

Homepage

Purpose: Create a powerful first impression and clearly convey your value proposition.

Content Suggestions:

- Hero section with tagline: "Transforming Leadership. Empowering Specialists. Elevating Performance."
- Subtext: Brief 1–2 lines about your mission (what you do and for whom).
- Call to Action (CTA): "Let's Talk", "Download Our Whitepaper", or "Book a Free Consultation".
- Visuals: Leadership imagery, team workshops, or transformation themes.
- Logos of clients or testimonials (e.g., DSV, Semco Maritime, MetroService, etc.)

About LeadWise

Purpose: Build trust and credibility with your audience.

Content Suggestions:

- The origin story (your experience, vision, and why you started LeadWise).
- Your approach to leadership and development.
- High-res photo of Danni Pharao Munk.
- Key facts: Executive MBA, 15+ years in leadership development, defense background, etc.
- Optional: Brief mention of BO Brothers inspiration if you want personal branding flavor.

Services

Purpose: Present your offerings clearly and professionally.

Suggested Subsections:

- Corporate Academies: Systematic leadership development for all managerial levels.
- Specialist Development: Empower specialists to drive collaboration and business growth.
- Leadership Coaching: One-on-one executive or career coaching sessions.
- Team Development: High-impact workshops to strengthen team dynamics and alignment.
- Workshops & Facilitation: Including Diversity & Inclusion, Conflict Management, Feedback, etc.

Each subsection should include:

- A short intro
- Bullet points of key outcomes
- CTA: "Explore Program" or "Book a Discovery Call"

Client Cases / Success Stories

Purpose: Show credibility, impact, and proof.

Content Suggestions:

- Short case writeups (DSV, MetroService, Håndværksgruppen, etc.)

- Format: Client | Challenge | Our Approach | Result
- Testimonials (with photos/names if possible)
- Quote pullouts or sliders

Whitepapers & Resources (or “Insights”)

Purpose: Capture leads and build thought leadership.

Content Suggestions:

- Free downloadable PDF: “7 Leadership Levers for Specialists”
- Blog articles or short reads (e.g. on Leadership Transition, DAC, DiSC, House of Change)
- Email signup for more insights (integrated with Mailchimp or similar)

Work With Us (optional)

Purpose: Offer clarity for potential partnerships or collaborations.

Audience: HR professionals, training managers, L&D; departments

Content Suggestions:

- How you typically work (process overview)
- Customisation possibilities
- Your facilitation approach
- “Let’s co-create your corporate academy” CTA

Contact

Purpose: Encourage conversion through easy access.

Content Suggestions:

- Embedded Calendly link for easy bookings
- Contact form
- Email / phone / LinkedIn
- Company info: CVR: 27680550, Address: Holmbladsgade 56, 2300 Copenhagen S

LeadWise Philosophy (optional but powerful)

Purpose: Differentiate with values and frameworks.

Content Suggestions:

- Frameworks you use (SLII, DAC, House of Change, RACI, McClelland, Eisenhower Matrix)
- Your belief in “Leadership as a Craft” or “Leadership is Not a Title”
- Visually appealing model(s) or quote-based section

FAQ

Purpose: Handle objections and reduce buyer friction.

Possible Questions:

- How long are your programs?
- Do you tailor sessions to different industries?
- What if we've already done DiSC / Hogan?
- How do you measure impact?

Legal Pages

Mandatory for compliance:

- Privacy Policy
- Cookie Policy
- Terms of Service (optional unless you do e-commerce or subscriptions)

Optional Add-Ons for Later Stages

- Blog (for SEO and thought leadership)
- Newsletter Archive
- Client Portal (for program materials, if needed)
- Language toggle (Danish / English)