

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.

In 2009, we already have acquired six new clients. We have also been approached by eight current clients with requests to work with them again.

Anglo Scientific requested a coaching programme for the team who regularly meet Fund Managers to raise funds for new projects.

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.

Birkbeck College requested a workshop on presenting with Influence as part of their MBA course.

Fenner Group, our client since 2007, requested a workshop in Negotiation skills at their 2008 conference. Three US companies affiliated to Fenner have now requested similar workshops in Philadelphia, New York and Atlanta.

Goldshield Pharmaceutical, our client since 2007, requested a coaching programme for their new Finance Director. The success of this has 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 have requested a coaching programme in facilitation for a Senior Executive. This will be followed by an extensive training programme for the executive group that report to him.

LOreal, our client since 2007, have requested two new two-day workshops as part of their graduate training programme plus a coaching programme for a senior executive.

Portsmouth City Council, a client since 2003, have requested Another programme on Presenting with Power, which is part of the "Future Leaders" course that John Abulafia helped to create for PCC.

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

O2 requested Executive Coaching for their Spanish speaking Finance Director to help him gain fluency when presenting in English and improve his impact. This will be followed by a coaching programme for another Board Level Executives

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**.

SHM, our client since 2004, have requested training programmes in presentation for new members of their staff.

TSO have invited John Abulafia to join their group of Associates. His first project was a Facilitation Course for the **Department for Transport**.

Workspace requested a coaching programme for their CEO and Finance Director who regularly present to Fund Managers to advance their recapitalisation programme.

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, a film unit and a group of talented actors who are highly skilled in role-play.

OUR NEW, INTERACTIVE WEBSITE:

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

SPRING 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.

There are others. Craft of Communication has started to build a creative response to the challenges facing our clients. We have already developed new modules in our group training, and started to nuance our executive coaching to help our clients respond to these new challenges.

We can teach techniques that help you to use exactly the right arguments and language with your clients. In sales, for example, this can help a company gain a competitive edge over their rivals. It can also help with a company's Internal Communications.

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: Using specially made films to help **JP Morgan Asset Managers** executives to read Body Language.
- 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.