

# COMMUNICATION TRAINING WORKSHOPS: SERVICES OVERVIEW

## OVERVIEW:

Clear and precise communication is more important than ever in today's complex and hyper-fast work environment. Our communication workshops are designed to strengthen a professional's own "personal brand," as well as drive greater communication efficiency for teams and organizations. This focused approach creates a "ripple effect," bringing benefits for businesses, their brands and the customers who engage with them.

## APPROACH:

We believe the best communicators – those we call "Power Communicators" – excel in three key areas: They think and act like leaders; they are tuned in to their audience; and they are artful in how they communicate. From this foundation, Power Communicators build trust and credibility, two keys vital to success in today's volatile business landscape.

## DELIVERY:

Our workshops are built from decades of real-world business experience. Each workshop is designed with the following in mind:

- **Maximum Engagement** – Learning requires active participation. We get people talking, sharing and communicating.
- **Tailored Content** – We tailor our content to your industry and what each person is facing in their day-to-day, real-world situation.

- **Multiple Approaches** – One size does not fit all. We integrate role-playing, breakout sessions, group exercises, peer feedback, video taping, etc., to ensure maximum effect and comprehension.

## TRAINING MODULES AND SERVICES:

Our training programs are built from the foundational understanding that Power Communicators think and act like leaders, are tuned in to their audience and are artful in how they communicate.

Here are the most commonly requested communication skills we offer through our foundational structure. Clients can choose from any one of these – or suggest their own – to build their own highly customized and relevant workshop.

### Leadership Communication Skills

- Articulating a vision
- Gaining team unity
- Communicating during crisis
- Driving inclusion and diversity
- Leading meetings and conference calls
- Displaying executive presence

### Tuning In Skills

- How to "actively" listen
- Knowing your audience
- Establishing trust
- Displaying empathy
- Resolving conflict
- Asking the "right" questions

### Artful Communication Skills

- Assertive communication
- Persuasive communication
- Effective email writing and protocol
- Delivering negative news
- Presenting with poise and impact
- Using the right words
- Story telling

## DELIVERY:

Our customized workshops can be delivered in half-day, one-day or two-day sessions. We can also deliver shorter presentations of an hour. Following the Leadership, Tuning In and Artful structure, this 1-hour presentation can be delivered as part of a breakfast or lunch-and-learn session.

## PRESENTER:

Matt Spaulding is a 24-year veteran of the communications industry and the president of Spaulding Communications. He is also an instructor of business communication at Georgia State University and a former consulting fellow to Battlefield Leadership, a premier leadership training company. He has delivered communication programs to organizations ranging from Johnson & Johnson to Popeyes Louisiana Chicken. He writes on leadership communication and has been a featured presenter at numerous conferences in a variety of industries.



**FOR MORE INFORMATION OR TO SCHEDULE A SESSION, CONTACT MATT SPAULDING  
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