

Trainer profile

Marietta Gädeke

LILIT

RHETORICS
PRESENCE
COMMUNICATIONS



“Who dares to teach must
never cease to learn.”

– John Cotton Dana

Core training areas:

- Argumentation, presence & negotiation
- Coaching for presentations & customer acquisition
- Political campaigning & political communication
- Social skills training
- Intercultural communication with a focus on UK, France, Germany, Israel and India

Training principles:

Successful communication is not a passion or a talent that some people are born with and others are not. It is a set of knowledge and tools. The Lilit methods are based on strategic empathy and draw both on vast experience and on the latest theories of cognitive and persuasion research.

Marietta Gädeke always demands the most of herself, and in doing so helps her customers get the most out of themselves as well. Successful communication is knowledge and tools, and her passion is teaching them.

Let Lilit change your perspective, so you can lead with a message so tempting that it will make others want to follow.

Marietta Gädeke M.A.
Intercultural consultant

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Experience

When asked about the most important thing Marietta Gädeke learned during her years of training to become the German National Debate Champion in 2007, her answer is simple: **Successful communication is not a passion or a talent that some people are born with and others are not. It is a set of knowledge and tools.** This knowledge can be taught and these tools can be practiced, by anyone, anywhere.

Treating successful communication as a skill one can learn is central to her trainings today. The audiences she works with vary, but this key message stays. Whether it is her work with the German Army, with chief executives or with local level politicians, she always makes sure that her customers receive real communication tools they can practice and use with real people, in real life situations.

This is not to say that all communication is the same. Quite the opposite. Differences of medium, cultural gaps and mismatched expectations are all examples of communication barriers in unique situations. Diversity is a challenge, which Marietta Gädeke experienced first hand in her work and trainings. Her **M.A studies in France and Germany, and stays in England, India and Israel**, also gave her inspiration when she set out to develop strategies for intercultural and virtual teams. **These methods based on strategic empathy draw both on her experience and on the latest theories of cognitive and persuasion research.**

Winner of the German National Debate Championships 2007

And selected by the jury as best speaker of the final

World Championships

- ESL Quarterfinalist in January 2012 in Manila, Philippines.
- ESL Quarterfinalist in January 2011 in Gaborone, Botswana.

Selected references

- BMW Group
- Dräxlmaier Group
- T-Systems Slovakia
- Carl Zeiss AG
- Falke KGaA
- Bertelsmann AG
- ICUnet.AG
- Deutsche Bundeswehr (German Army)
- University of Würzburg

2002 - 2010

University of Mainz & Université de Bourgogne , Dijon, France

Graduated with distinction (1,3) as Magister Artium (M.A.) in English, Communication Studies & Economics

2013

Stay abroad in Israel

Cooperation with Michael Shapira, Israeli Institute of Rhetorics

2010

Stay abroad in India

Work with disadvantaged women & children at the social project „Maher“ in Pune (Maharashtra)

2003

Stay abroad in England

Advanced Level Language Certificate at the Margate Language Centre (accredited by the British Council)

Specialisation

Training & Coaching

- Argumentation & presence
- Rhetorics & presentation
- Negotiation, marketing & customer acquisition
- Crisis communication & media training
- Political campaigning & strategic communication
- Social skills training
- Virtual Meetings und virtual Teamwork
- Intercultural communication with a focus on UK, France, Germany, Israel and India
- Intercultural coaching for expatriates

Consulting

- Strategies for preparing international assignments
- Creation of tailor-made training concepts for your employees
- Consulting for argumentation in preparation of negotiations & crises
- Developing strategies for your internal communication to boost employee motivation

Key Note Speeches

- The global market - Mastering the challenge of diversity and intercultural teamwork
- A distrusted tool - The Germans & their relationship to the German army through the eyes of German soldiers
- Strategic empathy - The value of debate & change of perspective for leadership and motivation
- The 5 golden rules for human resource managers - How to improve the standing of human resources in your company

Languages

Customers can choose between German and English for all Lilit-trainings.

German	native language
English	excellent / fluent
French	very good
Italian	basic knowledge
Hindi	basic knowledge
Hebrew	basic knowledge

Advanced Training

- Certification for the "Intercultural Potential Analysis". Target audience: Intercultural Trainers.
- A week of Debating-workshops with the Dutch Anglo-Saxon Parliamentary Debating Institute of the Erasmus University Rotterdam (Netherlands)
- Three week training course for „Teaching methods and didactics“ at the Officer School of the German Army
- International Debate Academy Slovenia

National & International Debate Coach

- Judging the ESL-Quarterfinals at the European Universities Debate Championships 2013 in Manchester
- Judge of several Open Finals i.e. at Wien IV, Paris Open und Stockholm IV 2013
- Chief adjudicator of the German Championships in 2009
- Chief Adjudicator of the ZEIT Debate Göttingen and the ZEIT Debate Potsdam tournaments in 2008

Competence

To bridge the gap between science and real-life doing, Marietta Gädeke often takes on big projects to sharpen her own communication skills and methods. That is one reason why in 2011, she took on the role of **Chief Of Staff for the World Universities Debate Championship held in Berlin in 2013**. Over two years, she was in charge of a staff of 200 international volunteers with a wide range of languages, skills and values. Facing this challenge, the communication tools she uses in her trainings proved successful in real life.

Her trainings and coachings over the years crystallize her approach: **Using theoretical and practical experience to deliver tools that make communication tangible**. The latest research comes alive via concrete case studies and critical incidents. Guided exercises engage the participants and help them practice the methods taught, allowing them to broaden their abilities for taking real-life action.

Marietta Gädeke demands the most of herself, and in doing so helps her participants get the most out of themselves as well. **Successful communication is knowledge and tools, and her passion is teaching them.**

Contact information

Lilit - rhetorics, presence, communications

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Online presence:

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Since 2008 Entrepreneur at Lilit - Rhetorics, presence & communications

Focus on intercultural communication and argumentation. Work with customers from the realm of industry, politics and army.

2011-2013 Chief of Staff for the World Debate Championships

Staff management (200 volunteers), internal communications, organisation building, team development, administration and taking the lead of the event itself.

2011-2012 Deutsche Debattiergesellschaft

(German alumni debating organisation) Board member for internal communications.

2006-2008 Prime Research International F.A.Z.-Institute

PR-consulting, Media analysis & market research.

2003-2013 Debate Coach

- Since 2003 member, coach & former president of the Debating Society Johannes Gutenberg
- Since 2005: Debating workshops for teachers and students
- 2007: Head of the nation-wide Debate Workshop of the umbrella organisation of German debating