

Developing better communicators

Communication skills courses for your organisation's managers and leaders from Axiom, the employee engagement specialists



Developing better communicators

Contents and list of courses

Introduction: Turn your leaders into better communicators	02
---	----

One-day and half-day workshops:

General appeal

How to Be a Better Communicator	03
Communicating your strategy: Joining up the dots for people	04
Communication in the context of change	05
Making cross-cultural partnerships work	06
Communicating effectively across cultures	07
Taking a positive view: What's the point?	08
The art of effective communication	09
Making your brand live	10
Shaping our reputation – starts with us	11

Specific applications

How to get the most from your Social Media	12
Meeting of minds: How meetings can really deliver results	13
Delivering clear, credible and compelling presentations	14
The write stuff: Improve your writing skills	15
Getting to 'Yes' more often: Negotiation techniques that work	16
Building relationships with the people who matter	17
Networking works: How to realise the potential of your contacts	18
Delivering an outstanding experience for our customers	19

Two-hour skill builder sessions:

Shaping a communication strategy, key messages and plan	20
The power of storytelling in business	20
Matching messages to audience needs and preferences	21
Generating genuine dialogue during meetings	21
Handling difficult questions	22
Understanding the impact of body language	22
Effective briefings	23
Effective telephone and video conferences	23
Creating engaging and innovative events and conferences	24
The power of stroking: Transactional Analysis in two hours	24
Message development for a leadership team	25
Dilemmas of communication	25
How to have difficult conversations	26

Workshop facilitators	27
-----------------------	----

About us	32
----------	----

Turn your leaders into better communicators

Communication skills workshops from Axiom

Time and time again, employees say it: their boss is their preferred source of information, their communication channel of choice. That's why the best way to influence and engage employees is via your organisation's managers and leaders – but only if they have the right skills. That's where Axiom comes in.

We have the widest range of business communication courses on offer in the UK.

Through workshops in everything from communicating in times of change to running meetings and events to business writing, we help your organisation's managers and leaders communicate with verve.

Pragmatic

Axiom workshops are interactive, practical and fun. We challenge participants to identify how they will apply their learning. To support them, we provide a toolkit of tips and techniques that they can draw on the moment the workshop ends.

Flexible

Courses range from one-day workshops to two-hour skill builder sessions. They can be delivered in person on or off your premises as well as remotely either online or via video conference.

Tailored

We provide development activities that meet your organisation's specific needs. We can customise one of our existing workshops or create something new from scratch.

Expert-led

Our facilitators all have tremendous experience in their subject. They are practitioners first, trainers second. That means you can be sure that what they're recommending and teaching really does work. On top of that, they are all accomplished facilitators able to pass on their knowledge to others and help them develop their skills and confidence. For more on our facilitators, see pages 26-30.

Affordable

Axiom's training is a cost-effective way to make lasting improvements in employee engagement. With costs from as little as £33 per person for a two-hour skill builder session and £100 per person for a full one-day workshop, payback is rapid.

One-day workshop	c. £1,800 – £2,300
Half-day workshop	c. £1,500 – £1,800
Two-hour skill builder session	from c. £700 (subject to location)

These costs are based on working with groups of up to 15 people inside your organisation.

For more on workshop costs, see:

www.axiomcommunications.co.uk/workshops-costs.php

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



How to Be a Better Communicator

One-day workshop



How to Be a Better Communicator is Axiom's most popular communication workshop. In a practical, straight-talking and fun workshop, we help managers and leaders develop their abilities as communicators.

Over the years we've successfully delivered How to Be a Better Communicator to hundreds of delegates worldwide in companies including AstraZeneca, The Co-operative Group, Edexcel, Kingfisher, United Utilities and Which?.

This is no standard sheep-dip. During the set-up, we'll work with you to tailor the workshop to your organisation's precise needs. And afterwards, we can provide one-to-one coaching to help delegates put their new-found skills into practice and cement changes in the way they engage and lead.

The difference it will make

Delegates leave the workshop better equipped to inspire, motivate and engage their teams. And that means better individual and collective results.

Asked what they will do differently after the workshop, delegates' comments have included:

- ❖ "Take responsibility for communication and don't wait!"
- ❖ "Stop relying on email"
- ❖ "Be more aware of the differing communications needs of my audiences"
- ❖ "Check that my messages are truly getting through"
- ❖ "Use communication as tool to improve performance – not a tick box exercise"

What we cover

- ❖ Communication planning
- ❖ The power of storytelling
- ❖ Creating a common sense of direction
- ❖ Building dialogue and dealing with tough questions
- ❖ Running great meetings (via technology or face to face)
- ❖ High-impact presentations
- ❖ Techniques to ensure messages are memorable
- ❖ Communicating during times of change

We balance expert input, inspiring examples of best practice and exercises to hone communication skills. The emphasis is on tips and techniques delegates can apply in their world – backed up by theory for those who want it.

This workshop can be tailored to your organisation's needs using content from other sessions. It sometimes runs for more than one day. Alternatively, we offer a half-day workshop, *The art of effective communication*, for those new to employee communication and who want a briefer intro.

Now available:

A book to accompany the workshop, branded in your corporate colours, with a foreword from your company to set the scene. Find out more:

www.axiomcommunications.co.uk/better-communicator.php



Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Communicating your strategy: Joining up the dots for people

Half-day workshop



This workshop will help participants to explain the strategy of the business – or their part of it – so that their stakeholders, often including their own people, ‘get it’. This means seeing it in context, understanding what it means for them and identifying how they contribute to and / or benefit from its success.

The difference it will make

- ❖ Greater clarity around what your strategy will deliver
- ❖ A core set of messages that form the basis of all future communication
- ❖ Enhanced ability to actually articulate your strategy
- ❖ Better levels of engagement in terms of how people contribute to and / or benefit from your strategy

What we cover

- ❖ Working with your real-life content and challenges
- ❖ Getting your story straight – being clear about your overarching strategic messages
- ❖ Defining the outcomes you want your strategy communication to deliver
- ❖ Agreeing precisely who your target audience is
- ❖ Understanding the needs, motivations and preferences of your audience
- ❖ Agreeing the detail you may need to include to make your messages relevant and meaningful
- ❖ Communicating in plain English
- ❖ Identifying the key elements of a good corporate story
- ❖ Exploring techniques to help you tell your strategy story
- ❖ Determining which communication channels to use
- ❖ Identifying ways to track the success of your strategy communication

Who it's for

Leadership teams who need to communicate their strategies, projects and plans and would welcome some practical processes, tips and techniques to help get their messages across.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Communication in the context of change

Half-day workshop



Participants will find out how to communicate more effectively when introducing or reinforcing change and learn highly effective processes, tips and techniques to guide their thinking.

The difference it will make

- ❖ Greater levels of engagement in change
- ❖ Continued or enhanced levels of productivity during an unsettling period
- ❖ Faster delivery of the intended outcomes of the change
- ❖ Better levels of acceptance of the need for further change in the future

What we cover

- ❖ The impact leadership behaviours and communication can have on the success of a change programme
- ❖ The inconvenient truth of why change programmes do not achieve their full potential and the implications for effective communication
- ❖ The challenge of communicating change vs. delivering transformation
- ❖ Common responses to change communication and how to deal with them
- ❖ The role of the leader in communicating effectively and building trust
- ❖ The importance of creating contrast – from 'as is' to the 'new bliss'
- ❖ Maintaining motivation and keeping everyone on track, especially when things appear to go quiet
- ❖ Generating genuine dialogue and dealing with difficult questions
- ❖ Techniques to get the change communication ball rolling

Who it's for

Leadership teams and people who need to communicate effectively in a change setting and want to explore ways to avoid common pitfalls and develop better solutions.

What else?

You might also want to explore our *Communicating your strategy* workshop.

Talk to us about how we can help your people communicate better by emailing
info@axiomcommunications.co.uk
 or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Making cross-cultural partnerships work

One-day workshop



- ❖ A focused workout for project teams – including start-ups and temporary or transitional teams from different cultures who need to connect quickly and efficiently
- ❖ Supports teams in navigating differences, misunderstandings and uncertainty
- ❖ By understanding how each other's cultural assumptions, expectations and personal style impact behaviour, team members learn how to apply the team's diverse strengths to the immediate challenges in hand

The difference it will make

A significant boost to fast-track team performance. Teams will leave the session with a strong sense of connection, able to:

- ❖ Articulate a clear, common team purpose
- ❖ Focus on clear action plans to deliver team outcomes
- ❖ Communicate more effectively within the team and with other stakeholders
- ❖ Use a new set of processes for problem solving

What we cover

We facilitate managers and their cross-cultural teams working together on live issues, priorities and relationships:

- ❖ Understanding each other's cultural styles and perspectives and how to adapt own style to influence more effectively
- ❖ Managing the conflicting demands and expectations that come from matrix management
- ❖ Creating a common team purpose, vision and culture
- ❖ Addressing immediate blockers to delivery
- ❖ Developing on-going strategies for dealing with and resolving cultural misunderstandings quickly

Who it's for

Teams with members from diverse cultures; start-up teams; study or project teams which have hit delivery issues and communication problems. Teams who want to avoid communication problems.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Communicating effectively across cultures

Half-day workshop



Increase the confidence and communication effectiveness of individuals and teams who work across national and organisational borders, particularly in virtual teams and cross-cultural partnerships/alliances.

The difference it will make

- ❖ Increased understanding of cultural differences and how they affect our own and others' perspectives and the way we communicate
- ❖ Increased self-awareness and the ability to adapt our language and style to cultural context to achieve results
- ❖ Greater ability to deal with cultural misunderstandings and resolve them quickly and effectively
- ❖ Greater ability to create harmony in multicultural teams without losing the creativity that comes from diversity

What we cover

- ❖ How culture affects the way we behave and communicate
- ❖ Organisational vs. national vs. professional cultures – how they interact and influence the way we work and communicate
- ❖ Individual cultural profiles – how we are influenced by different cultural groups and bring these cultural identities to the workplace
- ❖ The role culture plays in day-to-day business interactions and how we recognise that role – using real-life scenarios and delegate experiences
- ❖ Learning to recognise different cultural styles and perspectives and how to adapt our own style to influence more effectively
- ❖ Strategies for dealing with and resolving cultural misunderstandings quickly and without stereotyping
- ❖ Strategies for encouraging creativity, sharing and learning in diverse teams
- ❖ Working with specific situations individuals have to deal with and helping them understand and plan actions for when they return to the workplace

Who it's for

Anyone who works, or is planning to work, in a virtual or cross-cultural team setting. For a more in-depth one-day workout for cross-cultural project teams, see our Making cross-cultural partnerships work workshop.

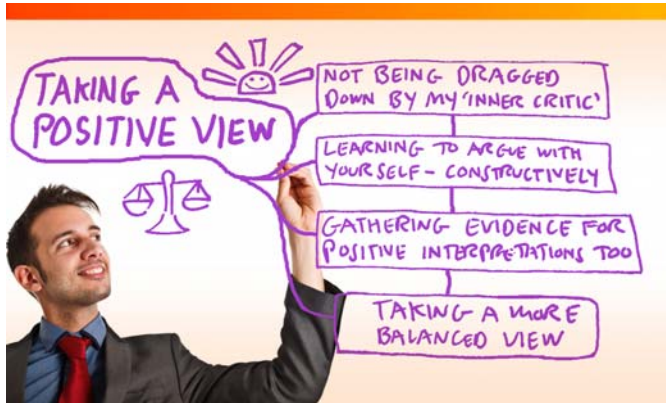
Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Taking a positive view: What's the point?

Half-day workshop



This workshop challenges participants to explore the potential benefits – personal and business – of choosing to take a positive view in a given situation as opposed to slavishly following our often in-built tendency to make a negative interpretation.

Far from promoting a rose-tinted view of the world, the emphasis is on providing practical tips and techniques to help create a balanced view – which might create a better outcome.

The difference it will make

- ❖ Healthy dialogue, where extremes of positivity or negativity don't go unchecked
- ❖ Diminished levels of unfounded and unhealthy cynicism
- ❖ A healthier environment in which good ideas gain traction
- ❖ Better decisions, based on more balanced views

What we cover

- ❖ Identifying the potential benefits of taking a positive view and the implications of not doing so
- ❖ Discussing the range of positivity people have at their disposal
- ❖ Exploring entire professions where taking a negative view helps – some of the time
- ❖ Considering the extent to which our 'inner voice' is often negative in nature and can go unchallenged, yet may form the basis for our actions
- ❖ Learning to argue with yourself – constructively
- ❖ Exploring the impact of the language that 'positive' and 'less optimistic' people tend to use and how to challenge it where appropriate
- ❖ Case studies to explore what is really going on in a given situation – as opposed to simply going with a negative interpretation
- ❖ Discussing how minds can gather evidence for positive outcomes too
- ❖ Techniques to help focus on the positives, while maintaining a balanced view

Who it's for

People and teams who are faced with challenges, cynicism and negativity – well-founded or not – and want to create positive outcomes for themselves and those around them. Previous participants have included entire project teams as well as leaders in organisations delivering major change programmes.

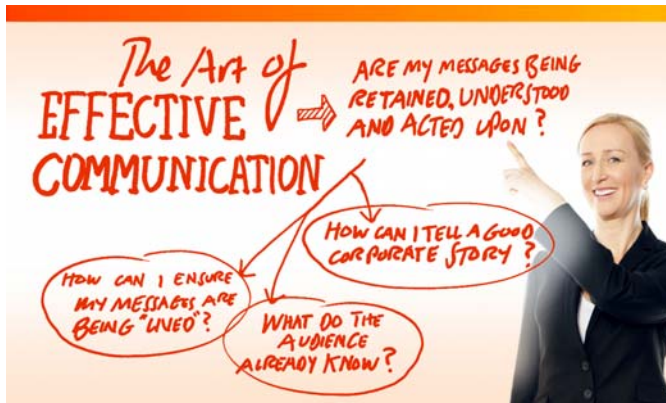
Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



The art of effective communication

Half-day workshop



Participants will pick up the basics of creating and delivering communication that achieves its purpose – and take-away tools and processes to guide their thinking.

This is a good place to start for those new to employee communication. The next level up would be our How to Be a Better Communicator workshop.

The difference it will make

- ❖ Better targeted communication that meets the needs of both transmitter and the recipient
- ❖ Greater levels of clarity in the messages and their intended outcomes
- ❖ A focus on checking that messages are being retained, understood and acted upon, not just being sent
- ❖ Greater levels of confidence when communicating

What we cover

- ❖ Questions to ask to understand your audience
- ❖ Defining the outcomes you want your communication to achieve
- ❖ Being clear about key messages
- ❖ Elements of a good corporate story
- ❖ Telling, selling and being the story
- ❖ Defining your personal communication style
- ❖ Creating a 'story bank' that demonstrates how your key messages are being 'lived'
- ❖ Identifying ways to track the success of your communication

Who it's for

Those who have responsibility for communication as part of their role, for example people on project teams or communication networkers/ambassadors.

What else?

You might also want to explore our *The write stuff: Improve your writing skills* workshop.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Making your brand live

One-day workshop



Building a brand is a challenging enterprise. Your own people are the best brand ambassadors. At a time when employer brands are being promoted, this programme focuses on building and living the one brand internally so that it is expressed and experienced externally in a way that is real and authentic.

The difference it will make

- ❖ Employees live and express your organisation's brand values in a genuine way

What we cover

- ❖ Building brand ambassadors inside the company – brainwashing or engaging?
- ❖ Understanding brand values and attributes as they relate to individuals
- ❖ Exploring your organisation's brand values and attributes as they relate to your team
- ❖ Developing brand plans for your team/organisation
- ❖ Maintaining motivation and keeping everyone on track, especially when things appear to go quiet

Who it's for

People who lead meetings or define what the company, department or team should say. Communications teams supporting leaders.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Shaping our reputation – starts with us

One-day workshop



Company reputations are multi-faceted and fragile. Your employees have the biggest impact on your reputation. Understanding the dynamics of reputation and how individuals can help improve it is better done before a crisis. This programme gets that process moving and is often run over one or two days tailored to specific needs, making it both practical and dynamic.

The difference it will make

- Understand how you and your team can make a positive impact on your organisation's reputation and avoid the negatives
- Provide specific tools and techniques to enhance organisational reputation
- Develop proactive issues management skills and techniques
- Improve the quality and effectiveness of stakeholder communication

What we cover

- Uses case studies to explore the dynamics of a potential issue in a style that is highly interactive and full of surprises
- How managing issues proactively can enhance reputation – and try out some techniques
- Using specific organisational issues develop issue maps and stakeholder plans with appropriately tailored communications

Who it's for

People who define what the company, department or team should say. Communications teams supporting leaders.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



How to get the most from your Social Media

One-day workshop



This highly interactive workshop looks at the different ways in which social media is being used to great effect in business today.

We help you understand the many aspects of social media and how world-class organisations are harnessing the power of social in their day-to-day communications.

In addition to advocating best practices we will also be putting the spotlight on the very real dangers, risks and pitfalls all organisations need to be aware of regardless of their social presence.

But this workshop is not all theory! We have practical exercises to get delegates socially active, raising awareness and confidence in the mainstream social tools of our times.

The difference it will make

- ❖ Greater awareness of the many different benefits organisations are gaining from social media
- ❖ Increased confidence with active engagement on current mainstream social tools
- ❖ Risk management insights and strategies for the increasing number of business threats posed by social media
- ❖ An inward glance at your organisations current social presence and visualisation of how it could thrive and grow

What we cover

- ❖ The transformation from old through new to social media including the impact of each phase and the drivers behind the scenes
- ❖ Evolution of the internet from Web 1.0 to 2.0 and where we are today
- ❖ Statistics highlighting the rapid adoption rate and rise of social media in business
- ❖ Real life case studies showing how businesses are engaging socially and the differences being made today, especially in your sector!
- ❖ A brief look at history, usage and best practice for each of the top social tools of the time; Facebook, Twitter, LinkedIn and YouTube
- ❖ Blogging and business, what makes a great blog and why key influencers are now blogging
- ❖ Interactive exercises to build practitioner awareness and confidence
- ❖ How to create your own personal brand including protecting your more personal posts with security settings
- ❖ Social media and what is on the horizon for the future

Who it's for

People and teams who need to understand how social media is being used in business, how it can be applied to their organisation and who and need to increase their own awareness and confidence as practitioners.

Talk to us about how we can help your people communicate better by emailing
info@axiomcommunications.co.uk
 or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Meeting of minds: How meetings can really deliver results

Half-day workshop



Participants will discover the power of effective meetings at work and learn to run and participate in meetings that truly stand out.

The difference it will make

- ❖ More focused meetings that deliver the desired outcomes
- ❖ Greater ability to have successful meetings cross-culturally
- ❖ Higher quality virtual meetings, especially video and telephone conferences
- ❖ Enhanced ability to work collaboratively and inclusively

What we cover

- ❖ Outcome-driven meeting design
- ❖ Meetings in the context of global roles/virtual teams
- ❖ Tips and techniques to run effective meetings
- ❖ Understanding and respecting cultural differences and language skills
- ❖ Exploring how to balance big pictures with little details
- ❖ Increasing interactivity
- ❖ Getting contributions from quieter colleagues and managing dominant ones
- ❖ Tips and techniques to make your meeting memorable
- ❖ Client-specific scenarios to embed the learning.

Who it's for

People who need to lead or participate in meetings and would like to explore tips and techniques to make them more productive.

What else?

You might also want to explore our *Delivering clear, credible and compelling presentations* workshop.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Delivering clear, credible and compelling presentations

Half-day workshop



Participants will discover the power of truly effective presentations and learn to deliver them and inspire their audiences.

The difference it will make

- ✦ Greater ability to deliver presentations that stir the audience to take action
- ✦ A range of ideas to help make your presentation stand out and be memorable
- ✦ Greater levels of confidence when presenting
- ✦ More people talking about your topic, long after the presentation

What we cover

- ✦ Choosing your delivery method – life beyond PowerPoint!
- ✦ Structuring your presentation to maximum effect
- ✦ The power of metaphor, visual aids and storytelling
- ✦ Exploring successful storytelling techniques from movies
- ✦ Handling nerves and using your body language to great effect
- ✦ Tips and techniques to get the audience on your side
- ✦ Building in interactivity, handling difficult situations and positive feedback
- ✦ Maximising the impact of your personal presentation style
- ✦ Client-specific scenarios to embed the learning

Who it's for

Anyone who needs to give presentations that are memorable and move the audience to take action.

What else?

We often work with presenters on a one-to-one basis, coaching them to speak and present at conferences and road-shows, key decision-making meetings and other important events.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



The write stuff: Improve your writing skills

Half-day workshop



Participants will learn to write clear, crisp and compelling copy for use in newsletters, marketing material and on the internet – maximising the chances of it being read, enjoyed and acted on.

The difference it will make

- ✦ Written communication that will create the impact you intended
- ✦ Less time 'slaving over a hot PC' when you are lost for words
- ✦ More confidence when approaching a blank sheet of paper

What we cover

- ✦ Identifying your primary audience and understanding their needs
- ✦ Getting the structure of your content right
- ✦ Grabbing attention with headlines
- ✦ Clarity and brevity
- ✦ Writing on behalf of others
- ✦ Writing for the web/intranet
- ✦ Editing others' work
- ✦ Overcoming writer's block
- ✦ Client-specific scenarios to embed the learning

Who it's for

Anyone who needs to communicate in writing and wants to make the task easier, more fulfilling and more successful.

What else?

You might also want to explore our *How to Be a Better Communicator* workshop.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Getting to 'Yes' more often: Negotiation techniques that work

Half-day workshop



Participants will understand the process a 'customer' goes through to say 'Yes' to a concept. They will learn the skills to get to 'Yes' more often.

The difference it will make

- Enhanced clarity about what it is you want to achieve
- Greater ability to achieve your desired outcome – and the other party's
- Greater levels of confidence when negotiating

What we cover

- Common techniques in influencing – what works and what doesn't
- Ways to build rapport – small talk = big talk
- Creating clarity on what we are seeking to influence and why
- Understanding the 'customer' perspective – in order to create a genuine win-win outcome
- Asking the right questions
- Understanding the process a 'customer' goes through before accepting you or your idea
- Exploring the four pillars of principled negotiation
- Deploying the nine approaches to influencing
- Pacing and leading to get to 'Yes'
- Knowing when to stop – while continuing to build rapport
- Techniques to summarise what has been agreed
- Client-specific scenarios to embed the learning.

Who it's for

People who need to negotiate in their role or persuade others of the benefit of their point of view, product, project or passion.

What else?

You might also want to explore our *Building relationships with the people who matter* and *Networking works* workshops.

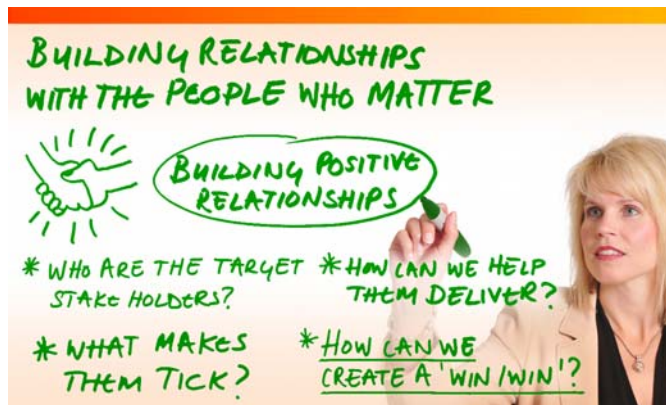
Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Building relationships with the people who matter

Half-day workshop



Participants will understand who they need to build positive relationships with at work – and why. Then they'll explore the processes and skills needed to build these relationships.

The difference it will make

- ❖ Greater ability to identify the people and groups participants need to build quality relationships with
- ❖ Enhanced awareness of the needs and motivations of the 'internal customer'
- ❖ Greater ability to match what you can offer the other so that both parties benefit

What we cover

- ❖ Identifying and prioritising target internal customer / stakeholders / influencers
- ❖ Exploring transactional relationships vs. becoming trusted partners
- ❖ Using question techniques and listening skills to build 'intelligence'
- ❖ Understanding your internal customer's preferred means of communicating, motivations and attitudes
- ❖ Understanding your own preferred means of communicating, motivations and attitudes – and flexing them to match those of your internal customer
- ❖ Techniques to build rapport
- ❖ Exploring pacing, mirroring and leading to create successful outcomes
- ❖ Client-specific scenarios to embed the learning

Who it's for

People who need to build successful relationships with internal customers / stakeholders / influencers, for example when kicking off a new project, launching a new service, or taking on a new role.

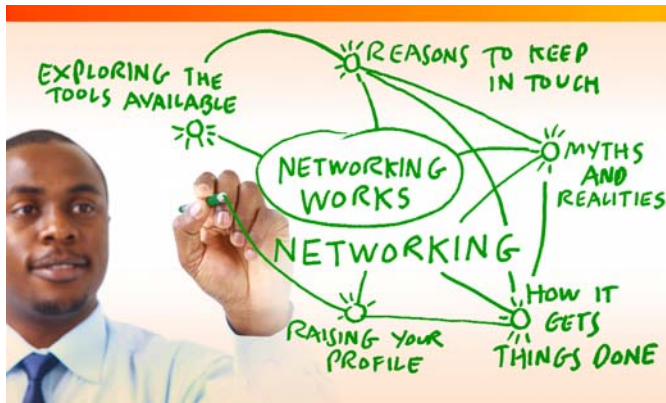
Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Networking works: How to harness the power of your network

Half-day workshop



Participants will learn about the tremendous power of networking at work – and then they will acquire the skills to build and harness their own personal networks and those of their colleagues and contacts.

The difference it will make

- ❖ Greater awareness of the power of your personal contacts – and those of your colleagues – helping you do a great job
- ❖ Enhanced reputation as someone with influence who makes things happen
- ❖ More confidence in promoting your cause and helping others achieve theirs
- ❖ Greater ability to achieve individual and team objectives

What we cover

- ❖ The myths and realities of networking
- ❖ Achieving a balance between giving and receiving
- ❖ Defining what we mean by networking and how it helps get things done
- ❖ The principles of good networking
- ❖ Exploring the tools available
- ❖ Mapping your individual network onto those of associates or team members to create a 'super network'
- ❖ Finding reasons to keep in touch
- ❖ Techniques to raise your profile
- ❖ Client-specific scenarios to embed the learning

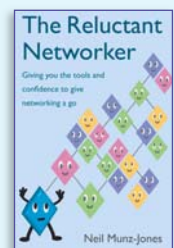
Who it's for

People who would like to achieve more through the contacts they have and would benefit from some practical tips and techniques in making networking work for them, even if it doesn't come naturally.

Now available:

The Reluctant Networker,
by workshop author
Neil Munz-Jones.

Buy *The Reluctant Networker*
on Amazon.



What else?

You might also want to explore our *Building relationships with the people who matter* workshop.

Talk to us about how we can help your people communicate better by emailing
info@axiomcommunications.co.uk
or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Delivering an outstanding experience for our customers

Half-day workshop



This workshop is for leaders and staff of teams, for example an IS team, or a team kicking off a new project or strategy, who deliver a service to key internal customers.

The workshop uses, as an innovative metaphor, the power that commercial brands have in shaping our perceptions of the customer service they provide. Participants then explore the customer experience they want to be 'famous' for and the steps needed to make that a reality in the opinion of their customers.

The difference it will make

- ❖ Total clarity on what the in-house team wants to be famous for and who with
- ❖ A customer-oriented approach, echoing some of the world's most successful brands
- ❖ Greater awareness among individual team members of their role and responsibilities in delivering a consistently good customer experience
- ❖ Better levels of teamwork in delivering a common goal

What we cover

- ❖ The power of brands we are all familiar with in shaping our perceptions of their products and services
- ❖ The power the customer has in deciding the fortunes of a brand – positively or otherwise
- ❖ The link between what familiar brands want to be famous for and what in-house teams want to be famous for – the target 'customer experience'
- ❖ The things the in-house team wants to be famous for and who, precisely, needs to be saying good things about them i.e. what success would look like
- ❖ The specific actions the team needs to take to make the above a reality

Who it's for

Leaders and members of in-house teams who need to deliver an outstanding experience to internal customers.

What else?

You might also want to explore our *Delivering clear, credible and compelling presentations* workshop.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Shaping a communication strategy, key messages and plan

Two-hour skill builder



The difference it will make

- ✦ Clarity over what you need to communicate, who to, how and when by

What we cover

- ✦ Defining the outcomes you want your strategy communication to deliver
- ✦ Identifying your target audience
- ✦ Getting your story straight – being clear about your overarching messages
- ✦ Agreeing the detail you may need to include to make your messages relevant and meaningful
- ✦ Determining which communication channels to use
- ✦ Building a communication calendar

The power of storytelling in business

Two-hour skill builder



The difference it will make

- ✦ An improved ability to ensure your communication will make the impact you want

What we cover

- ✦ The power of the metaphor, visual aids and storytelling in business communication
- ✦ Exploring successful storytelling techniques from the world of movies
- ✦ Identifying the key elements of a good corporate story
- ✦ Telling, selling and being the story

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Matching messages to audience needs and preferences

Two-hour skill builder



The difference it will make

- Greater levels of engagement with your target audience

What we cover

- Understanding your internal customers' preferred means of communicating, motivations and attitudes
- Understanding your own preferred means of communicating, motivations and attitudes – and flexing them to match those of your internal customers
- Exploring the techniques of pacing, mirroring and leading in creating successful outcomes

Generating genuine dialogue during meetings

Two-hour skill builder



The difference it will make

- Better levels of engagement, understanding and team working

What we cover

- Why silence reigns when you ask for questions
- How careful use of language can make a big difference in generating dialogue
- Techniques to draw out quieter participants and control people who tend to dominate
- Bridging techniques to move the conversation on

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Handling difficult questions

Two-hour skill builder



The difference it will make

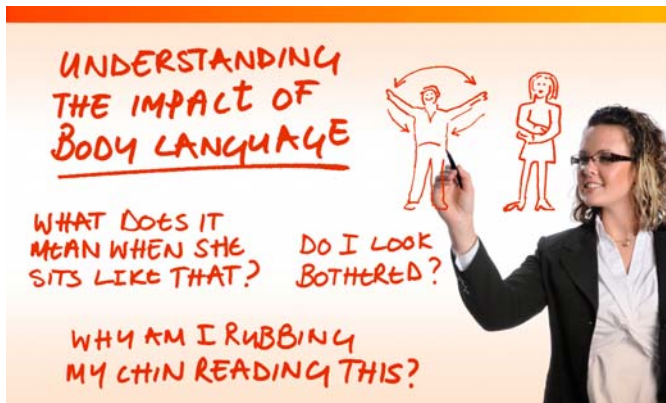
- Greater levels of confidence when dealing with 'killer questions'

What we cover

- Projective listening
- Building rapport
- Mirroring language and body language
- Staying 'on message'
- Pacing, leading and bridging
- Acting with authenticity and integrity
- Ending on a positive note

Understanding the impact of body language

Two-hour skill builder



The difference it will make

- Reinforcing your communication through body language aligned with the words you use

What we cover

- Common pitfalls in misinterpreting body language
- Ensuring your body and verbal language are congruent
- The importance of matching and mirroring
- How body language can help you choose the words you use to improve engagement

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Effective briefings

Two-hour skill builder



The difference it will make

- More effective briefings given by people more confident and better equipped to deliver them

What we cover

- Structuring your briefing to best effect
- Techniques to overcome nerves
- Minding your body language
- Using a 20-point checklist
- Adopting the right tone of voice
- Checking for understanding

Effective telephone and video conferences

Two-hour skill builder



The difference it will make

- More productive telephone and video conferences

What we cover

- Harnessing the techniques used by professional TV and radio hosts to ensure everyone can contribute and has a voice – while still finishing on time
- Planning dialogue to take account of cultural differences
- Facilitation tricks and tips

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Creating engaging and innovative conferences and events

Two-hour skill builder



The difference it will make

- ❖ Conferences, town hall meetings and other events that connect the audience with the content and inspire them to do things differently – as opposed to PowerPoint fests and death in a hail of bullets

What we cover

- ❖ The communication outcomes you want to achieve
- ❖ An understanding of your intended audience and their previous experiences
- ❖ The topics you intend to cover / the speakers you intend to field
- ❖ Opportunities to create interactivity
- ❖ Ways to structure your agenda
- ❖ Techniques to bring your key messages alive – long after the event

The power of stroking: Transactional Analysis in two hours

Two-hour skill builder



The difference it will make

- ❖ Positive interactions with other people and teams that get you to a win-win

What we cover

- ❖ How understanding Parent, Adult and Child states can help create positive outcomes in transactions between people
- ❖ What we mean by 'stroking'
- ❖ How negative strokes, or no strokes, create poor outcomes
- ❖ How positive strokes can create a good outcome

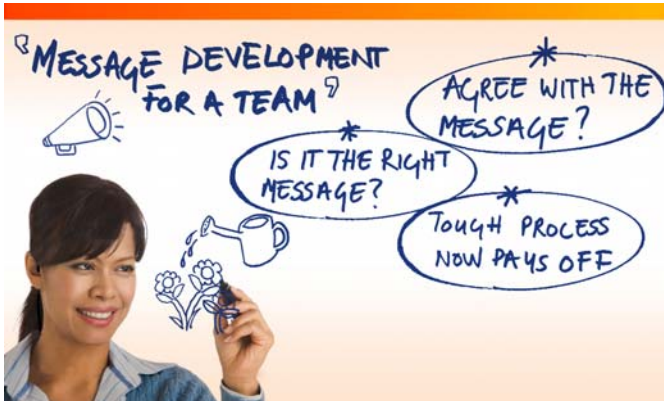
Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Message development for a leadership team

Two-hour skill builder



How often do we leave a meeting thinking we all agree the key messages, but discover we don't? This workshop helps leadership teams build consensus behind the key messages and then tests whether we have it right. Can be a tough process sometimes but pays off handsomely when everyone is behind the one powerful message.

The difference it will make

- ❖ A powerful message with team consensus and support

What we cover

- ❖ What makes a powerful message
- ❖ Understanding the audience drivers
- ❖ Message development – a brainstorming method to build team consensus
- ❖ Message testing with the questions you dread

Dilemmas of communication

Two-hour skill builder



The difference it will make

- ❖ Clarity in your communications even in times of ambiguity – whether you lead meetings, define what the company, department or team should say, or you're a communicator supporting your company's leaders

What we cover

- ❖ Explore the dilemmas of communication facing you including the ethical dilemmas these can present. Examples include:
 - The need to show good profitability at the same time as making more savings
 - When to make open statements or to make "no comment" and risk being seen as defensive or imply "hiding"
 - Commenting when there are not enough facts – waiting for 100% knowledge, you might be too late: without full facts you might need correction later
- ❖ Works on ways to communicate these dilemmas credibly and ethically
- ❖ Links to the expression of your corporate values
- ❖ Examples of other dilemmas of communication

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



How to have difficult conversations

Two-hour skill builder



The difference it will make

In a practical, straight-talking workshop we use best practice tips and techniques and work with potential real life scenarios to help you:

- ❖ Recognise and take responsibility for your role as a leader and representative of the organisation
- ❖ Understand and plan the process – both in giving the news and preparing for the aftermath
- ❖ Develop and rehearse your emotional intelligence skills in the context of specific situations

What we cover

- ❖ Working with your real life conversations and messages
- ❖ Planning for success
- ❖ Understanding and empathising with your audience
- ❖ Delivering quality communication every time
- ❖ Keeping the communication on track
- ❖ Dealing with the aftermath of the communication

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



Our facilitators all have tremendous experience in their field of expertise. They are practitioners first, trainers second. That means you can be sure that what they're recommending and teaching really does work. On top of that, they are all accomplished at passing on their knowledge to others and helping them develop their skills and confidence.



Colin Braithwaite

Colin has over 25 years' of experience in management development and specialises in training needs analysis, the design of appropriate workshops and interventions and the delivery of memorable and inspirational development activities.

Colin's experience and expertise has helped organisations in the public and private sector including; De La Rue, Cable & Wireless, Johnson Controls, Kuwait Petroleum, London Underground, Next, Rank Hovis MacDougal and United Utilities.

Colin is a fluent and effective communicator who works hard to ensure he tailors workshop content to meet the precise needs of both the client organisations and the participants he works with. His energy and passion for excellence are infectious and his command of best practice is always appreciated by participants.



Chris Carey

Chris has over 20 years of experience in employee engagement and is managing director of Axiom Communications Ltd. Chris is also a former Management Development Manager at Kingfisher, so developing people's skills in becoming better communicators really plays to his strengths.

Chris has successfully designed and delivered a wide range of employee engagement workshops that have contributed to the success of organisations in a variety of business sectors including; pharmaceutical, manufacturing, retail, travel, banking and charities around the world and for CEOs and frontline staff alike.

Chris specialises in translating his wealth of experience in actually delivering award winning employee engagement programmes into practical tips and techniques that workshop participants can readily apply. A highly accomplished and respected workshop facilitator, Chris' advice on how to help people deliver their objectives through enhanced communication is much sought after and forms part of a popular book he has written and published called 'How to be a better communicator.'

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)





Tony Coll

Tony is a former BBC journalist who has worked for more than twenty years as a media and communication coach, trainer, consultant and facilitator. His media and communication skills help individuals and organisations improve strategy, content and performance, in live events, on video and in media interviews.

An Oxford law graduate with a classical education, Tony began as a newspaper journalist and became a BBC reporter, presenter and producer. He then moved to more creative forms of communication, working as a scriptwriter, producer and director in TV drama, film, light entertainment, comedy and corporate video, and as a copywriter in an advertising agency. He has written gags, scripts and links for comedians and TV presenters.

Tony keeps one foot in the door of broadcast TV, combining his communication consultancy with a range of documentary, drama and comedy projects. He's also in demand as a facilitator and speaker on media and communication.



Miles Henson

Miles is a communications and behavioural change specialist, with an ability to connect at all levels from the 'coalface' to the boardroom, helping organisations to better engage with their people and inspiring them to deliver better performances.

Miles' expertise covers a range of subjects and specialises in how to 'sell' new ideas and concepts to stakeholders and internal audiences alike.

Miles has designed and delivered employee engagement workshops for organisations such as Alstom, AstraZeneca, BMW, BT, HBOS, HSBC and Lloyds Banking Group on a global basis and has collected almost as many case studies as he has Air Miles.

Miles works at executive level as a coach and mentor and presents the Business Show on 93.7 Express FM every week. He has recently been made a Fellow of Southampton Solent University working with third year Masters students on communication skills as they move into the workplace.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)





Sheila Hirst

Sheila is an experienced facilitator, trainer and coach, with 25 years' experience of developing leaders' communication capability. She specialises in helping leaders and leadership teams to understand how their communication shapes their organisations and influences employee engagement – and helps them discover their own effective and authentic communication voice.

Sheila has worked with organisations in all sectors to support leaders going through change such as AstraZeneca, Bridon, HMRC and Cancer Research UK as well as those wishing to optimise their engagement capabilities such as Civil Aviation Authority, ASDA and the NSPCC.

Sheila has a post-graduate diploma in executive coaching and is currently researching authentic leadership for a doctorate in coaching and mentoring. She has also developed a face-to-face 'communication gym' based on research into middle manager communication capabilities and worked with others to develop a set of leadership communication competences.



Paul Johnson

Paul is an experienced and versatile business writer who has the ability to pass on his skills to others.

Paul is adept at writing across media: website and intranet content, speeches and presentations, brochures, leaflets and employee and B2B magazines.

He has helped communicate everything from a global bank's new strategy, through the fine points of competition law and on to the merits of a market-leading skin moisturiser.

Paul designed our workshop 'The write stuff: How to improve your writing skills' and successfully facilitates writing skills sessions, with participant feedback showing their appreciation of his best practice knowledge.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



**Dr Domna Lazidou**

Domna is a communications academic and facilitator/trainer with a long track record in helping organisations and their leaders assess and develop communication and cultural competence. As an expert in cross-cultural communication with a PhD from Cranfield Business School, Domna specialises in working with executives in complex multicultural organisations to help them deal with the communication issues of the multicultural workplace.

Domna has designed and run change communication workshops for leadership teams at numerous organisations including Microsoft EMEA. She has worked with Compaq/HP executives to coach them on communication style and approach during a period of significant change and designed and facilitated cultural communication workshops for senior Airbus and Stryker EMEA executives, as well as senior civil servants at the Cabinet Office.

Domna combines her corporate training and facilitation work with teaching executives in the classroom – she runs modules in intercultural communication skills for marketing professionals and a module in communicating with employees in multicultural environments for senior HR professionals at Cranfield School of Management. She also teaches International MSc students on the subject of ‘The practice of intercultural communication in the workplace’ at Warwick University.

**Neil Munz-Jones**

Neil leads Axiom’s networking workshops. He published a book, *The Reluctant Networker*, on the topic in 2010. This has been featured in a number of leading publications such as *The Sunday Times*, *The Financial Times*, *People Management* and *Good Practice*.

Neil is first and foremost a successful business consultant. He has primarily developed his business through effective networking, making him ideally placed to speak with authority on the topic.

Prior to consulting Neil spent several years in various director roles in the international DIY / home improvement sector at Kingfisher / B&Q and one of its suppliers, Caradon. Neil has a BA (Hons) from Oxford University and an MBA from INSEAD. In 2008, Neil published a case study entitled ‘You Can Do It If You B&Q It’ in conjunction with Professor Nitin Sanghavi at Manchester Business School (MBS). He teaches at MBS using the case study.

Neil has given inspirational talks on networking for organisations such as *The Financial Times*, *The National Audit Office*, *Barclaycard*, *LexisNexis*, *The IOD* and *INSEAD* as well as several professional services firms. He has appeared as a guest on BBC radio and as a networking expert on *The Guardian’s Live Q&A*. Neil writes a blog on networking for the *Financial Mail Women’s Forum*.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)





Helen Reinson

Helen has worked for over 25 years within the IT industry, with experience and skills spanning the width and breadth of the software services business. In a world where technology is changing at a breathtaking pace, Helen is able to bridge complicated business concepts and sophisticated technology and help it make sense to end-users, whatever their role in the organisation or level of ability.

Helen has worked with multi-national organisations, such as TNT Express and Thomas Cook, using IT in all its' guises to improve employee engagement impacting productivity, talent retention and overall company performance.

Helen is part of the social networking revolution and is well placed to help Axiom's clients get the best from social media to make the most of new employee engagement opportunities.

Talk to us about how we can help your people communicate better by emailing info@axiomcommunications.co.uk or calling +44 (0)1329 833411.

[Back to full list of courses](#)



About us

Axiom is a specialist internal communication agency. We help you engage and motivate your people so you get the results you want.

Since we were founded in 1996, we've become one of the leaders in our field. Our clients include AstraZeneca, B&Q, The Co-operative, Gala Coral, Mölnlycke Healthcare, NSPCC, Republic and United Utilities.

Find out more about us at:

www.axiomcommunications.co.uk/about

and read case studies at:

www.axiomcommunications.co.uk/case-studies.php



Axiom Communications (UK) Ltd
Copse House, Winchester Road, Wickham,
Hampshire PO17 5HF, UK

Telephone: +44 (0) 1329 833411
info@axiomcommunications.co.uk
www.axiomcommunications.co.uk