

Communication, Presence and Impact

Overview

A workshop for senior managers.

We think deeply about our work, but less so about the ways we communicate, both in writing and through the spoken word.

This is a practical and fast-paced course, working with you on a real piece of communication that you'd like to improve (or prepare). You will have a chance to benchmark your presentation skills against the three qualities most likely to persuade your audience: the shape and style of your content, your body language and your tone.



Programme Information

Course Duration: Two Days

Programme Objectives:

- Understand the two fundamental elements that sit behind all successful communication
- Develop skills in three areas: Preparation of content, body language, and tone
- Work on a relevant piece of your own communication
- Engage more effectively with audiences by 'translating' your knowledge into their world
- Improve your powers of persuasion



Topics and Sessions:

- Difference between written and verbal communication
- Making your content relevant
- Key messaging
- Benefits, simplicity and style
- Telling a compelling story
- Translating the technical into the inspirational
- How to start and finish a presentation How to access Performance Energy
- Use of strong body language and tone of voice
- How to develop a relationship with your audience – appropriate use of humour
- How to come across as your best self even under great pressure

Further Information

The Leadership Development Team -
LDT-LeadershipDevelopmentTeam@networkrail.co.uk
Delegates attend as part of SLP/ RILP or can self-nominate via Oracle.



I've got the power to **ACT**