or we allocate 1.5-2 hours for preparation at the seminar itself.

### ❸ Feedback

The group and the trainer listen to the presentation and give feedback

by voting: in writing or by show of hands, as well as orally: in free format.

### ❹ Mistakes and findings

Moderated reflection of typical mistakes or good points that

managed to notice in colleagues' speeches. Mini-lectures of the trainer on typical problems and ways to solve them.



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