

Communicate to Connect: *Strategic Communication*

Powered by Emotional Intelligence



A two-day intensive workshop for leadership teams, marketing and communication professionals, and any organization seeking to build more authentic, resonant, and strategically effective communication with their audiences.

Lorena Gomez, PhD
Logoz Consulting

Logoz
Brands With Character.

THE CHALLENGE

Most communication misses the point

Organizations invest heavily in communication - campaigns, content, brand identity, PR. Yet most of it fails to land. It is heard but not felt. Seen but not remembered. Delivered but never truly received.

The reason is almost never the message itself. It's the gap between what an organization wants to say and what its audiences actually need to hear - emotionally, culturally, and psychologically.

Research consistently shows that people make decisions — purchasing, partnering, hiring, trusting — based on emotion first and logic second. Communication that ignores this fundamental truth is strategy built on sand.

EI-based communication is not soft strategy. It is the most evidence-based approach available for building the trust, loyalty, and meaningful engagement that drives long-term business performance.

WHO THIS WORKSHOP IS FOR

Any team that communicates with real people

This workshop is designed for organisations whose success depends on how well they connect with their audiences — whether those audiences are customers, employees, investors, partners, or the public.

Marketing & Brand Teams	Senior Leadership	Communications & PR
Customer Experience & CX	HR & Internal Comms	Sales & Business Development

WORKSHOP OVERVIEW

Two days. *Operational impact.*

Day 1 - The Emotional Foundation	Day 2 - Strategic Application
THEME	THEME
How emotions shape decisions, trust, and audience behaviour - and what to do about it	Applying EI to craft and deliver communication that genuinely connects with your audiences
KEY OUTPUTS	KEY OUTPUTS
Shared EI communication framework · Audience emotion map · Trust-building principles	Revised messaging architecture · Audience communication cards · Content strategy · Action plan

WHAT YOUR ORGANISATION TAKES HOME

Six outputs, ready to implement

01 Audience Emotion Map

A strategic map of what each of your audiences fears, hopes for, and needs to trust - the foundation for every future communication decision.

02 Core Messaging Framework

A co-created, emotionally resonant master narrative and audience-specific messaging architecture, drafted and agreed by your team during the workshop.

03 Audience Communication Cards

One card per key audience segment with emotional hooks, language guidelines, and do/don't principles - practical tools your whole team can use.

04 Content Strategy Angles

Three emotionally compelling content frameworks developed from your real organizational context - ready for immediate use across channels.

05 Digital Language Guide

Practical recommendations for your website, social media, and email communications, calibrated to activate trust and connection at every touchpoint.

06 90-Day Communication Action Plan

A team-owned implementation roadmap with clear owners, emotional intentions, and milestones — so workshop momentum carries into real, lasting change.

YOUR FACILITATOR

Dr. Lorena Gómez Díaz

Emotion Intelligence Specialist - International Branding and Marketing Consultant

"Communication that moves people is not magic, it is the disciplined application of emotional intelligence to every word, channel, and moment of contact."

- ◆ PhD, Management & International Marketing University of Vienna — 9 peer-reviewed publications on emotions and brand behaviour.
- ◆ 20+ years brand strategy — Logoz Consulting International organisations, founders, and leadership teams across Europe and Latin America.
- ◆ Facilitator and researcher across cultures English, Spanish, and German. Workshop available in all three.

NEXT STEPS

"Your audiences are not waiting for more content - they are waiting for communication that finally feels like it was made for them."

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