



Communications Skills training day

This is from the **In-A Day™** series of training courses delivered by Ed and other bridgers for groups and individuals. The **In-A Day** series is designed to help people without previous formal training to grasp the underlying strategy and to take away an actionable plan and process to achieve key business deliverables safely and professionally. These courses are intended to challenge average to good candidates and deliver maximum value for the investment by covering ground that might be spread over a much longer period in other circumstances, but are nevertheless proven to deliver value for average candidates who start their task soon afterwards and utilise the free support service.

Who is the training for?

The course is suitable for experienced managers in any business with a need and a desire to dramatically improve the quality and outcomes of their communication activities on all fronts.

Prerequisites

- Good written and verbal English and experience of working at a middle to senior management level, or in a customer facing environment within an organisation.

It is recommended that this is taken at a time when the candidate can immediately begin using the new techniques and strategies in a real world environment.

Benefits

- At the end of this course, the candidate will have developed an enhanced understanding of the dynamics of communication in a business setting.
- The candidate will have covered the basics and learned advanced techniques designed to deliver improved outcomes in leadership, persuasion, negotiation, sales and personnel management.
- The candidate will leave with course notes and communications planning templates to help them proceed with practical application of the skills learned.
- The candidate will be entitled to up to one hour of telephone, or email based support after the training course has ended.

Course syllabus

- The challenge of communication?.

- First get their attention
- The importance of targeting, segmenting and customising content and delivery
- The aims of communication and the basic ground rules
 - Actions speak louder than words
 - The value proposition
- Communication styles and thinking styles
 - VAK.
 - Towards, or away from
 - Listening skills
- The art of description
 - Solilique, comparison and other techniques
- Positioning
 - The battle for mind space
 - Your strongest proposition
- Presentation skills
 - Start, middle and end
 - The story not the slides
 - 1,2,1 and ask for action

What do I get on the day?

On the day you will receive a carefully targeted syllabus designed to give you the tools you need to complete the task described. You will gain advanced skills needed to dramatically improve the effectiveness of your communications efforts in every aspect of your life.

You will take part in mock verbal sessions and you will gain access to one hour of free telephone or email support. You will receive a **In-A Day™ Business Case Skills** certificate of training

What does it Cost?

For one to five people attending, the cost is £1,780 plus travel expenses if outside of UK you are expected to provide a suitable room for the day with a whiteboard and projector.

To find out more contact enquiries@thebridger.co.uk

Call +44 (0) 844 8844 713