



Corporate
Coach Group

Communication Skills

One Day Training Course Proposal



Get in touch

[CorporateCoachGroup.com](https://www.corporatecoachgroup.com)

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Introduction - The Need for Training

Communication skills training is no longer a luxury—it is a survival necessity.

We are living in a hostile and ever-changing economic environment. To survive and progress, organisations must maximise efficiency and productivity, which is best achieved by ensuring that team leaders and managers are well trained.

Currently, some team leaders are not as effective as they could be because they are not sufficiently well trained. As a result, they make mistakes, leading to hidden costs your organisation can no longer afford to carry.

Our communication skills training is the most cost-effective way to improve productivity because teams perform only as well as their leaders and managers. If we improve the performance of leaders and managers through training, the performance of the whole team improves.

This course is designed to improve organisational efficiency and productivity while cutting the costs of poor communication, mishandling conflicts, and weak prioritisation and delegation skills.

In a challenging economic environment, communication skills training is essential for survival.



Communication Skills Training Course Overview

This course is split into two modules. The morning session covers developing your communication style, so that you always make a positive impression in the minds of others. The afternoon session is about developing your communication skills, so you are able to effectively handle difficult people and negative situations, in a positive way.

We start the course with a self-assessment of your current communication style and find out what you want to gain from this training. We discuss the three main characteristics of effective communication: Clarity, Reason, Positive emotion. Everything you say creates an impression in the minds of others; we discuss how you can communicate, so that you leave the right impression. We will discuss the importance of clarity in communication, giving good reasons for your message and positive intentions.

In the afternoon you will learn how to handle negative situations in a positive way. We discuss the various ways people respond to difficult situations. We will show you how to respond, replacing negative emotions and instead treating all people and problems “according to the principles of reason”. You will learn how to present yourself assertively, by managing your language, body language and voice tones. You will have the opportunity to practice your new skills in common conflict scenarios. You will finish the training day by learning how important it is to finish every communication on a positive note.

Learning Outcomes for the Communication Skills Course

- Improve your communication skills: Become more clear, convincing and persuasive
- Gain more confidence; present your message with assurance
- How to specify the exact meaning, so there is no misunderstanding
- The proper (and improper) use of humour and office banter
- Handle conflict situations and difficult conversations with the right amount of assertiveness
- Effective use of body-language gestures and voice tones
- The proper use of praise, appreciation and thanks: Always leave on a positive note



Training Price / Investment

We offer this training in three flexible formats:

- 1. In-House Training:** We can deliver the course at your workplace, making it convenient for you and your team.
- 2. Live Online Training:** Using our advanced green screen technology, we provide highly interactive virtual sessions.
- 3. Open Courses:** Your team can join one of our scheduled open courses.

- 1. In-House Training:** £2,250 +VAT per training day.
(To get the best from this training we recommend a maximum of 16 delegates).
Plus, travel and hotel accommodation for trainer, (Premier Inn type).
- 2. Live Online Training:** £1,800 +VAT per training day.
(To get the best from this training we recommend a maximum of 16 delegates).
- 3. Open Courses:** £500 +VAT per delegate for the one-day course.

All our training includes:

- Quality training delivered by an *experienced* trainer.
- Full course training workbooks.
- Training certificate.
- Access to additional free training material after the course via our post-course portal.
- **3 months free telephone coaching:**
Whilst you are implementing what you have learned, if you need to, you can contact us for support and guidance.

If you have any questions or would like to book, please contact us:

Email: Lindsey@CorporateCoachGroup.com

Tel: +44 (0) 1452 856091

If you want a full detailed description of the course content, please read on.



AM Session

Definition: What is Communication skills training?

Communication skills training is about learning how to express your ideas in a clear, convincing, and inspiring manner. It is also about improving your ability to more fully understand others, and to quickly resolve any conflicts that may exist between you. Communication skills training is about understanding others and making yourself clearly understood.

Purpose of Communication Skills Training

All good communicators are clear, convincing and inspiring.

We need to know how to communicate in order to get the best performance from ourselves and inspire others.

If you are a clear, convincing and positive communicator, everyone will understand what you are saying, why you are saying it and they will get a good feeling about it.

How to clearly communicate goals

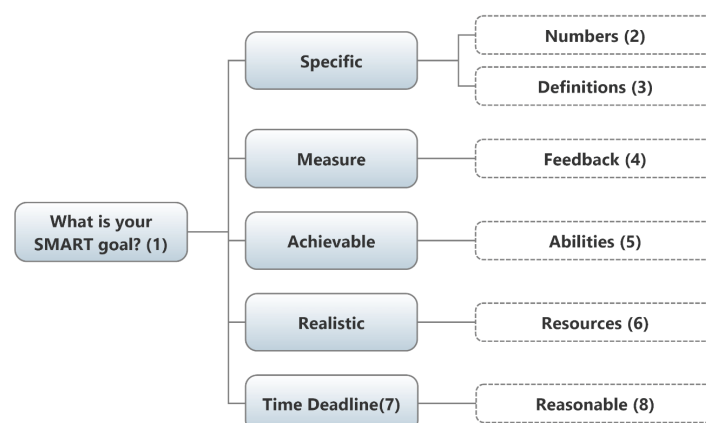
We are defined by our goals. And we are judged partially upon our ability to achieve the goals that are set for us. So, we must learn to effectively communicate goals. You will learn how to communicate goals in clear and unambiguous terms, particularly with regard to your targets, values, standards, expectations and feelings.

Use numbers to gain greater clarity

Using numbers is the easiest way to improve the clarity of your language and help develop good communication skills. Numbers introduce exact times, exact quantities and more specific information. They improve the quantitative nature of your language and make it less likely to be misunderstood.

Use 8-part SMART

Eight-part SMART is a set of eight questions which you need to answer, in order to ensure your goals and plans are well communicated and fully understood.



Practice good humour

Some people use humour in destructive and sarcastic ways. We should use humour only in constructive and friendly ways. We need to distinguish between the incorrect and the correct use of humour. The correct use of humour will help develop your interpersonal skills.



How to clearly express your meaning

Some people have difficulty expressing their thoughts. They say to themselves, “I know what I mean, but I can’t explain it”. You **NEED** to be able to translate feelings into *words*.

And you need to be able to help other people clearly express their meaning by *asking the right prompting questions*. We will show you the best way to do this and practice with some real-life examples.

Improve your listening skills

Listening is the art of gaining an exact understanding of the message.

Understanding other people is a major communication skill.

We will show you how to improve your listening skills.

How to distinguish between a critic and a cynic

Make the distinction between criticism and cynicism. We all need to hear valid criticism, but nobody needs to hear cynicism. You will learn to distinguish between the two communication styles, and you will learn how to transform cynics into critics.

We will show you how to give only *constructive* criticism.

Communicate using affirmative instructions

Negative statements often act as an unintended “embedded command”, putting into mind the very idea that you wanted the other person to *put out of mind*.

Since action follows thought, a person may be more likely to do the thing you are asking them not to do. “Don’t panic”, implies panic.

Therefore, it is important to frame your messages in the affirmative.

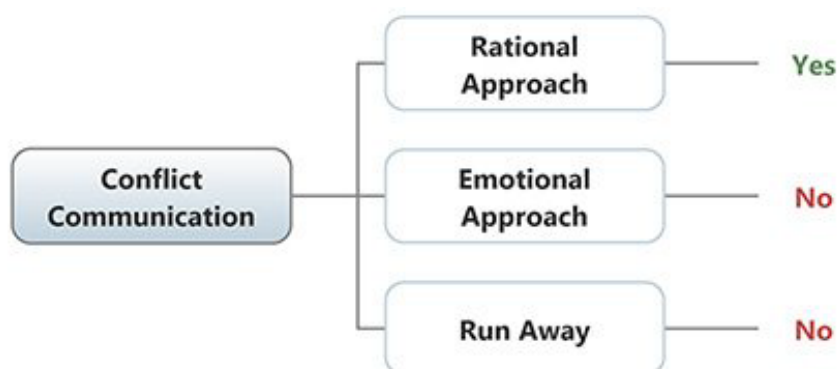
We will give you opportunities to practice this important communication skill.



PM Session

Managing the difficult conversation and conflict

Some people are difficult to manage and therefore conflict situations are inevitable. Whenever there is tension or conflict, ensure your communication is clear, assertive and controlled.



Communication requires you get the timing right

When you need to have a difficult conversation, it is important to get the timing right. You could say all the right things, but at the *wrong time and place*. We will help you get the timing right to improve your handling of difficult conversations.

Communication requires you get the emotions right

Conflicts have a tendency to trigger negative emotions in the mind, such as anger and upset. But too much anger and upset can make a bad situation worse. Therefore, you need to minimise the risk of triggering negative emotional responses.

We will show you exactly how to do this and improve your interpersonal skills.

Communicate using factual, objective language

We will show you how to describe your message in objective terms. Objective language is your key to success and essential for effective communication. When in conflict, avoid the use of highly-charged emotional or derogatory language, and use only objective language. We will practice developing this important communication skill.

Communicate with the right level of assertiveness

Be assertive but not aggressive, nor passive. Assertiveness is important. If you come-on too strong, they will fight you; if you don't come-on strong enough, they will ignore you. We will help you achieve the right level of assertiveness, clarity and confidence.



In conflict, your objective is to take the heat out of the situation

You need to choose your words carefully. Sometimes it takes only one wrong word to cause the other person to explode.

We will show you how to choose the right words to express yourself.

Negotiate a way forward

Instead of arguing about the past, switch the conversation onto the future.

This is a very important point: If you are going to argue at all, argue over the future, since the future is capable of being changed.

Prepare your message in advance

Whenever possible, prepare your message in advance. You need to know what you must refrain from saying and what you will say.

Good communication includes mastering the art of “self-editing”.

Propose a definite solution to the problem or difficult situation

You need to propose a solution that is practical under the circumstances, and therefore more likely to obtain an agreement.

Distinguish reasons from excuses

If the person says NO to your proposal, then you need to know how to distinguish "reasons" from "excuses" for not doing something. You should give concessions to reasons, but not give concessions for excuses.

Know when to compromise and when to stand firm

Compromise is sometimes the right thing, and sometimes it is the worst thing you could do.

We will discuss when to compromise and when to stand firm.

Good body language and the use of proper voice tones

You need to master your own posture, gestures, eye contact and facial expressions.

In addition, you must master the pitch, pace and the volume of your voice.

The proper use of praise and appreciation

The absence of appreciation can be the cause of conflict.

We will discuss the need for effective praise, appreciation and positive reinforcement.



Customer Reviews (face to face)

The course content was brilliant. The information was presented clearly, making it easy to follow and understand. The content is directly applicable to real scenarios I find myself in every day.

The instructor, Chris demonstrated good knowledge and expertise in their fields, enriching the learning experience. As mentioned, Chris demonstrated good knowledge and expertise.

Chris was engaging throughout.

Owen Scully – Expert Property Group

I really enjoyed the course, so many different modules covered that I will find useful in my professional life. Great content, the modules on communication and conflict in particular were insightful and structured. Chris, the trainer, was approachable, clear and concise. I would highly recommend him as a trainer. He was committed to making sure we received the full training. Easy to understand and knowledgeable.

Kaya Mesnard – Wemoto Ltd

Great content. Really interesting and I found all of it beneficial for use in both the workplace and the outside world. Most useful to be given tools to use for all of the theories to put into practice. Trainer (Chris) engaged with his own material, demonstrated his own use of the knowledge he was imparting, great speed (not too quick), kept interest throughout and made it easy to take on board. Excellent trainer.

Donna Quelch – RES Group

The professional development and productivity sections of the course were equally insightful. The simple plans and processes are easy to understand and presented very well. I look forward to putting these into practice within my role. Both Chris and Marco delivered the course material seamlessly. They obviously have a passion for training and the knowledge and experience they both share was well received and extremely beneficial. The use of the white board was a great addition. Too many training providers rely on their slide content only to drive the course forward, which can, in my experience allow the mind to wander. The presentation remained engaging throughout.

James Topping – Apex Partners

The course was extremely helpful, I really enjoyed the whole content. I found particularly helpful and will implement in my day to day work: Conflict management – rational objective language; 8 Part SMART questions; Time management matrix. Chris' presentation was very informative, polite and friendly; very knowledgeable. Chris did not lose momentum or seem to lag or become tired during the two days.

Misbah Nareen – Carbogen Amcis Ltd



Customer Reviews (live online)

The course content was outstanding. Each topic was presented in a logical sequence, building effectively on the previous one. I encountered some impressive models that were entirely new to me, as well as some familiar ones that were presented with fresh perspectives, prompting deeper reflection.

The presentation was excellent, with everything clearly visible and easy to grasp. The presenter's skills were exceptional—important information was effectively reiterated, connections were made seamlessly, and the use of hand gestures and clear speech enhanced the delivery. This is the best course I have attended.

I had never seen a green screen used in a training course before, and it was truly impressive. It immediately caught my attention as a unique approach. Watching the board being written on in real-time was nothing short of genius.

Jay Wyke – Tradebyte

Fantastic course content. Learnt an awful lot I had not previously considered. In particular the 'WhatsNext' for prioritisation, such a simple process to prioritise tasks. Both Marco and Chris were fantastic. I was dubious about joining a virtual training course; however, it exceeded my expectations! Both were informative, friendly and could tell both were passionate about the training they provided. I really liked how the technology used to deliver the course was used. I was unsure how this course would work virtually but really enjoyed it and I learnt a lot due to the layout and presentations on Teams.

Christopher Barrett – Market Dojo

The Course was really good with lots of lessons and techniques which will help me with my development. The way the techniques were taught meant it was easy to understand and pick up. The notes provided are good for future reference. I have already had to use several of the techniques we learnt which I would not have known how to handle certain situations before I attended the course. Chris was polite, very approachable and informative, he engaged with us and included us as more of an open discussion type of training, which is how I personally learn best.

I couldn't have asked for more from the training, I got out of it exactly what I needed.

Victoria Elkin – County Broadband

This leadership and management course was phenomenal. To understand the basics of "Be clear, Be rational, Be positive" to understand not the 'But why' in the past 'But why' in the future. Delegate tasks and the emotion is a big factor. Not only does Chris (trainer) have an amazing voice, but he was fantastic. Opened my eyes in understanding the insight to management and went through points in detail with enthusiasm.

Djavan Silva – Hotcam TV

For additional feedback, video testimonials and list of companies that have benefited from our training programmes please [follow this link](#)