

# WHAT REALLY MATTERS

MasterClass  
Concept



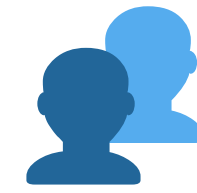


# Matúš Draganovský

**Managing Partner  
and Org Development Partner**

Connecting Cultures with Business Goals  
Employee Engagement  
15+ years





**SPEAKER STAR**



**TRAINER**



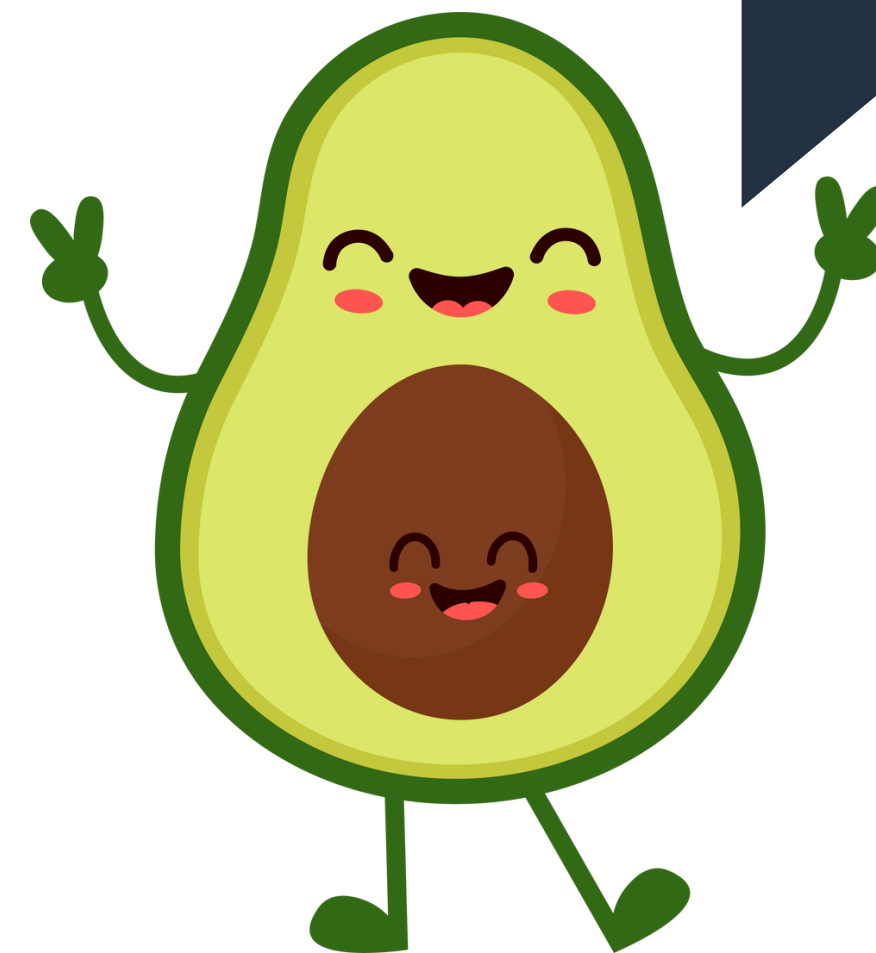
**success**

**leadership**

**satisfaction**

**opportunity**

**engagement**



**3 Emojis / word  
“Story Behind”**

 **10**

**35 000**

**80 %**



“I think, therefore I know what I’m doing.”

Wrong!



- ✗ **Overvalue past experiences**
- ✗ **Look for shortcuts**
- ✗ **Hate uncertainty**



### 💡 **When to rely on logical thinking?**

- ✓ For long-term strategic decisions (e.g., company expansion).
- ✓ When you have enough time and data to analyze.
- ✓ For complex problems with multiple variables.

### 💡 **When to rely on intuition?**

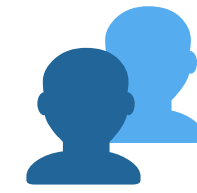
- ✓ Under high-pressure situations.
- ✓ When you have deep experience in a given field.
- ✓ When the situation is too chaotic for detailed analysis.

# **"What Really Matters": A Neuroscience-Based Approach**

- 🧠 Recognize Decision-Making Biases HOW Your Brain Tricks You**
- 🚀 Clarity Comes from Action. Overthinking Leads to Paralysis**
- 🔥 The Brain Prioritizes Urgency over Long-Term Importance**
- 📊 Your Past Choices Reveal WHAT TRULY MATTERS to You**
- ❤️ It should feel right AND make logical sense**



**“WHAT REALLY MATTERS”  
is a Skill, Not an Instinct**

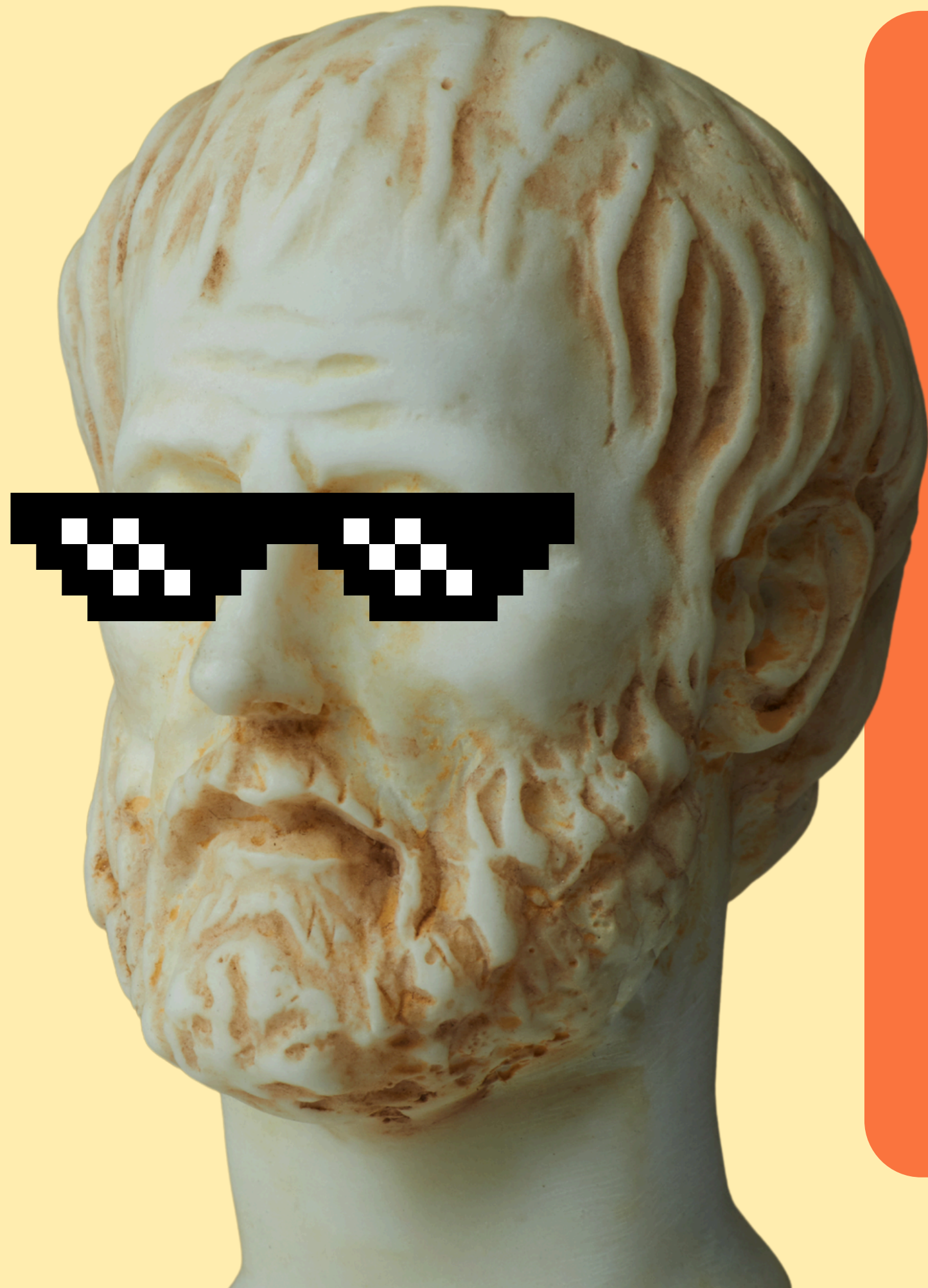


# SPEAKER STAR



# TRAINER





# Rhetoric Triangle Model

Developed by Aristotle

# THREE PILLARS



ETHOS



PATHOS



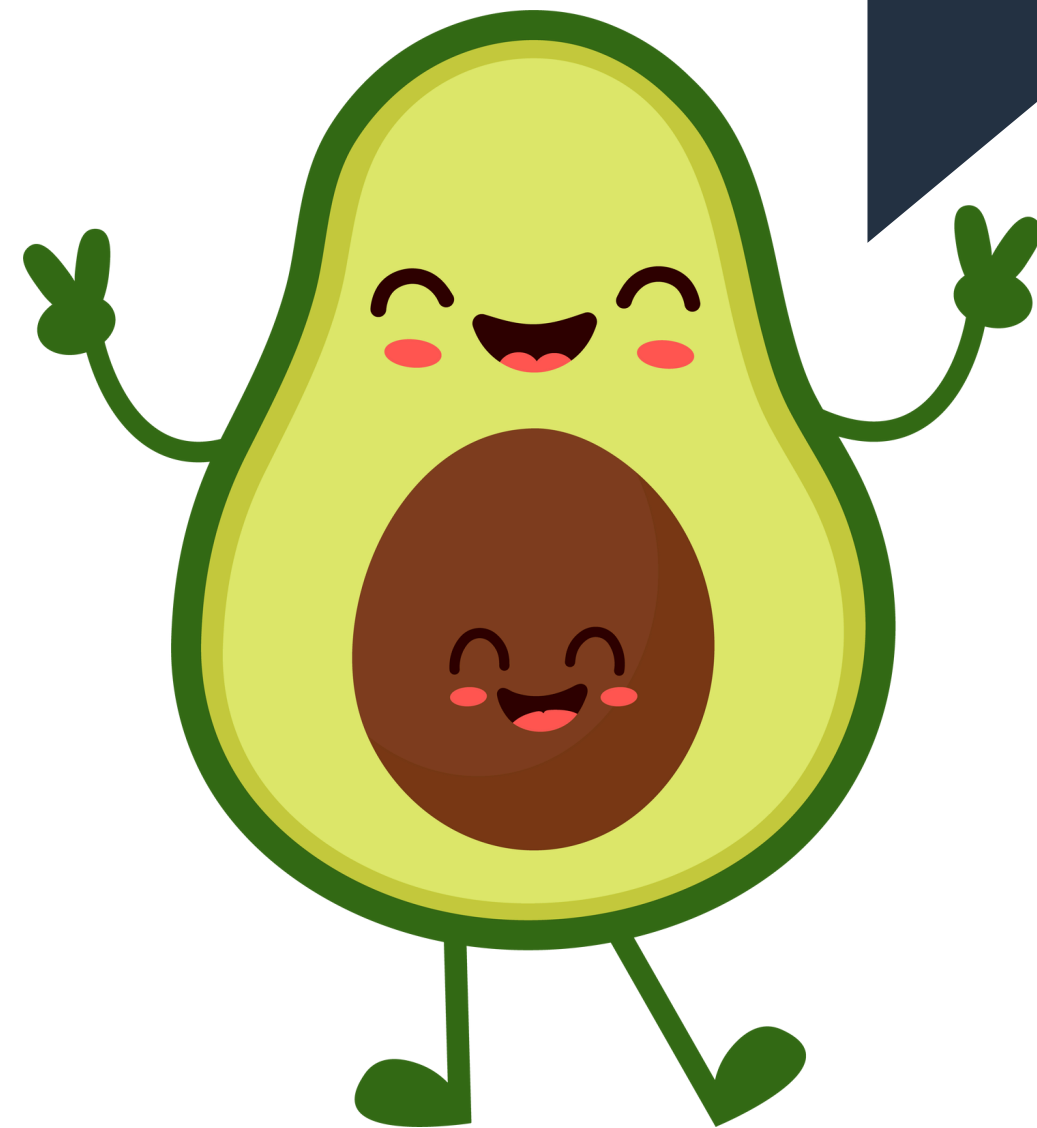
LOGOS

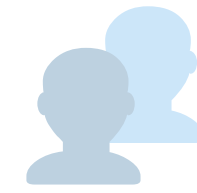


# TV Anchor

**Pick TV Anchor**

**Make 1min  
Newsroom**



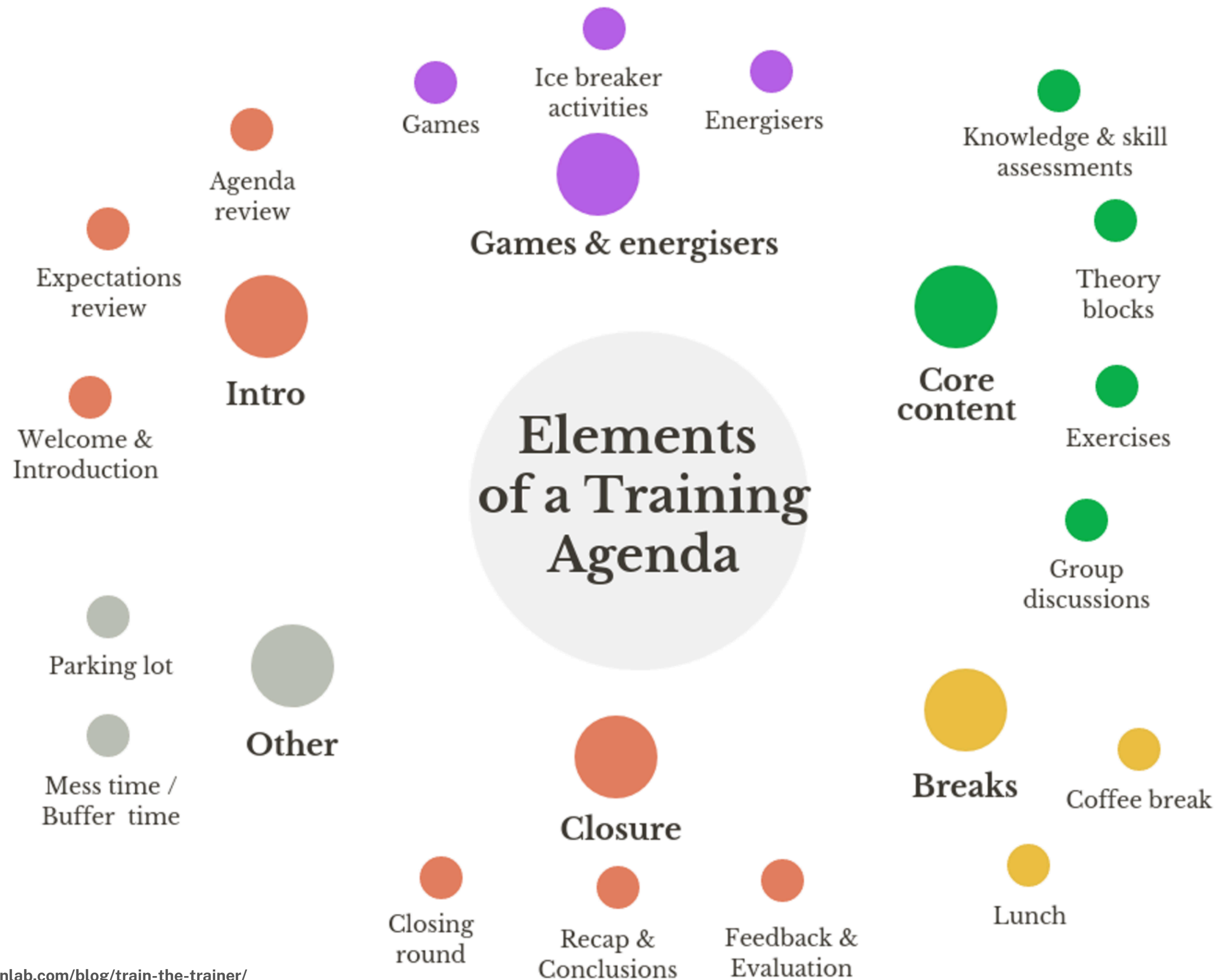


**SPEAKER STAR**



**TRAINER**





**LEVEL 1:  
REACTION**

DID LEARNERS ENJOY  
THE TRAINING?

**LEVEL 2:  
LEARNING**

WAS KNOWLEDGE  
TRANSFER SUCCESSFUL?

**LEVEL 3:  
BEHAVIOR**

DID THE TRAINING SPARK  
BEHAVIOR CHANGE?

**LEVEL 4:  
RESULTS**

DID THE TRAINING SOLVE  
A PERFORMANCE ISSUE?

# THANK YOU



Ambassadors



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**success**

**leadership**

**satisfaction**

**engagement**

**opportunity**