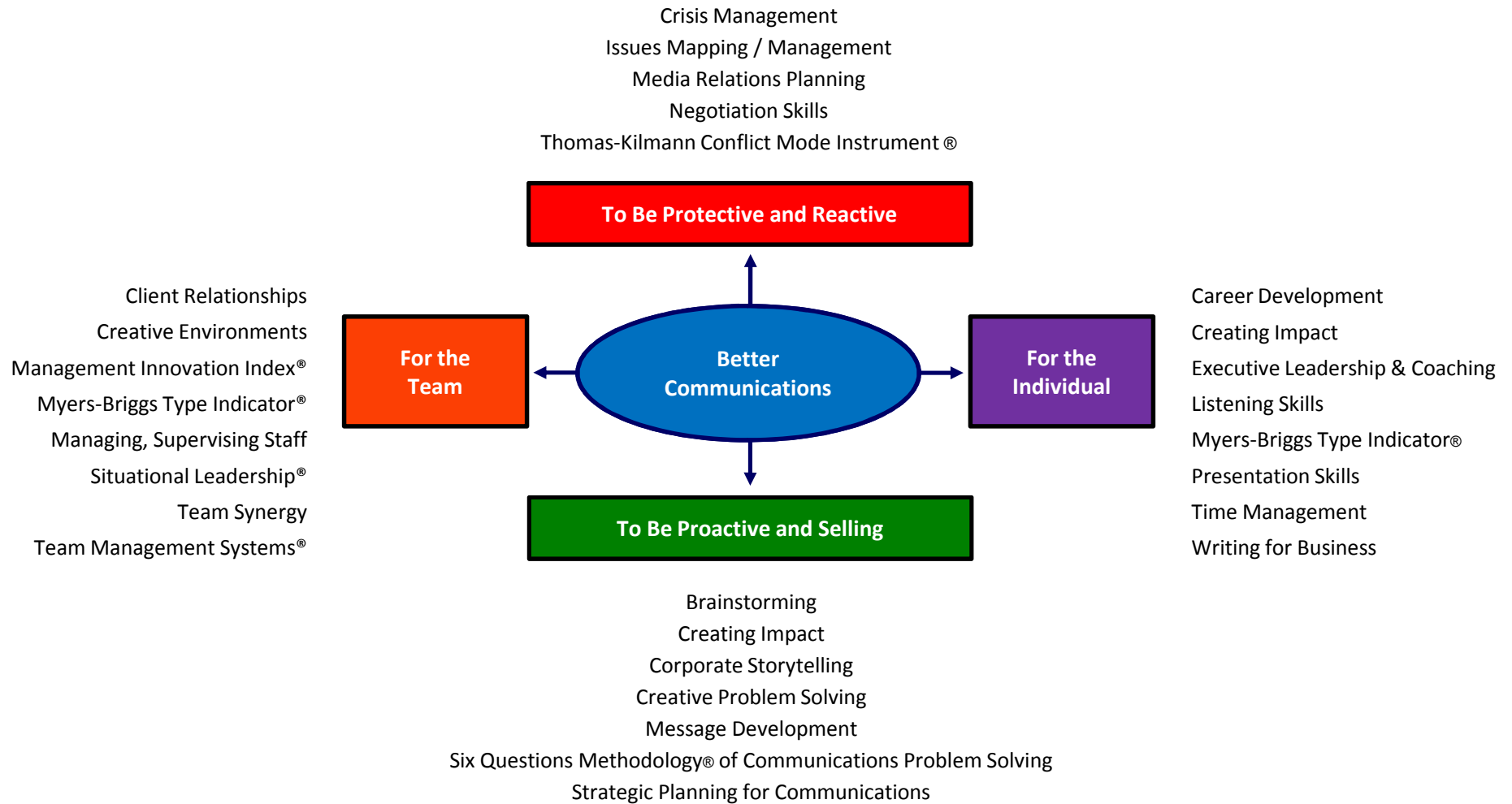


A GENERAL OVERVIEW of OUR COMMUNICATIONS TRAINING WORKSHOPS



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Brainstorming / Creative Problem Solving Focuses on creating ideas in its purest sense, learning how the environment, the situation, the expectations and one's personal characteristics all contribute in different but important ways to the creative process. The workshops also covers basic elements of brainstorming, ideation and evaluation.

Career Development Focuses on the individual, by encourage participants to look at their career, what they want to accomplish, how to set goals and how to create a plan of action to reach those objectives.

Client Relationships Breaks down the process of managing client relationships – either internal supervisors or colleagues, or external agency relationships. Detailing how to manage client's expectations and budgeting, with recommendations on time management and deliverables, this workshop is supplemented with actual "What if - ?" exercises to discuss common problems and break-downs between parties.

Corporate Storytelling Outlines the principles of corporate storytelling – how to tell a story, in business – in simple steps. This workshop helps participants deliver and share the organisation's values through dynamic and compelling stories to their key audiences, in ways to change opinion and motivate behaviour.

Creating Impact Focuses on how leaders communicate in a dynamic, two-way environment. The program outlines the basic principles of communications of successful executives, and guides participants through creating and delivering key messages to the right audience in the best format.

Each participant is filmed giving a typical presentation (either sitting or standing, or both), and receives immediate feedback and constructive critique on their performance.

Crisis Communications Workshop Focuses on managing the media and stakeholders in times of crisis. The workshop covers the lifecycle of both crises and issues, the 'typical' reaction of audiences, and the 10 certainties. This workshop often covers issues and 'mandatories' for company spokespeople. Finally, participants go through a realistic situation to determine how to respond and deal with media in a high-pressured environment.

Issues Mapping / Management Focuses on identifying, organizing, understanding and prioritizing issues within a specific industry or inside a specific company. Industry tools and best-practices are covered, and most workshops physically map their industry or situation during the workshop to learn how to make the methodologies relevant to life in the organisation.

Leadership Although many characteristics comprise leadership, this workshop focuses on the vital element of communications: creating a vision, building rapport, managing and persuading commitment, presenting ideas and messages, and controlling negotiations and conflict. Often, this workshop combines aspects of corporate storytelling and media training, as well as Myers-Briggs Type Indicator®.

Listening Skills Helps participants of all levels become active participants in the listening process. Participants bring listening assessments from their colleagues to the workshop, and build upon that feedback to understand how to take a more engaging listening role.

Managing, Supervising Staff Facilitates the workshop participant's transition from 'doer' to 'supervisor.' Workshop attendees can either be new/first-line supervisors or managers who have not yet had formal supervisory training. The workshop content follows planning and organising, delegation, performance management, motivation and feedback. We often use *Situational Leadership*® to apply the program's goals and procedures.

Generally, the duration of the workshop is dependent upon the learning goals, agenda, curricula, number of participants, and previous levels of experience.

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Media Relations Planning The role and purpose of media relations is often the backbone of most communications programs, but many times, the purpose behind successful media relations is merely “get me in the news.” This suggests the full power and skill of media relations is not being efficiently used. This workshop discussed the philosophy behind successful media relations, as well as the individual elements of what makes a successful programme work.

Message Development Introduces the simple tool – the Message House Architecture – to articulate, shape, prioritise and deliver messages to key stakeholders. Filled with many real examples, as well as exercises and activities to develop messages, the workshop is often combined with other modules, such as media spokesperson training, presentation skills or “How To Write In PowerPoint”

Myers-Briggs Type Indicator® The world’s most recognised psychometric instrument, MBTI uses psychological assessment of personality types as a basis for explaining individual behaviour and providing personal insight leading of self-awareness.

Negotiation Skills Demonstrates a concise, step-by-step process to help plan strategies and messages for negotiations, one of the most difficult elements of the communications process. Participants will learn how to achieve more favourable outcomes. This workshop module is often combined with the Thomas-Kilmann Conflict Mode Instrument®, as well as principles from the Harvard Negotiation Project®.

Presentation Skills Enables an organisation’s executives to communicate clearly, simply and concisely. The focus is on three areas: Content (what you say), Technique (how you say it), and Delivery (message format and mode). Participants are filmed giving real presentations, followed by group or private critique. This module is often combined with “How To Write In PowerPoint”.

Six Questions Methodology® / Strategic Planning Provides a rigor and organisation to planning, research, analysis and brainstorming through the most common six questions of strategic planning.

Team Synergy / Team Management Systems® Teams are more than a group of people working next to each other. They must share five elements: an objective, purpose, commitment, passion and accountability based on trust. The workshop combines element of Team Management Systems®, a tool based on 30 years research into what creates high performance in an organisation or team.

Thomas-Kilmann Conflict Mode Instrument® TKI is the world’s best-selling conflict management assessment, outlining the five conflict-handling modes: competing, collaborating, compromising, avoiding and accommodating – along with the two dimensions of assertiveness and cooperativeness.

Time Management Provides participants with relevant strategies and easy tips to manage their time and their work. Principles include the two criteria to judge any task, as well as common “time-wasters” and “time-consumers”.

Writing for Business Designed for those who frequently write in a business environment, with particular focus on writing in PowerPoint and e-mail. The workshop provides participants with a simple methodology for organisation, writing precisely, and editing efficiently. Participants bring actual examples to the workshop, as well as review samples in class for discussion and critique.

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