**THE CRAFT OF COMMUNICATION MODULE MENU™**

**Communication Skills for Leaders**

**What is the Craft of Communication Module Menu™?**

The Craft of Communication Module Menu™ is a unique tool for identifying training needs,then building bespoke training programmes for **Leaders at all levels.** The programmes can be for groups or individuals; they can be half-day, full-day or two-day sessions. The Module Menu™ can also be used to build programmes over a longer period of time.

The Module Menu™ is divided into **The Three Phases of Learning:**

*1. Build Awareness and Knowledge*

*2. Transform Knowledge into skill*

*3. Practical Application of Skills.*

**The Three Phases of Learning**

**Phase 3**

**Application**

Practical application of learnings in specific areas of leadership communication.

**Integrates what you have learned in Phase 1 and 2, into real-life work situations through practical application.**

**Phase 2**

**Core Skills**

Develop and enhance all aspects of physical, vocal, receptive/expressive leadership communication.

**Phase 2 underpins learning from Phase 1, and prepares you for Phase 3**

**Phase 1**

**Communication Fundamentals**  
Learn the physiology, psychology & biochemistry of human communication, behaviour and interaction.

**How does the Module Menu™ work?**

The Module Menu**™** is the start of the conversation. First you identify the modules that answer your leaders’ training needs. Then, we can work with you to create a programme that will enhance their impact, influence and ability to communicate and present in business.

**Phase 3**

**Applications**

Integration & Practice

Presentations

Meeting Management

Speech Writing

Storytelling for Presentation

Storytelling for Leaders

Media Coaching

Executive Interviews

Influencing skills

Leadership Communication

Communicating Change

Women in Leadership

Pitching

Video Conferencing

Telephone Conferencing

Networking

**Phase 2**

**Core Skills**

Voice and Diction  
Posture and Body Language  
 Managing Stress

Structure and Narrative  
Mindfulness  
 Gravitas

**Phase 1**

**Communication Fundamentals**

Audience-Speaker Relationship  
Sensory Awareness  
‘Status’ and Behaviour

**Delivery Formats**

All Craft of Communication programmes can be delivered as **Group Sessions**, or through

**One-to-one Coaching.** In addition, we have developed the following formats:

* **Executive Coaching:** coaching for Leaders delivered by our Founding Directors.
* **Virtual Training**: anytime, anywhere 1:1 coaching and small group Training.
* **Blended Learning:** combined face-to-face and virtual sessions.
* ***c.a.t.****™* **Communication Assessment Tool** *™*: analysis and quantification of communication capabilities for individuals, or groups.
* **Seminars & Bite Size Learning**: 1 hour to half-day sessions for Leaders, Teams or companywide.
* **Panorama Days**: a concentrated one-day series of linked mini-sessions designed for large groups or entire departments. Delivery can be onsite or as part of events or conferences. The mini-sessions run concurrently on a rotating basis enabling all participants to access every session.

**THE CRAFT OF COMMUNICATION MODULE MENU™**

**Communication Skills for Leaders**

**PHASE ONE: COMMUNICATION FUNDAMENTALS FOR LEADERS**

Understanding the science of human communication, interaction and behaviour, gives crucial context and a solid grounding for developing skills for Leaders at all levels. to help them to communicate with enhanced impact, clarity and gravitas.

This module is in three sections. Each section addresses a basic element of human communication.

1. **THE AUDIENCE - SPEAKER RELATIONSHIP**

Themoment you have a thought, or emotion you wish to express to any group or individual, you enter into the dynamic of the **Audience-Speaker Relationship**. This relationship has its roots in the physics, physiology and psychology of human interactions.

**Learning Outcomes.** In this module you will:

* *Understand the core aspects of the* ***Audience-Speaker******Relationship*** *dynamic.*
* *Use practical exercises to experience and understand where you function in the dynamic.*
* *Enhance your skills in managing the* ***Audience-Speaker Relationship***
* *Use the Audience Speaker dynamic to build effective relationships with client’s colleagues and stakeholders*
* *Develop enhanced rapport and audience engagement.*

1. **SENSORY AWARENESS.**

The key concept in this module is a very specific kind of self-awareness termed **Proprioception.** This can be defined as:

***“How you sense and perceive your body movements in the moment, and how this behaviour is perceived by others.”***

Building your Proprioception is essential for Leaders because it helps you to both understand your patterns of physical behaviour in communication and how these impact on others. Developing your Proprioception helps Leaders to read situations, people and audiences more effectively, positively change your behaviour and thereby enhance your communication.

**Learning outcomes.** In this module you will:

* *Explore and understand instinctive human behaviour.*
* *Build an understanding of your habitual patterns of behaviour.*
* *Build new muscular responses for improved communication.*
* *Develop enhanced personal awareness.*
* *Develop enhanced empathetic skills.*

1. **‘STATUS’ & BEHAVIOUR**

**What is Status?**

The word **Status** has many meanings. Drawing on our background in Performance, Craft of Communication have returned to the original Latin meaning where it refers to an individual’s **State, Standing, Manner, Attitude and Condition -** in short, their **Behaviour -** as it isexpressed through **Body language** and **Voice**.

Thus, **Status** is present in all human interactions and communication. It is at the heart of the **Audience-Speaker Relationship** because your **Status** always affects and impacts on others. Understanding and then managing Status is key to effective, impactful communication.

**How Do I Use Status?**

To help you manage your Status,Craft of Communication have developed **The Craft of Communication Status Toolkit™.** This is a set of practical techniquesthat you learn and then practise during the session. Each technique helps you to enhance the effectiveness of your communication in any given situation. By the end of the programme, you will have built up a Personal Toolkit of Status techniques that you can use the moment you walk out the door. Used long term, the **Status Toolkit™** can help Leaders to develop a powerful, authentic Communication and Style.

**Learning outcomes.** In this module you will:

* *Explore the theory underpinning Status, its roots in our physiology, biochemistry and psychology.*
* *Understand the Status spectrum, where you function on it and how Status can enhance your communication.*
* *Be given opportunities to experience first hand how your own Status impacts on others.*
* *Build a personal Toolkit of Status techniques that can enhance your ability to impact on, and influence your audience.*
* *Use Status to enhance your* ***Gravitas****.*
* *Learn how to adapt your Status to suit the wide range of situations you will face day-to-day - managing your relationships with colleagues, boards, stakeholders, pressure groups and clients.*
* *Develop* ***Optimum Status****, a communication style combining Authority with Empathy. This is essential for those who lead and manage teams and departments.*

**PHASE TWO: CORE SKILLS**

**This phase contains the following modules:**

* **Module 1: Voice & Diction**
* **Module 2: Body language**
* **Module 3: Mindfulness**
* **Module 4: Gravitas**
* **Module 5: Managing Stress and Nerves**
* **Module 6: Structure & Narrative**

**Module 1**: Voice & Diction

Your voice is one of the most powerful tools for communicating that Leaders possess, yet all too often the **Voice** istaken for granted, underestimated and neglected. The voice module covers all aspects connected to developing the voice to ensure it has the maximum impact possible. Our team at Craft of Communication have the technical expertise to help you develop your vocal resonance, your tonal quality, and clear articulate diction. This will enable to use your voice to authentically express your inner thoughts and feelings.

A rich, **resonant** voice considerably enhances Status. This is because **Voice** and **Status** are both created by the body, so the physical work on your Voice will underpin and enhance all the previous work on Status.

**What is Vocal Resonance**?

Resonance, a very important word in the English language, has two meanings. Anatomically and physiologically it describes the disturbance of air molecules that creates the sound your voice makes and its tonal quality. However, ‘Resonance’ is also meaningful on a metaphorical level - as when we say a message has ‘resonated’ with us. At Craft of Communication we address both of these. Our Voice Module can help you develop a rich resonant voice, both physically and metaphorically.

**Diction**:

For your message to have impact, a clear, crisp, articulate diction is required. In this section of the voice module, leaders will be taken through a series of exercises and techniques to enhance their ability to physically articulate their message to ensure it lands and has the maximum impact.

**Posture**

Posture and alignment play an important role in the voice production as they impact on the effectiveness of your muscles to function. An un balanced posture can create excessive tension, contract the spine and negatively impact on our ability to breathe effectively. In addition, our posture plays a huge role on our Status and the expression of positive body language. ***See module 1 & 4.***

**Breathing Technique**

Our breathing patter**n** affects all aspects of how our body functions.An erratic breathing pattern not only has a negative effect on how we vocally communicate and feel, but also on how our audience feels and receives our message. Learning an effective breathing technique is hugely beneficial to all aspects of our communication skills. ***See module 4 below for information regarding breathing techniques and managing stress and nerves.***

**Learning outcomes.** In this module you will:

* *Develop a resonant tonal quality of voice that can command attention and ensure your message impacts on your audience.*
* *Develop a breathing techniques that can reassure and calm audiences when delivering a difficult message*
* *Acquire posture and alignment techniques that enhance breathing technique and vocal qualities.*
* *Learn diction techniques and exercises to enhance your ability to physically articulate your message to ensure it lands.*

**Module 2: BODY LANGUAGE**

What is Body language? It is both the **conscious** and **unconscious** **non-verbal** communication we express to others. The importance of body language should not be underestimated – particularly for Leaders. The way we move, sit, stand, walk, gesture, use our facial expression and breathing patterns, are all part of our body language and the signals we give off. If these signals are not understood, this will impact on whether or not our communications are successful or not.

However, body language signals go two ways; there are both Express and Receptive aspects to body language

**Expressive body language;** what signals and how do I come across to others? Am I sending out the right signals?

**Receptive body language**: what signals is that person is sending back? Has my message landed? Are they ready to receive my message? if not, what can I do about it?

Our use of body language has a huge influence on whether our message is communicated with impact. This, in turn determines how well Leaders manage teams, clients, boards and stakeholders.

By making adjustments to the way we stand, move, and physically interact we can alter how our communications and interactions land with others.

***This module can be delivered stand alone, or as part of other modules. See 1 2 & 4.***

**Learning outcomes. In this module you will:**

* *Understand the scientific basis of Body Language.*
* *Understand and recognize how you make people feel with your body language.*
* *Recognize whether or not your message has landed.*
* *Acquire techniques that enable you to read peoples body language.*
* *Learn practical techniques to alter body language in your interactions with others*
* *Prepare and use effective body language for meetings or presentations.*

**Module 3: MINDFULNESS.**

Mindfulness is a way of paying attention to, and seeing clearly what is happening in the moment. It provides participants with a scientifically researched method for building clarity and enhancing awareness. Mindfulness helps Leaders to see clearly the choices before you. It does this by helping them recognize the difference between a ***reaction*** and a ***response.*** This knowledge offers the choice to step away from habitual, often unconscious reactions to everyday events and choose effectively and creatively how you wish to respond.

Leaders are taught ***The Craft of Communication Mindfulness Hourglass method ™.***This is a simple, effective technique that can be developed and practiced autonomously.

**Learning outcomes. In this module you will:**

* *Build clarity and awareness.*
* *Understand the difference between a* ***reaction*** *and a* ***response*** *and how this affects your communications.*
* *See choices available when responding to complex and difficult situations.*
* *Achieve balance.*
* *Build personal resilience.*
* *Reduce tension and stress.*
* *Unlock your creativity.*

**Module 4: MANAGING STRESS AND OVERCOMING NERVES.**

Physiologically, stress is created by erratic breathing patterns which alter the chemical balance in the blood stream, releasing stress hormones. Stress has a negative effect on Leaders’ ability to think clearly, remain calm, build self-confidence and communicate effectively. Long term stress can damage your health. Craft of Communication trainers have the expertise to help you to manage stress and overcome nerves with practical physical techniques and exercises. Managing stress not only aids effective communication but enhances your overall long terms wellbeing. This module can be delivered as a standalone module, or incorporated into broader programmes.

**Learning outcomes. In this module you will:**

* *Understand the relationship between Stress and the* ***Fight or Flight reaction.***
* *Understand and recognize the* ***Three Stages of Stress.***
* *Learn practical techniques to overcome stress in the moment and build confidence.*
* *Learn* ***Breathing Techniques*** *that can help you conquer nerves, perform effectively under pressure and enhance your physical and mental well-being.*
* *Put together a programme of practical techniques to overcome Long Term Stress.*

**Module 5: GRAVITAS & PERSONAL PRESENCE MODULE**

***Gravitas and Personal Presence*** can be developed by understanding the body’s physical relationship to gravity, space and time. Building personal and executive presence is crucial to meet the communication demands of Leadership

**Learning outcomes: In this module you will:**

* *Develop gravitas using solid grounding techniques.*
* *Develop gravitas to build and express confidence.*
* *Understand the relationship between posture, body language and gravitas.*
* *Develop gravitas with effective breathing techniques, vocal resonance and articulation.*
* *Develop personal presence using gravitas and Status to engage and communicate with all levels of management.*
* *Use gravitas as a tool to manage hierarchical situations such as meetings with boards, Executives and external stakeholders.*

**Module 6: STRUCTURE & NARRATIVE**

This module is designed to help Leaders bring structure to their thoughts, narrative, time and interactions with other.

It will help them discover the structure of your ideas and then provides tools to help them communicate these ideas to others. The same hierarchical framework can be used to help Leaders manage time and activities.

When communicating, this module is essential for Leaders when they need to create a

well-structured presentation, meeting or speech. It is particularly useful for those who feel like they get lost in content, that their message doesn’t land, are thrown off track when they speak, or find it difficult to express their thoughts in a coherent and concise way.

The techniques learned in this module can be applied in many communication scenarios - creating a powerful, convincing argument or presentation, addressing conferences, inspiring a team, influencing others, presenting difficult news, or information.

**Learning outcomes.** In this module you will learn:

* *Techniques to help you structure your thoughts, by identifying the hierarchy of your ideas.*
* *How to use these insights to structure your presentation, meeting or speech.*
* *Frameworks for organising and managing time and activities.*
* ***The Cicero System,*** *our unique method of notation which enables you to address audiences without having to read notes, slides, or hold large amounts of data in your memory.*
* ***The Rule of Three,*** *which helps you to give your presentation a narrative structure that will ensure it expresses your thoughts to your audience with clarity. It also ensures that your audience are much more likely to retain the essence of your argument after you finish speaking.*

**PHASE THREE: APPLICATION MODULES**

**Module: INTEGRATION AND PRACTICE**

All our modules are designed to enable Integration to be built incrementally as part of the process. However, the **INTEGRATION AND PRACTICE MODULE** has a further purpose.

It offers you the opportunity to absorb, integrate and practically apply the complete Training experience, concepts and skills you have learned during the session, in a final task or exercise designed to support and promote retention of skills.

These tasks will be determined by the needs of the group and in discussion with the client, however, here are some examples of recommended options:

* **Individual or Group Presentations:** with support and stop-start rehearsals led by Trainers.
* **Meetings: One-to-One or for a group**: with support and stop-start rehearsals led by Trainers. This includes rehearsal of opening statements in meetings and Q & A’s.
* **Role Play Sessions:** trainer-led sessions to rehearse or revisit specific meetings, presentations, or feedback sessions.
* **One-to-One Tutorials** providing personal feedback, guidance and practice.
* **Flexi-Session:** a trainer-led fluid session where participants can choose whether to practise, revisit, or extend specific techniques. Tutorials can run concurrently with a Flexi Session.
* **Create an advert for your department:** a creative task ideal for team building or away say scenarios.
* **Create an episode of your own soap Opera:** Script, cast, produce and film the episode applying the skills learned in the programme. This is a creative task ideal for developing group dynamics.

**Module: PRESENTATION SKILLS**

This module focusses on the preparation and delivery of Presentations. It is designed to help you present to any kind of audience; boards, teams, conferences, any size of group, internally or externally.

**Learning outcomes.** In this module you will learn:

* *How to prepare and rehearse for a presentation*
* *How to structure your narrative to communicate your message with clarity*
* *How to develop professional PowerPoint techniques and effectively present using visual aids*
* *How to present as a team, as well as individually*
* *How to notate your content and communicate with fluency*
* *How to overcome nerves and communicate with confidence*
* *How to enhance your ability to impact on and influence your audience*
* *How to maintain audience engagement*
* *How to manage Q&A’s effectively, and handle challenging questions with a relaxed, calm authority*

**Module: MEETING MANAGEMENT**

This module is designed to help those who run, chair or facilitate meetings - whether internally with colleagues, or externally with clients, partners or stakeholders. It also teaches skills that will enhance your ability to make effective contributions to meetings run by others.

**Learning outcomes.** In this module you will learn:

* *How to prepare for a meeting*
* *How to construct and deliver an impactful Opening Statement to set out your agenda*
* *How to establish ground rules that encourage genuine, positive dialogue*
* *How to lead a meeting; controlling the agenda in such a way that everyone feels able to voice their opinion.*
* *How to fulfill the role of Facilitator, whilst understanding the type of meeting, component parts and purpose*
* *How to making effective contributions to meetings run by others*
* *How to use The Seven Kinds of Question to run meetings, and when participating in meetings run by others.*

**EXTRAS:** **Advanced Meeting Management techniques.**

If required, one of our most advance techniques - **The Dynamics of Dialogue -** can be added to this module. Based on behavioural research around the roles that people instinctively inhabit during meetings, **Dynamics of Dialogue** can help both individuals and teams to understand why meetings go wrong, and learn techniques that can re- establish genuine and positive dialogue.

**Module: SPEECH AND PRESENTATION WRITING**

This module teaches participants how to structure, write and effectively deliver speeches and presentations. It is designed for those who need to address conferences, make keynote speeches, address boards of management or shareholders, or public meetings.

**Learning outcomes.** In this module you will learn:

* *How to give your text a clear, strong* ***Narrative.***
* *How to ensure the text conveys both what you wish to say but also what your audience needs to hear.*
* *How to influence your audience by using* ***Feeling Objectives.***
* *How to create persuasive prose by using a combination of* ***Objective*** *and* ***Subjective Language.***
* *How to use* ***PowerPoint*** *to provide a strong visual element that compliments your spoken argument.*
* *How to use* ***Keywords*** *to ensure that the main points of your message remain in the mind of your audience long after you finish speaking.*

**EXTRAS:** On occasion, clients are required to present information that is market sensitive; this

can necessitate requires you reading the speech to ensure the text is delivered exactly as written. We can coach you in specialist techniques that ensure you can read from the page or autocue while still engaging your audience and keeping eye contact with them.

**Module: STORYTELLING MODULE FOR PRESENTATIONS, SPEECHES & MEETINGS**

A strong story can greatly enhance a presentation or speech. Using Storytelling Techniques can be invaluable when you need to persuade or inspire others. It can also help you to demonstrate or sell an idea, project or product. Story can communicate beyond the level of facts and speak to our imagination and our five senses. Story appeals at a subliminal level.

This module is designed for anyone who wants to learn how to use Story when presenting to teams, groups or boards of management, speaking at a conference, addressing a meeting, during an informal business conversation – and much more.

**Learning outcomes.** In this module you will learn:

* *The nature, purpose and* ***uses of Story****.*
* *The* ***different types of Story*** *available to you*
* *How to formulate the ideas that will go into your Story*
* *How to use the* ***Craft of Communication Story Structure*** *to create a narrative that will hold the attention of your audience*
* *How to create stories in both* ***Third Person and First Person*** *- and when to use these storytelling styles*
* *How to use* ***Feeling Objectives*** *to ensure your story reflects your audience’s experience*
* *How to use a combination of* ***Objective and Subjective Language*** *to communicate your Story at both a factual and subliminal level*
* *How to use* ***Visual Aids*** *in combination with auditory storytelling*

**Module: STORYTELLING MODULE FOR LEADERS:**

Story is everywhere, it is one of the ways in which humans make sense of their experience and then communicate that sense to others.

When a company is undergoing Change, this alters the story within which the organisation functions. For any company this can be exciting and challenging, but also unsettling. This is because the organisation’s new Story needs to be understood, formulated and embraced by managers at all levels.  It is they who communicate the new Story throughout the company so that others, at all levels, understand both this new story and their role within it. If the new story is strong, and well communicated, audiences will feel part of it and then, in turn communicate the organisation's story to others.

This two-day Storytelling Programme is designed to give all levels of management insights, structures and techniques to help them discover, formulate and communicate their organisation's Story.

**Learning outcomes.** In this module you will learn:

* *The nature, purpose and psychology of Story.*
* *How Story can help you to* ***identify and resolve conflicts****.*
* *How to use the* ***Craft of Communication Story Structure*** *to identify key moments of change that affect everyone in your team or company.*
* *How to employ* ***Archetypal Story Structures*** *to build an effective, universally meaningful Company Story.*
* *How to ensure your Story can help teams and individuals* ***feel they share a common purpose and goal.***
* *How to* ***communicate your Story*** *to a wide range of different audiences within the Company and to the outside world.*
* *How to use a combination of* ***Objective and Subjective Language*** *to communicate your Company Story at both a factual and subliminal level.*
* *How to communicate your Company Story to the* ***Media - Print, Radio, TV and Virtual.***

**Module: MEDIA COMMUNICATION:**

This module is designed for executives, PR and Media teams or company spokespersons who want to become more effective at presenting and communicating with, and responding to the media. Whether tackling print media interviews, radio interviews, TV interviews, or representing your company to the media in general, this module provides the communication skills for an effective and impactful delivery.

**Learning outcomes.** In this module you will learn:

* *How a journalist and the newsroom operates – their rules of engagement and what they want from an interview.*
* *The elements that make a news story.*
* *How to anticipate the likely areas of questioning.*
* *How to manage the interview situation.*
* *How to communicate your argument with maximum clarity*
* *How to conquer nerves and remain calm under pressure*
* *How to ensure you come across as an authoritative spokesperson*
* *How to keep control of the agenda and the interview*
* *How to respond to the Seven Kinds of Question that can be asked.*
* *How to be both relaxed and authoritative on screen during TV interviews*
* *How to deliver scripted statements to the media.*
* *How to manage impromptu speeches to the media.*

**Module: EXECUTIVE INTERVIEW SKILLS MODULE**

This module is designed for executives at any level who are invited to attend an interview. They will first need to conquer nerves and then, throughout the interview, communicate authority and empathy, gravitas and approachability, confidence and good listening. The interview techniques in the module can be nuanced to suit the needs of even the most experienced executive.

**Learning outcomes.** In this module you will learn:

* *How to* ***prepare*** *for the interview.*
* *How to* ***devise, structure, notate*** *or* ***memorise*** *any presentation required for your interview.*
* *How to use* ***Mindfulness*** *to control the nervousness and anxiety before and during your interview.*
* *How to use* ***Receptive Communication Skills***to show your interviewers you are a good listener.
* *How to use* ***Expressive Communication Skills*** *to deliver your presentation with authentic authority appropriate to the situation.*
* *How to use the* ***Seven Kinds of Question*** *to manage the Q & A aspect of your interview.*
* *How to ensure that in both the presentation and Q & A you demonstrate to the interview panel your skills, abilities, experience and aptitude for a job, task or project.*

**EXTRAS:** If requested, we can rehearse and role play the interview with you.

**Module: INFLUENCING MODULE**

This module is designed to help clients whenever they need to influence others to shift their thinking to another point of view.

The skills learned in this module can be used if you are leading a negotiating team, getting buy-in from a client, or stake holder, arguing for more resources or budget, or any of the myriad of situations in which you need to influence others.

To influence an audience, you need to think about how they need to feel in order for you achieve your objective. The core technique for achieving this is called; **Feeling Objectives.**

Feeling objectives enable you to shift the feeling and therefor the thinking of your audience.

**Learning outcomes.** In this module you will learn:

* *How to* ***Build your Awareness*** *of others and develop your ability to read responses and body language.*
* *How to perceive the way in which* ***your behaviour impacts on others.***
* *How to* ***create trust*** *between yourself and others.*
* *How to use* ***Feeling Objectives*** *and* ***Transitive Verbs*** *to* ***Persuade and Influence*** *your audience*
* *How to use your* ***Status*** *and* ***Voice*** *to be more influential and persuasive.*

**Module: LEADERSHIP COMMUNICATION**

Executives need to develop Optimum Status, a personal and powerful style of communication that combines Authority and Empathy, Gravitas with Good Listening*.* Acquiring this, allows executives to modulate their Status to suit the wide variety of situations they need to manage day to day. They may, for example, need to use High Status to intervene decisively. On other occasions, they may need to project relaxed, calm, authority, putting people at their ease, generating trust; this kind of High Status is best described as ‘Ambassadorial’.

This module starts by introducing participants to the Status Spectrum, and using out Communication Assessment Tool to help them to understand where they are on that spectrum, their communication strengths and weaknesses. The session then addresses each participant’s communication needs and helps them overcome any weaknesses to develop Optimum Status in their day to day communication.

**Learning outcomes.** In this module you will learn:

* *How, by building your Proprioception, you become aware of how you come across to others.*
* *How to use* ***Mindfulness*** *to respond rather than react, remain in the moment, and manage a situation as it is.*
* *How to* ***control stress and manage nerves.***
* *How to use Status address audiences of any kind or size with the* ***appropriate level of authority.***
* *How to use* ***voice and body language*** *to generate trust and confidence in your audience.*
* *How to develop a* ***strong, warm resonant voice****. Female or male, your voice expresses your personality, and influences others at a subliminal level.*
* *How to identify - and where appropriate -* ***take control of the agenda*** *in meetings, negotiations and confrontations.*

**Module: COMMUNICATING CHANGE**

When developing and delivering an effective message for change, whether it’s a change in budget, operations, staff, or a wider change that needs a communication strategy, it is essential that communication creates clarity for a positive response across the business. Poor communication can create heightened resistance to change, worry and anxiety.

This module is for Managers and Executives delivering a message of change across the business, or within their teams.

**Learning outcomes.** In this module you will learn:

* *How to draw upon all aspects of change to effectively communicate your message (who will it involve, the culture of the company, the process, the success measurements in place to demonstrate necessity and requirement for change)*
* *How to structure, build and deliver a targeted message*
* *How to influence your audience and facilitate change through building trust, rapport and buy-in*
* *How to manage all the variety of meetings you may have during change from presenting difficult messages to a large cohort, board room discussions or group discussions, team briefings, one to one meetings, and interviews.*
* *How to handle challenging questions and difficult conversations through periods of change and resistance.*

For organisations, groups or individuals who wish to develop, or clarify the narrative of the change process, our Storytelling module is recommended.

**Module: *CommuniCa*™ COMMUNICATION SKILLS FOR WOMEN IN BUSINESS:**

There is a present and growing need for a new kind of training that enables women at all levels of management to overcome the obstacles to fulfilling their potential.

In response to this we have developed **CommuniCa™**, a module in which participants explore the physiological relationship between communication, physical behavior, Unconscious Bias, and how this can play out for women in a work environment.

Armed with this knowledge, we then help clients build skills to address the behavioral factors that create external and internal preconceptions.

**Learning outcomes: you will learn:**

* *What physiological factors influence your behavior?*
* *What physiological factors influence your choices.*
* *How unconscious bias manifests itself in communication*
* *The difference between a reaction and a response*
* *How unconscious reactions to: language impact on our communication skills.*
* *The difference between Status and hierarchy and it impacts on our communication skills.*

**Module: VIDEO CONFERENCING:**

This module is designed for those who need to host, facilitate or present a virtual meeting or presentation using video conferencing suites, such as Skype for Business, Webex, Goto Meeting, or Adobe Connect.

The Craft of Communication team have vast experience of working in TV and film and understand the complexities of working with technology, especially communicating for and via the camera. We have created a unique module, which both explains the problems, and offers the client specialist skills and solutions to overcome the challenges of communicating in the virtual world.

**Learning outcomes.** In this module you will learn:

* *About the dynamics of the relationship between you, the camera and your audience.*
* *About the body language required when talking to camera.*
* *Techniques that ensure technology does not diminish your clarity, authenticity and gravitas as a speaker.*
* *How to establish a relationship with your audience via the camera.*
* *How to build rapport with your audience via the camera.*
* *How to use your voice to best effect when talking to camera.*
* *How to manage a meeting, or Q & A via the camera.*
* *How to organise roles and responsibilities when hosting, facilitating or presenting on video conferencing suites.*
* *How to manage the situation where you need to communicate with both a live audience and, simultaneously, an audience via camera.*

Throughout the session, you will have an opportunity to be filmed and receive feedback during and after playback.

**Module: TELEPHONE CONFERENCING**

This module is designed for those who need to host, present on, or attend a conference call. The skills you learn apply to any platform - WebEx, Lync, Goto Meeting, Adobe Connect, Skype for Business. The techniques we teach in this module also apply to one-to-one telephone calls.

**Learning outcomes.** In this module you will learn:

* ***How to prepare*** *for a conference call that you are hosting, attending or presenting on*
* *How to effectively engage and contribute to a conference call you are attending*
* *How, if hosting,* ***create and deliver a strong opening******statement*** *that sets the agenda for the call*
* *How to* ***establish a relationship*** *and communicate effectively with an audience you cannot see and who cannot see you*
* *Techniques that ensure phone technology does not diminish your clarity, authenticity and gravitas as a speaker*
* *How to* ***use your voice*** *to best effect during a conference call*
* *How to* ***use chat, manage Q & A and create active audience participation*** *during a conference call*
* *How to establish the protocols of a conference call and* ***manage interruptions*** *by other speakers*
* ***How to keep the purpose of your meeting focused and concise through The Cicero System of Notation***
* ***How to maintain audience attention through a strong narrative using The Rule of Three***

**Module: PITCHING**

This module is designed to help you win new business with clients, or pitch internal ideas, strategies and projects. It is ideal for a sales team pitching to new and existing clients, bid teams tendering for new work, or subject matter experts presenting and demonstrating technical knowledge to clients, or colleagues.

**Learning outcomes.** In this module you will learn:

* *How to establish a strong, positive relationship with the client from the moment you, or your team walk into the room.*
* *How to present a confident presence for impact and gravitas.*
* *How to maintain that relationship through both the presentational aspect of a pitch and the Q & A.*
* *How to explain your product, process or idea with energy, eloquence and clarity during the presentational aspect of a pitch.*
* *How to structure your pitch, giving it a clear, strong narrative that will grab the client’s attention from beginning to end.*
* *How a team can effectively manage the handovers between one team member and the next. (Clear, effective handovers communicate the important, subliminal message that this is a team of experts who have the authority to command their audience, but also the empathy to listen to colleagues and support them as experts in their field.)*
* *Rehearse the entire pitch from beginning to end, ensuring that individuals or teams, deliver a confident, polished performance.*

**EXTRAS:** We can also help you enhance the design of your slides, integrate them into the narrative and pitch effectively with visual aids

**Module: NETWORKING:**This module is for anyone who attends networking events to build new business contacts and relationships, market their brand, service or product, and ultimately win new clients.

**Learning outcomes.** In this module you will learn:

* *How to develop an* ***authentic message.***
* *How to structure and deliver your* ***elevator pitch.***
* *How to consistently* ***Get and Keep*** *the attention of your audience even in a busy, noisy environment.*
* *How to use dialogue to maintain engagement and interest.*
* *How to leave a lasting and positive impression.*

***If you would like any further information about our Module Menu or offerings, please get in touch with:***

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