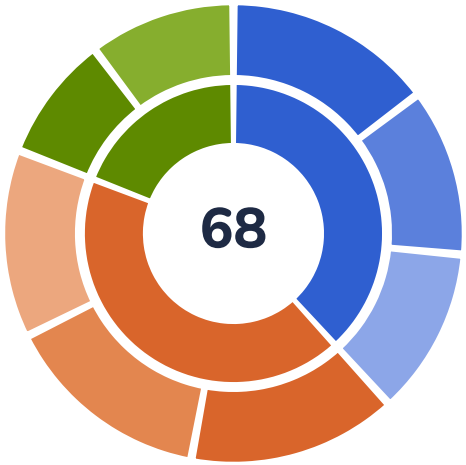
The Ludora Skills Model

3 domains · 8 skill areas · 68 skills

Every skill a Ludora Lab module measures belongs to one of these 8 areas, so what you practice adds up to one clear profile.



Work with people

Understand people, listen well, and help them grow and settle conflict.

Communication & Active Listening

Say what matters clearly, and hear what people really mean.

10 skills · 7 modules

Emotional Intelligence

Read emotions, protect dignity and keep relationships intact under pressure.

8 skills · 7 modules

Coaching & Conflict Resolution

Help people find their own answers, and turn conflict into working agreements.

8 skills · 4 modules

Get results

Influence others, organize the work and make sound decisions under pressure.

Influence & Negotiation

Win support and reach agreements without giving everything away.

10 skills · 5 modules

Organization & Delegation

Set priorities, hand over work well and keep plans on track.

10 skills · 4 modules

Decision-Making & Problem-Solving

Find the real problem, weigh the evidence and decide, even with gaps.

9 skills · 5 modules

Understand the business

Read the numbers, the market and the digital tools the business runs on.

Business & Financial Acumen

Speak the language of money, markets and stakeholders.

6 skills · 3 modules

Digital, Data & AI Fluency

Use data and AI tools well, and check what they tell you.

7 skills · 4 modules

The Ludora Skills Model

Every skill, by area, with the module that builds it

Communication & Active Listening

The Difficult Conversation
Opening with facts (SBI), Listening for the real issue

Coaching, Not Telling
Listening before advising

Presenting to Senior Leaders
Leading with the answer, Cutting to what matters, Closing with a clear ask

The Campaign That Isn't Working
Giving bad news clearly

The First Hour
The first public reply (HEARD)

Handling a Difficult Client
Listening for the real issue

When Everything Is Urgent
Saying no with respect

Emotional Intelligence

The Difficult Conversation
Protecting face

The First Hour
Owning a preventable mistake

Handling a Difficult Client
De-escalating, Recovering the relationship

Delegating Without Losing Control
Reading each person's readiness

When Two Team Members Clash
Staying neutral

Leading Your First Team Meeting
Drawing out quiet voices

The Impossible Brief
Keeping the relationship

Coaching & Conflict Resolution

The Difficult Conversation
Agreeing next steps

Coaching, Not Telling
Asking open questions, Helping people find their own options, Agreeing a commitment

When Two Team Members Clash
Finding the real conflict, Choosing the right conflict mode, Agreeing working rules

Leading Your First Team Meeting
Handling dominant speakers

Influence & Negotiation

Presenting to Senior Leaders
Handling tough questions

Handling a Difficult Client
Holding limits without giving everything away

The Impossible Brief
Uncovering the real need, Offering options, Trading scope, time and budget

Negotiating a Better Deal
Preparing limits and alternatives, Anchoring, Trading concessions, Closing and confirming

Defending Your Marketing Budget
Handling skeptical questions

Organization & Delegation

When Everything Is Urgent
Sorting urgent from important, Renegotiating deadlines, Protecting focus time

Delegating Without Losing Control
Choosing the level of delegation, Setting clear expectations, Following up without micromanaging

Leading Your First Team Meeting
Setting purpose and ground rules, Closing with decisions and owners

Getting a Late Project Back on Track
Resetting scope and dates, Building a recovery plan

Decision-Making & Problem-Solving

The Campaign That Isn't Working
Diagnosing before acting, Letting go of sunk costs

The First Hour
Reading the crisis type (SCCT), Fixing the process, not blaming the person

Defending Your Marketing Budget
Choosing what to protect and what to cut

Getting a Late Project Back on Track
Facing the real status

Making Decisions with Data
Questioning the source, Comparing fairly, Deciding with incomplete data

Business & Financial Acumen

Defending Your Marketing Budget
Speaking finance's language, Building a short business case

Getting a Late Project Back on Track
Managing stakeholders

Launching a Campaign on a Tight Budget
Choosing one audience, One clear message, Picking the channel

Digital, Data & AI Fluency

The Campaign That Isn't Working
Reading campaign data

Making Decisions with Data
Spotting misleading charts

Launching a Campaign on a Tight Budget
Measuring and adjusting

AI at Work
Deciding when AI helps, Giving clear instructions, Checking the output, Staying accountable and protecting data