

CASE STUDY 04 | SMARTEMIS AG

Technology company | Custom preparatory sessions + live executive team training

THE CHALLENGE

Smartemis' executive team needed to sharpen how it communicates with clients, partners, and internal stakeholders. The goal wasn't a generic public speaking course; it was a tailored engagement that started with understanding Smartemis' actual business objectives and then built training around them.

BUSINESS STAKES

For a growing technology company, every executive conversation is a brand moment, with investors, prospects, and the team itself. Smartemis wanted a program that would raise the bar across the leadership team simultaneously, not one leader at a time.

WHAT WE WORKED ON

CCA delivered a two-phase engagement combining upfront customization with live group training:

- **Preparatory discovery sessions:** LaQuita Cleare ran one-on-one and team conversations to diagnose communication goals and identify the executive team's specific objectives
- **Custom curriculum design:** workshop content built around Smartemis' actual business context, not a generic public speaking course
- **Live group training:** Kacie led high-energy sessions that kept the whole team active, engaged, and practicing in real time
- **Applied frameworks and hands-on reps:** tools, and practice pitched to the team's day-to-day communication needs with clients, partners, and internal stakeholders
- **A shared communication foundation:** common language, and frameworks, the leadership team can continue to build on together

RESULTS

- A training program that the Smartemis team experienced as genuinely tailored, not off-the-shelf
- High engagement and energy across every live session, the whole team practicing together, not passively listening
- The executive team is left aligned on a shared communication standard for investor, client, and internal conversations
- Leadership bar raised across the whole team at once, not one executive at a time
- A foundation in place to layer on future training as the company scales

"I really enjoyed the preparatory sessions with LaQuita. The team spotted our objectives very well. We all enjoyed the live sessions with Kacie; she motivated everyone and kept us active."

Laure Gaboriaud

Chief Marketing Officer, Smartemis AG

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