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| ABOUT  MARTINA FELDERMAN  Martina Felderman empowers high-achievers in the life science industry to unlock their leadership potential and navigate today’s complex challenges. With over 15 years of experience as a researcher, mentor, and Chief Operating Officer, she integrates scientifically proven techniques with holistic approaches to enhance leadership effectiveness and resilience.  Holding a Master’s degree in Genetics and Biochemistry and a Ph.D. in Molecular Biology, Martina combines her academic expertise with her role as an ICF Certified Executive Coach. Her passion lies in helping leaders thrive by fostering trust, embracing growth, and adapting to change. |





LEADERCAMP

## ADDRESSING THE ELEPHANT IN THE ROOM

### STRATEGIES FOR NAVIGATING DIFFICULT CONVERSATIONS

WITH

MARTINA FELDERMAN

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Effective leadership requires the courage to address difficult issues head-on. This leadercamp provides a practical framework to help leaders engage in challenging but necessary discussions. Through engaging activities like poll questions and reflective exercises, participants will gain hands-on experience applying these strategies to real-world scenarios. This approach will boost their confidence in tackling difficult conversations, ultimately fostering a more transparent and psychologically safe workplace environment.

Are you looking to become a more effective leader? Join Martina Felderman's upcoming Leadercamp *Addressing the Elephant in the Room: Strategies for Navigating Difficult Conversations*, where you will learn practical strategies for navigating difficult conversations in the workplace. ****

PARTICIPANTS WILL:

* Learn about the cost of avoiding "undiscussables"— the tough topics that often go unaddressed in the workplace.
* Gain a boost to their confidence in tackling difficult issues and conversations.
* Develop an understanding of how tackling difficult conversations and resolving challenging issues can foster a psychologically safe work environment for their team.

#### PREPARING FOR THE LEADERCAMP

The Leadercamp Guide can be used as a tool for facilitators and participants to get the most out of a Leadercamp experience. It includes an overview of what will be covered in the Leadercamp, information about Martina Felderman, and suggestions for different ways you and your team can learn together or individually. Each guide concludes with application and reflection prompts to apply what you’ve learned.

##### About This Guide

This guide will help you prepare for and facilitate the program ***ADDRESSING THE ELEPHANT IN THE ROOM:*** ***STRATEGIES FOR NAVIGATING DIFFICULT CONVERSATIONS***. The purpose of this guide is to help you generate a dialogue among participants and apply key concepts from the presentation to your own learning objectives. The guide can be leveraged effectively for both large and small groups.

##### The Audience

This program is for executives, managers, supervisors, and line staff. Ideally, the materials should be presented in a group setting, where the responses of others can be discussed and shared.

##### Watch As a Team

Prior to the Leadercamp, Zoom links are set up in Percipio. To host the Leadercamp for your team with Zoom, click on the Zoom link for the Leadercamp so that it’s ready to start on your screen. Then start a Zoom meeting, share your screen, and when you get asked what you want to share, choose the browser window with the Leadercamp ready to play. Select **Share** and enjoy! Be sure to contribute to the discussion in the chat feature.

##### For Individual Viewers

Watching alone this time? No problem. Click on the Zoom link in Percipio for the Leadercamp and begin watching. Get the most out of the event by participating in the conversation via the chat feature and by taking notes. And don’t forget to ask any questions you may have during the Q&A session.

#### APPLY WHAT YOU’VE LEARNED

Answer these questions to reflect on the Leadercamp and reinforce the ideas, practices, and strategies you’ve learned.

What were some of the challenging conversations you have had in the past and how did you handle them?

In what ways did the reflective exercises help you understand how to tackle difficult conversations in the workplace?

How will you apply the strategies you learned in this Leadercamp to your current workplace situation?

****What were some of the most important takeaways you gained from the Leadercamp?

How do you plan to implement the strategies you learned to foster a more transparent and psychologically safe workplace environment?

Can you share an example of a time when you avoided a difficult conversation and how it impacted the workplace?