

## OUR LATEST PROJECTS & NEWEST CLIENTS

Our theatre-based skill set has proved to be immensely popular. We have successfully trained groups and coached individual executives in a wide range of sectors, both private and public, UK and International.

By Autumn 2009 we will have created and delivered programmes for fourteen new clients. In addition, we have been approached by longstanding clients to work with them again.

**APMP**, the body that regulates Project Management courses, requested an interactive event for their Spring Conference. The success of this event led to an invitation to create a longer event for their October 09 Conference.

In 2008, **Assurant** requested a Coaching programme for a newly appointed executive. The success of this led to an invitation to train members of his team in 2009/10.

**Bunzl** requested a Communication and Presentation Skills Workshop as part of a Leadership Programme for their Senior management team.

**Centrica** have requested three programmes. The first is a set of coaching sessions for a senior executive. The second is a training programme for a management team. The third will follow in 2010: it will be a coaching programme for their Senior Management Team.

**The Environment Agency** have commissioned a coaching programme for their newly appointed **Chief Executive**.

**Fenner Group**, our client since 2006, have requested a workshop in Communication & Negotiation skills for one of their US partner companies based in Philadelphia.

**Genus PLC**, a biotechnology company, have requested a coaching Programme to support their Chief Executive and Finance Director in their meetings with investors.

**Goldshield Pharmaceutical**, our client since 2007, requested a coaching programme for their new Finance Director. The success of this led to an invitation to devise coaching programmes to enhance the presentation skills of a wide range of executives and managers in the company both in the UK and in India.

**Hewitt Associates** requested a coaching programme for a Senior Executive. The success of this led to an invitation to create a training programme for the executive group that report to him.

**Kurt Salmon Associates**, our client since 2002, requested two training programmes for the consultants in their Dusseldorf, Paris and Amsterdam offices.

**L'Oreal**, our client since 2006, have requested another two-day workshop as part of their graduate training programme.

In 2008, **Natural England** requested an Executive Coaching Programme for their Director of Corporate Communications. This is continuing in 2009/10.

**North Yorkshire County Council** commissioned an interactive programme about Diversity for their Leadership Programme.

**O2** requested Executive Coaching for their Spanish speaking Finance Director to help him gain fluency when presenting in English and improve his impact. The success of this led to a request to create a training programme for one of O2's management teams.

**Oval Group** have requested a coaching programme in presentation and facilitation for two of their senior managers.

**Petrom**, the Romanian Energy Company based in Bucharest, have requested three programmes: a coaching programme for three senior executives and a training programme for the senior management team. This will be followed by a company wide training programme for several levels of management.

**Rentokil** requested a coaching Programme for their Finance Director to support her when delivering results to their AGM and also in promoting the company to investors.

**Sony** have requested a training programme in presentation and communication for a senior management team.

The **South Bank Centre** have requested workshops in Facilitation for their entire HR team. This follows a successful Coaching programme that was created for the director of the **Hayward Gallery**.

**Springer**, the Science Publisher, have asked us to facilitate a team building day conference. They have also requested a coaching programme for one of their senior executives.

**St Thomas' Hospital** requested a coaching programme to support one of their senior managers.

**T Clarke**, our client since 2007, have requested two more coaching programmes in presentation skills.

**Unilever**, our client since 2005, requested a coaching programme for a newly promoted Senior Manager.

**Winchester Health Trust** requested an ongoing communications course to support one of their trainees.

In early 2009, **TSO** invited John Abulafia to join their group of associates. His first project was a Facilitation Course for the **Department for Transport**. The success of this led to a coaching programme for a Senior Legal Officer in the Highways Division.

### OUR NEW ASSOCIATES:

An expanding range of clients requires a broader range of courses. So I have brought in several talented associates with skills and talents that complement my own. We now have a Voice Consultant, a Media Coach, an expert in Group Dynamics a film unit and a group of talented actors who are highly skilled in role-play.

### OUR NEW, INTERACTIVE WEBSITE:

Visit [www.craftofcommunication.com](http://www.craftofcommunication.com) and you will find a DVD clip introducing our work. This is on the Homepage. Subsequent pages have film clips that give you a chance to sample our training. The website explains the Key Ideas behind our training, Further examples of client feedback, downloadable pdf files that are designed to help you identify training needs, useful tips, stimulating quotes - and much else.

*John Abulafia*

**CLIENT FEEDBACK:** "The training has proved invaluable and not a day goes by where I do not apply it in some form or the other. I would go so far as to say that it might be some of the most useful training I have received in my professional career."

**DEWARD SERFONTEIN**  
Old Mutual Assurance Investor Relations Team, UK, US & France

## OUR CLIENT LIST, SECTOR BY SECTOR:

Private Sector, UK	
<b>Accountancy:</b>	Aegis, Grant Thornton, RSM Robson Rhodes.
<b>Arts:</b>	Arts Council of England, Hayward Gallery, South Bank Centre.
<b>Banking:</b>	Barclays, Coutts, JP Morgan, Lloyds Bank, Royal Bank of Scotland.
<b>Beauty:</b>	L'Oreal.
<b>Biotechnology:</b>	Genus PLC.
<b>Brewers:</b>	Corrs.
<b>Broadcasting Systems:</b>	Sony.
<b>Catering &amp; Vending:</b>	Bunzl.
<b>City:</b>	London Metal Exchange, The Profile Group.
<b>Construction:</b>	Breyer Group, ISG, Sunley Group.
<b>Consultancy:</b>	Accenture, Kurt Salmon Associates, Matchett Group, PDN, Proud foot, QA-IQ, Whitmuir Development.
<b>Defence:</b>	Qinetiq.
<b>Education:</b>	Queen's University, Belfast.
<b>Electronics Contractors:</b>	T. Clarke.
<b>Environmental Agencies:</b>	Natural England.
<b>Energy Suppliers:</b>	BG, Centrica, Homeserve, Inenco, National Grid Transco, Shell Petroleum, Total GP.
<b>Engineering:</b>	Fenner PLC, Mouchel Parkman, Waterman PLC.
<b>Financial Services:</b>	Man Financial.
<b>Food &amp; Drink:</b>	Coca Cola, Masterfoods, Saxby.
<b>Furniture:</b>	Herman Miller, MFI.
<b>Health:</b>	British Heart Foundation, Diabetes UK, Healthcare Commission.
<b>Health Insurance:</b>	HSA Healthcare, ISO Healthcare.
<b>Health Suppliers:</b>	Smith & Nephew.
<b>Health &amp; Household:</b>	Boots PLC, Unilever.
<b>Home Improvements:</b>	Kingfisher PLC.
<b>Housing:</b>	Richmond Housing Trust.
<b>Industrial Safety:</b>	Halma.
<b>Insurance:</b>	Assurant, Old Mutual PLC, Oval Group.
<b>Insurance Underwriters:</b>	Beazley, Lloyds Underwriters.
<b>Internet Providers:</b>	Thus PLC, Yahoo.
<b>Investment Services:</b>	Barclays Global.
<b>IT:</b>	ACSN, Cisco Systems, Energis.
<b>Marketing:</b>	Flow Interactive, The Future Foundation.
<b>Manufacturing:</b>	Fenner PLC, Zotefoam.
<b>MBA Courses:</b>	Bournemouth University, Edinburgh University Management School, LSE.
<b>Media:</b>	Channel 4, Walt Disney, CNN / Turner Broadcasting, Rawrip, Sky Television.
<b>Office Rentals:</b>	Workspace.
<b>Pest Control:</b>	Rentokill.
<b>Pharmaceuticals:</b>	Goldshield, Reckitt Benkiser.
<b>Project Management:</b>	APMP.
<b>Publishing:</b>	Springer.
<b>PR:</b>	Brandhouse, Federation of Image Consultants.
<b>Retail:</b>	BHS, Budgens, Morrisons.
<b>Risk Management:</b>	Lloyds Underwriters.
<b>Science &amp; Technology:</b>	Anglo Scientific, Genus PLC.
<b>Service Management:</b>	Serco.
<b>Telecoms:</b>	BT, O2, Virgin Media, Vodafone.
<b>Transport:</b>	Leith Ports Authority, London Crossrail, Tubelines.
Private Sector, International.	
<b>Banking:</b>	Deutsche Bank (Germany).
<b>Consultancy:</b>	Accenture (France), Kurt Salmon Associates, (Germany) Leading Minds (Lebanon & Saudi Arabia).
<b>Energy Suppliers:</b>	Petrom (Romania), Yukos Oil (Russia).
<b>Engineering:</b>	Fenner PLC (Australia & US).
<b>Food &amp; Drink:</b>	Coca Cola (Belgium) Masterfoods (Hungary).
<b>Medical Equipment:</b>	Fresenius (Italy).
<b>Sportswear:</b>	Helle Hanson (Norway).
Public Sector	
<b>Central Government:</b>	Ministry of Defence, Department for Transport, Environment Agency.
<b>Police:</b>	Lothian & Borders, Norfolk.
<b>Local Authority:</b>	Islington, Council, North Yorkshire County Council, Portsmouth City Council, Stevenage Council.
<b>NHS:</b>	Isle of Wight NHS Trust, Winchester NHS Trust.

John Abulafia's public sector work has led to an invitation from the **Central Office of Information** to join their roster of approached coaches. This entails working with a wide variety of government departments.

## AUTUMN 2009 UPDATE: Craft of Communication - an essential skill for difficult times

The ability to communicate clearly, with authority and eloquence, has always been a necessary business skill. Good communication within a company can enhance efficiency, and reduce waste, at all levels of management. Clearly, effective use of scarce resources is more important now than ever before. This is one way we can help companies in this tough period.

Craft of Communication has started to build a creative response to the challenges facing our clients. We have developed a completely new programme to train Sales Teams to help them compete in this tough economic environment and gain a competitive edge over their rivals. Full details can be found on our website.

Furthermore, we have developed new modules in both our training for groups, and in our one to one executive coaching. These modules teach techniques that help our clients to manage a wide variety of situations, and use exactly the right arguments and language to get a positive outcome, even when the situation.

We can teach techniques that help you to use exactly the right arguments and language with your clients.

In times of doubt and uncertainty, managers at every level will need the

authority and gravitas to put across the reality of a situation, project a realistic level of confidence, deal with their audiences' anxiety and communicate the vision that can help a company through a difficult, conflict-filled, period. These audiences could be their own teams, clients and customers or shareholders.

All these different audiences may well have mixed, ambiguous attitudes, both to the speaker and the information they are hearing. Some audiences may be downright hostile. Managers and executives need to know how to read their audience, retain control of themselves, the situation and agenda, control difficult Q&A sessions, deal effectively with conflict, and win their audience round.

They will have to communicate well in a wide variety of settings: meetings, conferences, one to one, on the phone, conference calls or in a video conferencing. They may also have on deal with the Media - in print, on the radio and on TV.

Given all this, Managers and Executives at all levels will need a solid, 100% reliable, Communication Technique.

This is what **Craft of Communication** can provide.

**CLIENT FEEDBACK:** "I just wanted to let you know that I had excellent feedback following my presentations to our clients and to the Chief Exec, specifically regarding clarity of message and delivery. I came away feeling very pleased with myself but also knowing what I had work on next. You helped me to unlock something that I've struggled with for years."

WENDY O SULLIVAN, Senior Manager, Smith & Nephew

### FREE SAMPLE SESSION

We know that every client company has its own training needs in communication. We will discuss what kind of help is required, identify goals, deliverables and the time frame for the sessions. When building a course, we will incorporate any special work needed for groups or individuals. Then you will receive a first draft proposal which, together, we will shape into the course that answers your training needs.

To start this process, we can run a **free sample session** at your offices for you and your colleagues. This will not oblige you to work with us. The demo lasts an hour and enables you and/or your colleagues to observe and experience the process and, of course, ask any questions.

*John Abulafia*

**CLIENT FEEDBACK:** "By all accounts, yesterday's session was outstanding. Our CEO was blown away by the transformation of Eric's client-handling. Eric himself downloaded to me that the whole training process with you had been 'life-changing' and that he wishes he'd had it 10 years ago. I've never heard him so enthusiastic about anything. We expect great things of him here! Thanks for working so cleverly and intuitively with him."

SOPHIE MANHAM: Head of HR, SHM.

**CLIENT FEEDBACK:** "Many thanks for your very timely, focussed interventions, John. I've appreciated your sensitivity and insight. You're extremely perceptive, and I feel you've helped me to move forward significantly, and only wish this kind of training had been available much earlier in my career!"

DR INGRID WASENAAR. SHM

### OUR COURSES:

Assertiveness.

Communicating with clients & customers.

Communicating with colleagues.

Dealing with conflict.

Diversity Awareness.

Facilitation skills.

Interview technique.

Leadership skills.

Listening skills.

Managing change.

Press, Radio & TV

interviews.

Networking skills.

One to One meetings.

Phone and conference calls.

Practical use of Intuition.

Presenting to any kind of audience.

Q & A sessions.

Reading Body Language.

Running meetings more effectively.

Team Building.

Train the Trainer.

Video Conferencing.

Voice Coaching.

### SPECIAL COURSES WE HAVE CREATED:

We also create programmes in response to the specific requests from companies. Some examples:

1: **JP Morgan**, and several other companies requested a workshop for women executives to help them to communicate authority in a business environment where the leadership is male.

2: A workshop to help officers from the **Lothian and Borders Police** to deliver Diversity Awareness workshops to fellow officers.

3: **SHM** and several other companies requested a course to help executives to enhance their client-handling. We use actors to role play typical clients, The role play offers detailed feedback from the coach and the actor.

4: We have created a Communications Course for Solicitors. This is a comprehensive course designed to help them in a wide variety of situations. They will, for example, be given skills that can enhance their ability to communicate with complete authority when appearing in court, handle media interviews with greater assurance and to facilitate a variety of meetings such as negotiation and conciliation. There are many other aspects to this training programme, such as Voice Training. The course has been created in consultation with lawyers, barristers, magistrates and lecturers in law.

5: The **Hayward Gallery** and others have requested sessions to prepare leaders for Media Interviews. Part of this consists of rehearsal using actors role playing tough investigative journalists.

6. **THE CRAFT OF DIALOGUE.** In a collaboration with Penna and Positiveworks, we are creating a course to help companies understand the psychological subtleties in the dialogues that take place every day at work. Using actors we will explore the way subtext works, how it influences us for good or ill. Understanding this helps executives to communicate better and influence colleagues and clients.