

# AQUS

The vision of AQUS is simple: **to help people communicate better.**

Our mission is equally simple: **we facilitate.**

Our clients: **business executives** at any level, in any type of organisation, in any type of industry.

Our facilitation services cover three broad and overlapping areas:

## COMMUNICATIONS TRAINING

We help people be better leaders by acquiring communications skills to meet new job demands or assignments, or enhance existing skills with simple and realistic methodologies which apply to real situations in the business environment.

Specifically, our core strengths in this area include:

*Creating impact (how leaders communicate)*

*Managing, supervising and motivating people*

*Team leadership and synergy*

*Media interview skills*

*Presentation skills, formal or informal*

*Writing for business (in narrative, e-mail or slides)*

*Corporate storytelling*

## CREATIVITY AND INNOVATION

At an immediate scale, we lead brainstorming and blue-sky workshops to develop ideas.

On a larger scale, we train organisations to be more innovative. We collaborate with the Creative Leadership Forum, of which AQUS is a member.

We often combine the basic principles of creativity and creative thinking with our communications training or strategic planning workshops.

Working with our affiliates, we also develop conferences and events:

*Employee conferences*

*Off-site meetings*

*Staff workshops*

*Corporate events*

*Brainstorms*

## STRATEGIC FACILITATION

We facilitate communications strategic planning workshops, using the most fundamental principles of communications strategy – the Six Questions Methodology®.

Our workshops focus on developing communications strategy which differentiates the organisation in its market, including:

*Vision, mission and values*

*Communicating messages to core audiences*

*Managing media relationships*

*Managing issues and crises*

*New business planning and development for agencies*

*We often combine our workshops with psychometric testing as a foundation for better communications, using such instruments as Myers-Briggs Type Indicator®, Team Management Systems®, Situational Leadership®, Learning Styles Indicator®, Thomas-Kilmann Conflict Mode Instrument® and Communications Style Flexing®.*

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