

MagdalenaPetryniak

# MAGDALENA PETRYNIAK

*Change requires trust. Let's influence our world  
together with the power of storytelling!*



**Magdalena Petryniak**  
**Founder and Consultant at Story Seekers Poland**  
**Strategic Communication Advisor and Trainer**  
**Mike Bosworth Leadership Partner in Europe**

Her mission is to help people hone their communication and influencing skills to lead people and impact the world.

She is a communication expert and an entrepreneur with 20 years of experience in creating, managing and facilitating development projects. She founded her first business – a PR Agency in 2007 and successfully implemented more than 30 PR and lobbying campaigns, including the one enforcing a ban on smoking in public places in Poland.

Currently, she is in charge of Story Seekers Poland, a consulting and training company powered by Mike Bosworth Leadership™. Magdalena is a part of a global team of coaches and consultants who help managers and business owners in B2B industries communicate, influence and sell more effectively. For the last 8 years, she has conducted more than 150 training and development projects and workshops for organizations **located in the USA, Singapore, UK, Germany, Czech Republic, Norway, Armenia and Poland.**

She has extensive experience in public speaking. She organized and/or staged more than 70 business conferences, for Harvard Business Review Poland, World Economic Forum in Davos, Economic Forum in Krynica, Cybersec in Poland and many others.

She brings a practical experience to the academic world, caring out lectures and workshops for post-graduate and MBA students at Krakow School of Business UEK, Kozminski University, and Hult International Business School. She graduated from the University of Economics in Kraków, the Leadership Programme at Johns Hopkins Bloomberg School of Public Health, and the Academy of Innovations at ICAN Institute. She is a social activist actively involved in game-changing programs.

For more information please visit

<https://magdapetryniak.com>

## AREAS OF SPECIALIZATION, COACHING, TRAINING AND CONSULTING

### SALES COMMUNICATION

- Sales conversation with a new customer
- Initiating sales cycle with a new prospect
- Prospecting and lead generation
- Overcoming discovery resistance
- Storytelling in sales
- Customer Success Stories and case studies in sales and marketing
- Integrating sales and marketing
- Discovery calls
- Understanding your buying personas
- Value based conversations
- Communicating like trusted advisor

### LEADERSHIP COMMUNICATION

- Communicating vision of the future (new strategy, transformation project, etc.) – leadership presentations
- Building trust and joint vision in a team (team integration and inclusion)
- Running effective executive meetings
- Authentic and inspiring public speaking
- Leadership storytelling
- Empathic listening

### PUBLIC SPEAKING AND PRESENTING

- 4 layers of effective presentations: strategy, content, delivery, design
- Engaging the audience during (online and on-site) meetings
- Storytelling in presentations
- Overcoming stage fright
- Verbal and non-verbal communication
- Strategizing, building and practicing presentations

## PORTFOLIO – CONDUCTED PROJECTS

### 2005 – 2021 Producer of conferences, program director, and host

- Harvard Business Review Poland – Director of Conferences, organized and hosted approximately 30 business conferences with international speakers (2011-2014)
- International MBA Congress in Cracow — Director of Conferences, organized and hosted 7 editions of the Congress (2005-2011)
- International Congress of the Polish Cardiac Society – 3 editions (2008-2011)
- Congress of Polish Economists in Cracow, 2006
- “Business Trends” – 5 conferences (roadshow) in different parts of Poland (2015)

### 2011 – 2022 Journalist, Moderator, Conference Host

- Host and Media anchor in the Polish House at the World Economic Forum in Davos 2022 and Davos 2023
- Host of the Global Climate Change Summit for the Polish National Research Center with delegates of 22 Ministries of Environment from all around the world, representatives of UN, and EU in 2021
- Moderated dozens of panels at the Economic Forum in Krynica (2014-2019)
- Hosted two editions of CYBERSEC, the most significant cybersecurity forum in Europe with over 1000 attendees, including representatives from NATO, EU, government, and business (2018, 2019)
- Hosted five editions of Festival of Innovation of Małopolska (2015-2020)
- Host of HeroStories – my very own series of in-depth interviews with representatives of business and science

### 2011 – 2022 Key-note speaker

Keynotes and workshops in 10 countries around the world (US, UK, UAE, Singapore, Germany, Poland, Armenia, Norway, Belgium) , for leaders representing more than 50 different nationalities, cultures, and roles within their organizations

I spoke, among many places at: European Alcohol Policy Conference in Oslo 2022, The World Congress of Cardiology & Cardiovascular in Dubai in 2018, Meeting for Women who Influence in Singapore in 2018 and MBA Club in Kraków.

# MAGDALENA PETRYNIAK

*Change requires trust. Let's influence our world  
together with the power of storytelling!*

## 2011 – 2022 Executive Training, Coaching and Consulting

- More than 2500 hours of trainings and workshops in the areas of: communication practices, influence strategies, and sales tactics for the senior and middle management executives
- Developed communication of new strategies, transformations, organizational changes, and marketing campaigns
- Expert in the Game Changers Academy project for change leaders
- Mentor for a number of growth programs for women and children, co-developed with Girls in Tech, Lesław Paga Foundation, Children's University Foundation, among others
- Trainings and coaching projects in the area of: leadership communication, change communication, sales, marketing communication, internal communication realized for more than 200 companies worldwide

