

CONTROL | CONFIDENCE | CREDIBILITY



Communication Skills Training Programme

Communication Skills Training Overview

Whether you are delivering a keynote speech, pitching to win business, talking to investors, analysts or the media, or simply presenting to key stakeholders, any successful outcome can only be achieved by a combination of you and what you have to say.

You need to have crystal clear messaging that can be remembered and possibly re-told by the listener, and you need to make a strong, positive impression on them.

We work with our clients to make sure that they perform consistently, maximising the impact they make while minimising the time required for preparation.

We deliver this by looking at three core components:

1. Individual and team performance in line with responsibilities.
2. A structure and content that will create interest and maintain attention.
3. Essential methods for ensuring successful and efficient preparation.

All our coaching programmes, whether they are delivered individually or in groups, are customised around the individual/corporate objectives, so that regardless of the situation our clients find themselves in, they are able to communicate clearly, with the impact, credibility and confidence that will increase their chance of achieving their desired outcome without increasing the amount of time for preparation.

Our Approach to Coaching

Everything we do is tailored to our client, their personal needs and the needs of their organisation and is delivered as efficiently and effectively as possible so as to minimise the impact on their business.

Our coaching sessions are delivered individually, in small groups or, if necessary, using a combination of both. We use video replay throughout to allow our clients to validate, from their own perspective rather than from the perspective of an arbitrary model of excellence, the principles we are looking at.

The final element of our approach to coaching is reinforcement, which is especially important in a fast-moving, client-centred environment.

Typical Programme Structures

Individual Sessions

While the content of the individual coaching sessions will vary, depending on the client, the approach we take is consistent and can be broken into the following parts, which are delivered in 90-minute sessions, approximately two weeks apart if appropriate.

Part 1 – Personal Evaluation

The personal evaluation is designed to work from two perspectives.

1. From the client's perspective it allows them to:
 - evaluate how they perceive themselves as a communicator.
 - shape the programme around communications objectives that work for them and their organisation.
 - examine how they communicate when they communicate at their best.
 - verify the principles of spoken communication.
 - start to understand how these principles can be applied, so that regardless of the situation they come across at their natural best.

2. From our perspective it allows us to:
 - get a better understanding of our client's communication requirements and responsibilities.
 - identify what the client views as the areas they want to build on and those that they want to improve.
 - identify a goal or goals for the overall coaching programme.
 - identify how the client communicates naturally.
 - relate the principles of spoken communication to their situation.

Part 2 – Personal Coaching

Through an optimum number of sessions, we work together to meet the objectives required to achieve the goal or goals set out in the Personal Evaluation session.

These sessions (typically 3–4) will cover, but are not restricted to:

- Structure – how to build a communication that can be easily followed by the audience.
- Visual Aids – how to use visual aids so that they support rather than lead.
- Notes – how to control the dialogue, making sure you get your messages across.
- Q&A – dealing with questions so that, where appropriate, the answers support and reinforce the messages.
- Script Reading – delivering from a script so that you do not appear to be just reading.

Part 3 – Live Event

In this final part, which may take place up to three months after the completion of part 2, we work together with our clients to help them prepare for a key event, starting with creating the outline and finishing with a full dress rehearsal. This acts as a reinforcement/validation session, as well as providing expert input into a specific situation.

Small-Group Sessions

Small-group workshops are especially valuable where individuals within an organisation have to either communicate a similar subject, e.g. a management team that has to communicate the same messages to their respective teams, or work together to communicate as a team, e.g. a pitch.

Through a combination of video-reviewed individual and team situations, we work with the attendees to help them understand how they can:

- communicate with complete confidence and credibility, regardless of the situation.
- create communications that have a much greater chance of achieving their desired outcome.

We cover the same key areas as in the individual coaching sessions:

- Personal Evaluation
- Structure
- Visual Aids
- Notes
- Q&A

Depending on the availability of the attendees, these small-group workshops can either be delivered in one whole day or two half-days, no more than two weeks apart.

Reinforcement

The final component of our approach to coaching is reinforcement. We recommend that any individual or team that has been through one of our communication coaching programmes should have their performance monitored, especially given the impact of market changes, regulatory constraints and new business development.

This reinforcement could be as simple as providing a report on a presentation through to working with the individual or team on a live event, and should be performed every six to twelve months.

Typical Programme Fees and Terms 2017

Fees for Small Group Sessions

Our fees are based on a per delegate rate of £350 per day based on a minimum of 6 delegates.

Fees for Individual Sessions

Our fees are based on a per session rate of £325 per 90-minute session based on a minimum of 4 sessions.

Venue, Materials and Audio-Visual Equipment for Small Group Sessions

It is expected that the client will arrange a suitable venue.

For Small Group Sessions, this room will also have 1 x flip charts with pens, a projector and screen or a display that a computer can be plugged into.

All materials are included in the fees but there may be a charge if any customisation is required for the materials and or simulations.

Expenses

All expenses will be agreed in advance with the client and will be charged to the client at cost.

Payment

Payment will be due immediately on receipt of invoice.

VAT

Value Added Tax will be charged in addition unless the engagement is conducted outside the UK.

Cancellation

If the client cancels the course a cancellation fee may be payable based on the length of cancellation notice received by us and calculated as a percentage of the fee that would have been due as follows:

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|------------------|---------------------------|
| • Notice (weeks) | % of fee payable |
| • Over 12 weeks | no cancellation charge |
| • 8 – 12 weeks | 33.3% cancellation charge |
| • 4 – 8 weeks | 50% cancellation charge |
| • under 4 weeks | 75% cancellation charge |

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