

CRAFT OF COMMUNICATION: *An essential business skill-set for our times.*

The ability to communicate clearly, with authority and eloquence, has always been a necessary skill in every sector of the economy. Now that we are experiencing a down turn in the Economic Cycle, effective, well grounded professional communication skills have become absolutely essential. In such times, managers at every level will need to put across the reality of a situation or problem, project a realistic level of confidence, deal with their audiences' anxiety, and still communicate the vision that calmly understands, and sees a way through, a difficult, conflict-filled, period.

Managers, especially Senior Managers and those at Board and CEO level, will have to deal with a wide variety of audiences. They will have to address large groups, numbering hundreds, even thousands. They will also have to communicate well with groups, teams and one to one with colleagues and clients. They may have to do this using a wide range of formats: in live, face to face meetings, on the phone, in conference calls and via a teleconference. They will also have on deal with the Media - in print, on the radio and on TV.

Their audiences will have mixed, ambiguous attitudes, both to them and the information they are putting across. Some may be downright hostile, and that can lead to difficult Q & A sessions. In difficult times, all managers need to know how to read their audience, retain control of themselves, the situation and agenda, and then use their insights to deal effectively with conflict and win their audience round. These situations can be fluid, unpredictable and likely to engender conflict. Given that, Managers and Executives need a rock solid, 100% reliable, Communication Technique. This is what **Craft of Communication** aims to provide.

HOW WE WORK WITH YOU TO BUILD THE RIGHT COMMUNICATIONS COURSE FOR YOU.

Each company has its own communication needs. We will discuss what you kind of course is needed, goals and deliverables, the time frame for the sessions and any special work needed for groups or individuals. Then you will receive a first draft proposal which, together, we will shape into the course your company needs.

These are some of the issues our clients have chosen as their training needs. Treat it as a menu and please do not hesitate to add your own specific training requirements.

- Listening skills.
- Presenting to any kind of audience: peers, juniors or those more senior.
- Facilitation skills with clients, colleagues or teams.
- One to One meetings with clients or colleagues.
- Team building,
- Issues around assertiveness and confidence
- Enhancing leadership skills.
- Dealing with conflict.
- Communicating effectively with clients and customers.
- Communicating day to day with colleagues, whether peers, juniors or those more senior.
- Running meetings more effectively.
- Q & A sessions.
- Networking skills.
- Being more effective on the phone and in conference calls.
- Communicating well during interviews.
- Media training for Video conferencing
- Media training for Press, Radio & TV interviews.
- Managing change and its consequences.
- Help for women managers and executives who need to communicate effectively, and to be authoritative and inclusive in a business environment where the leadership is male.
- Help with issues around Diversity.

John Abulafia

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www.craftofcommunication.com

Tel: 0207 272 0734

Mob: 07813 29 95 97

