



## Where's your spotlight?©

This two day experience is founded on an exceptional understanding of the principles of engagement. It has been proven that the success of communication events and the longevity of their key messages is underpinned by the genuine engagement of receivers and learners.

Transform your Managers and Leaders into:

Courageous

Innovative

Disciplined and consistent communicators...

...and supersede your ordinary competitors.

Research has shown that companies that communicate effectively with employees are the best financial performers, with 47% more ROI than the least effective communicators, over the last five years.

(Source: Watson Wyatt 2010)

**"This programme is helping our leaders to deliver more engaging communication events that have a direct impact the business and all of our people."**

Head of UK Communication,  
Global Manufacturing Co.

# Where's your spotlight?©

for Managers and Leaders

## When communicating with people – where is your spotlight?

### On your receivers... or on yourself?

To best position your organisation to succeed in an uncertain future, your Managers and Leaders need to cascade communications that are courageous, innovative, disciplined and consistent?

Are your communication cascades:

- ...delivered in the same way as we always do?
- ...with too many slides?
- ...missing out slides if we run out of time?
- ...putting a new spin on the message each time?

Does your communication approach achieve the best outcome for your **DELIVERY TEAM?** for your **RECEIVERS?** and for your **BUSINESS?**

Without consistent and impactful key messages, your employees fill the void with **RUMOURS** and **SPECULATION**.

## Where's your spotlight?© for Managers and Leaders

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challenges your key people to create highly engaging communication sessions for their people. This is achieved through exploring, experiencing and practicing the key tools and concepts that underpin the Stretch Learning principles of engagement.

People attending will:

**Discover the 4 key principles** of how people prefer to be engaged, enabling them to increase understanding and 'buy-in', whatever the subject.

**Use the Translation Gap Model®** to plan engaging events that demonstrate benefits for both the business and their people.

### Identify, tailor and cascade

key messages effectively using a variety of communication channels.

### Recognise and experience

the value of personal reflection time for both themselves and their receivers', whatever the event.

### Practice the use of

positive and inclusive language that transforms the receivers' experience.

## As a result...

Your organisation achieves consistency in communication cascades, minimises dilution of key messages, and maximises employee engagement – a valuable return on your investment.