



ALEXANDRA PRIGENT-LABEIS
LEADERSHIP & COMMUNICATION



BODY INTELLIGENCE & STORYTELLING FOR MAXIMUM IMPACT

APL Leadership & Communication is a one-stop consulting boutique designing high impact communication for individuals and organisations. Our mission is to advise C-suite executives, entrepreneurs and public figures to improve their communication strategy, self-confidence and leadership..

APL is unique in advising both on delivery and content using body intelligence and storytelling techniques. Our programmes include:

- Posture & Leadership,
- Capital Raising & Roadshow,
- Executive Personal Branding

Alexandra Prigent-Labeis, the founder, is meeting a strong demand for tailored communication consulting from investment managers, successful entrepreneurs and C-suite executives. Her work is the result of a rare personal and professional journey that took her from a career as a senior banker at Goldman Sachs to teaching Pilates to elite athletes and CEOs.

CONTENTS:

> Biography of Alexandra Prigent-Labeis

> Programmes:

- Posture & Leadership | Learn Body Intelligence
- Capital Raising & Roadshows | Body Intelligence & Storytelling
- Executive Personal Branding | Body Intelligence & Storytelling

> Testimonials



ALEXANDRA PRIGENT-LABEIS

BIOGRAPHY

Alexandra Prigent-Labeis advises top executives, investment teams, entrepreneurs and public figures to improve their communication strategy, self-confidence and leadership. Her approach is unique in combining body intelligence and storytelling techniques to design high impact communication for individuals and organisations. Her flagship programmes include Posture & Leadership, Capital Raising & Roadshow and Executive Branding. Her work is the result of a rare personal and professional journey that took her from a career as a senior banker at Goldman Sachs to teaching Pilates to elite athletes and CEOs.



Alexandra has over 15 years of experience in storytelling, capital raising and product launch. She worked at Goldman Sachs for a decade in their Global Market division. Her core expertise is in structured credit and Regulatory capital management. She built the European credit insurance structuring team and co-headed a group advising CFOs and CIOs on strategic investments and new insurance products. In that capacity, she successfully designed and personally delivered over one hundred capital raising pitches and transaction launches to investment & risk committees, CIOs and CFOs across Europe.

She then re-trained in anatomy, physiology, biomechanics and Pilates. She is the author of a research article on Tennis Performance and of an academic case study on a professional MMA fighter. She has become one of the most prominent specialists in postural therapy and her clients have evolved from professional athletes to top executives and CEOs. She founded Pilates Excellence in 2012, which has grown rapidly into a team of exceptional instructors. In 2015, Alexandra decided to build a bridge between her 2 areas of expertise and launched her Posture & Leadership programme for top executives wishing to improve their physical presence, communication skills and self-confidence.

Alexandra is a finance professor at HEC Paris, where she teaches Trigger and Contagion of the Credit Crisis for their Masters in International Finance, ranked #1 worldwide by the Financial Times. She is also a regular keynote speaker within talent management programmes. She is on the list of speakers contributing to Speakers for Schools, an education charity providing young people in UK state schools with access to leading figures and inspirational talks.

She has advised teams and individuals across industries ranging from finance to energy, from pharmaceuticals to luxury goods, from retail to technology. Her clients include leading corporations like Morgan Stanley, the financial services group, Admiral Group, the Insurance group, CapVest, the Private Equity firm and Novacap, the global chemical group as well as many growth companies and start-ups.

Alexandra was born in Paris, France. She graduated from HEC Paris with a Masters in Finance. She now lives in London with her husband and daughter and travels for her teaching and speaking engagements.

KEY DATES

- 1979** born in Paris
- 1985** 1st National Championship as Junior figure skating pro
- 2003** graduates from HEC Paris with MSc in Finance
joins Goldman Sachs Sales & Trading in London
- 2004** joins UK National League of Volley Ball
- 2008** promoted Executive Director at Goldman Sachs

- 2009** 1st academic year as professor at HEC Paris in their MSc in Finance
- 2011** re-trains in anatomy, physiology, biomechanics and Pilates
- 2012** leaves Goldman Sachs to found Pilates Excellence Ltd
- 2015** launches APL Leadership & Communication





POSTURE & LEADERSHIP

LEARN BODY INTELLIGENCE

WHO IS THIS PROGRAMME FOR?

This programme is designed for individuals wishing to improve their physical presence, communication skills, self-confidence and leadership. It is typically run as a one-to-one programme. It can also be organised in small groups with up to 8 participants.

WHY DO THEY NEED IT?

Behavioural researchers have proven that delivery is strikingly more important than content. Nobel prize and best-selling author of Thinking, Fast and Slow, Daniel Kahneman shows that the brain spontaneously substitutes «does this person look competent?» to the question «is this person competent?» because this is easier and faster to answer. Recent neuroscience studies by Dr Amy Cuddy suggest that «power posing», or displaying high status gesture, may even physiologically influence hormones associated with stress (cortisol) and willingness to take risk (testosterone). What Alexandra Prigent-Labeis brings to the table is her expertise in anatomy, biomechanics and postural alignment. She teaches how to practically implement small changes in your postural behaviours to increase presence and self-confidence. New postural behaviours will impact how people view you. More importantly it will change how you feel about yourself hence how you perform.

WHY HIRE ALEXANDRA?

As CEO of Pilates Excellence, Alexandra has become a leading figure in body intelligence and advises top executives and public figures on posture and presence to improve their communication skills, self-confidence and leadership. Her approach to body language is unique in bringing together the fundamental principles of body awareness, biomechanics and cognitive behaviour science. Her techniques are practical and transform the way you walk, stand, hold your head and physically manage stress.

When you walk into a negotiation room, present quarterly results to shareholders or prepare a roadshow for a new capital raise, there are specific postural techniques to learn and practice. With close to 15 years in finance and public speaking, Alexandra's ability to understand the life and mindset of her clients makes her approach to leadership and body language absolutely unique.

HOW LONG DOES IT TAKE?

You can observe a very significant change after only one session. There is no magic behind it. Once you understand how the body works and what posture really means, you know what to do and most people actually enjoy it. Alexandra recommends 4 sessions over 2 to 4 months. This allows people to implement and test in real life while maintaining continuity in training.

WHERE DO YOU HOLD YOUR SESSIONS?

Alexandra likes to see people in their own work environment. It helps her get a feel of how they behave, how they

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salesmanship. »

Robert Taylor, CTO and
founder of Origin

hold themselves when they are not paying attention, how they interact with space. So she always asks to meet at their office, ideally during working hours.

WHAT DOES A SESSION LOOK LIKE?

Sessions run for 1 hour. The first session is typically longer, 2 hours when possible to understand your professional life and how you interact with people, whether your job requires public speaking, media appearances, negotiations in small groups or one-to-one, etc...

Each session is different but follows a general roadmap:

1. Presence & Body Awareness Self-Assessment
2. Postural Assessment
3. Applied Body Intelligence to specific situations
4. Action Plan to implement new postural behaviours in your daily life.

Presence and Body Awareness Self-Assessment means that you discuss what image you think you project professionally and socially. During follow-up sessions, you also reflect on your ability to implement new postural behaviours and obstacles. Most people who take this programme hold senior positions. Some are public figures. Along the way they will admit to weaknesses, sometimes insecurities and even fears and those are a big part of the work.

Postural Assessment allows Alexandra to watch you stand, walk, sit and move in general. The first session often includes clearing out misconceptions about what a good posture is and how the body works in movement. You will acquire basic anatomy and biomechanics knowledge so that you can take an active role in transforming your postural patterns.

Applied Body Intelligence is the core of the session. Alexandra gradually introduces fundamental body principles and explains how to implement them in specific situations. You learn how to stand, walk, stop, sit down, stand up... You practice together again and again and again. Then you progress to posture and body intelligence in silence, in conflicts, on the phone...

At the end of each session, you agree on an Action Plan. Rehearsal and practice are paramount. Repetition is the only way to make the newly acquired postural techniques spontaneous. This is like learning a new language. You start with low-stake situations and build it up to high-stake situations.

« The way you walk, the
way you stand, the way
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hence how you perform. »

Alexandra Prigent-Labeis



CAPITAL RAISING & ROADSHOWS

BODY INTELLIGENCE & STORYTELLING

WHO IS THIS PROGRAMME FOR?

This programme is designed for teams and individuals preparing for roadshows and systematic communication, whether they are launching a new investment fund, raising capital to grow their company, launching a product with key partners or communicating with the press.

WHY DO THEY NEED IT?

Key stakeholders demand to meet the men and women in charge: investors want to meet the principal portfolio manager of an investment management fund; Private Equity teams want to meet the CEO of the company and the press want to meet the business founder. Although strategic marketing and sales teams contribute greatly by carefully crafting supporting material and lining up strategic meetings, key men and women's ability to deliver a great performance in roadshows is a major driver of the success of the capital raise or product launch. The skills and experience that have made them very good at their job are not necessarily charismatic public speaking, persuasive systematic pitching and inspiring storytelling. Alexandra teaches them practical techniques and skills to get them ready and confident that they can maximise impact and outcome.

WHY HIRE ALEXANDRA?

Alexandra has over 15 years of experience and expertise in capital raising and product launch. She worked at Goldman Sachs for a decade as structured credit sales and marketing structurer. She successfully designed and personally delivered over one hundred capital raising pitches and transaction launches to investment & risk committees, CIOs and CFOs across Europe.

As CEO of Pilates Excellence, Alexandra has become a leading figure in body intelligence and advises top executives and public figures on posture and presence to improve their communication skills, self-confidence and leadership. Her approach to body language is unique in bringing together the fundamental principles of body awareness, biomechanics and cognitive behaviour science.

HOW LONG DOES IT TAKE?

The programme runs over 6 sessions of 1 hour and 30 minutes and needs to start as early as possible, ideally 3 months before the first investor meeting. Teams tend to wait until everything else is ready to start preparing for the actual roadshow and meetings. This is a mistake. The earlier your programme starts, the more you can rehearse it – even 5 min per day – and the more spontaneous and impactful it will feel and look.

« Extremely inspiring, Alexandra has an impressive capacity to infuse confidence, presence and salesmanship. »

Robert Taylor, CTO and founder of Origin

WHAT ARE THE DELIVERABLES?

1. Understanding the 3-stage dynamic of a pitch and how to master them:
 - 1) First impression,
 - 2) Apex & key message delivery,
 - 3) Last impression to close the deal
2. Storytelling, design of key message, preparation for sensitive Q&As
3. Design of your elevator's pitch: the 30-second pitch and the 5-min pitch
4. Body Intelligence & applied presentation skills
5. Being in control of the meeting and avoiding the trap of the defensive response posture
6. Keeping the message fresh and spontaneous in a repetitive pitching strategy
7. + "Shadow Roadshow" for real life feedback and guidance

WHAT IS THE SHADOW ROADSHOW?

Alexandra joins your meetings as a silent "Shadow" observer for a day or two. There is nothing like real life coaching. This allows Alexandra to give you feedback and guidance. After a few meetings, you sit down with her and focus on your key strengths and you address the blockages or weaknesses that may have arisen from your initial meetings. The Shadow Roadshow is also a way to make you better over time at raising capital or delivering difficult messages. Alexandra does not need to be introduced officially and she is happy to be simply part of the team. Confidentiality is at the heart of any consulting and coaching relationship.

« What we appreciated most was Alexandra's ability to (...) express the essence of what we do in a few simple, yet very impactful words. Her help was invaluable to our strategic thinking and we couldn't recommend her too highly. »

Ludovic Blanc, CEO of BLANC Clean



EXECUTIVE PERSONAL BRANDING

BODY INTELLIGENCE & STORYTELLING

WHO IS THIS PROGRAMME FOR?

This programme is designed for individuals wishing to raise their profile, to prepare for their next internal promotion or to position themselves for opportunities outside of their immediate network.

WHY DO THEY NEED IT?

Even when your communication skills are strong, communicating about yourself and becoming your own advocate is generally more challenging than selling a product or a project. Building your personal brand is a long term journey, but there are crucial times in your career when you need to actively project a positive image and tell a convincing story, whether you are starting in a new position, aiming for a promotion or looking for your next job.

Alexandra works with you to re-think and phrase your own story and teaches body intelligence to deliver it with confidence and impact, without arrogance or extreme modesty. A good story is a simple, concrete and inspiring story that everyone understands, remembers and wants to share. Learning how to deliver your story with physical presence will make it entertaining and inspiring and engage people to spontaneously share it and become part of your plan.

WHY HIRE ALEXANDRA?

Alexandra has been passionate about storytelling and executive branding for over 10 years. Her ability to "spin" her own story right and present it with confidence has been a major driver of her own professional achievements. She has advised on countless elevator's pitches for executives, entrepreneurs and public figures across industries ranging from finance to energy, from media to health, from retail to politics. She is an active mentor and strong advocate for women empowerment. Alexandra is also a leading figure in body intelligence and advises on posture and presence to improve communication skills, self-confidence and leadership.

WHAT ARE THE DELIVERABLES?

1. Gain clarity about what you want and what you need to communicate.
2. Design your story and your message: craft your elevator's pitch in 5 sentences to introduce yourself within your organisation or industry. Phrase your pitch in one sentence to introduce yourself socially outside of your professional network and generate follow-up conversation.
3. Learn applied body intelligence to radiate self-confidence and positive energy to amplify your message. Practice techniques to deal physically with potential insecurities and uncertainty.
4. Understand how to get people to become part of your plan without coming across as someone who «needs help».
5. Improve your networking skills and build an action plan to practice.

« Alexandra's sharp mind, professionalism and experience will make the difference and really help bring the communication of your message to the next level. »

Benjamin Neumann, Asia Pacific
Vice President - Schneider Electric

"I am preparing for my next big promotion challenge. People in my team thrive, they see me as a friendly, enthusiast and accessible manager. I deliver excellent performance and I am a big contributor to the firm's financial success but I can feel that I am not taken seriously enough by the top management who see me as someone who can execute rather than manage and lead."

Managing Director in capital markets

"Alexandra has the exceptional ability, that very few people have, to immediately identify where you struggle and to provide concrete solutions (...). Her sharp and enthusiastic personality and the comprehensive method she has developed have definitively made a big difference on my leadership skills."

Anne-Cécile Souhaid, Chief Technical
Advisor for the United Nations



“I feel generally very confident about my business knowledge and technical skills but I often get the feedback that I have a hard time getting my message across. I also know I need to work on my social skills, in particular when it comes to cocktails and chit-chat situations. I am not good at discussing without content and I feel awkward when I am standing silent.”

CEO - global oil & gas company

“We were thrilled to come out of our session with a renewed sense of focus with respect to our strategic objectives, a simpler way of picturing the mission of our business and an extremely clear idea of how to communicate our ambitions to major stakeholders.”

Ludovic Blanc, CEO of BLANC



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“I have worked with a media coach, a voice coach, a body language expert, I have had a company prepare professional slides for my presentations but no one has ever advised me on how I can physically use my body to prepare and be more impactful during my keynote appearances.”

Public figure, keynote speaker,
board member

“If you need someone to help your work on an elevator’s pitch, look no further: Alexandra’s sharp mind, professionalism and experience will make the difference and really help to bring the communication of your message to the next level.”

Benjamin Neumann, Asia Pacific
Vice President - Schneider Electric

“Because I am tall and quite strong physically, I am never certain which body language I should use and what posture I should adopt. I am afraid I will come across as dominating and intimidating when I want to be inclusive and warm with my team.”

CFO - French industrial company



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