



**MELBOURNE
PR & MARKETING**
distinctive brand presence

Advanced Communication Skills

Masterclass for Business Owners and Their Employees

**Improving the culture, performance and reputation of
Australian businesses by developing
the communication skills of their employees**

Become a more effective communicator in business



Effective communication is fundamental to running a successful business.

People in business must communicate effectively with a range of audiences – staff, customers, suppliers and a range of external stakeholders – with diverse needs and objectives.

Being an effective communicator will increase your influence among colleagues and customers, get your message across with authenticity and credibility, and improve business results.

Who this Masterclass is for

This masterclass is designed for business owners, managers, supervisors and staff working directly with customers and the general public.

You'll learn how to build rapport quickly, communicate effectively with different behavioural styles, close more sales and deliver compelling presentations with confidence. You'll learn how to communicate to improve performance and articulate organisational goals and strategic directions in a way that inspires others to follow.

Advanced Communication Skills Masterclass Content

The Reputation Equation™

- Discover the link between what you think, say and do, and how this influences people's perception of you.

Fundamentals of Communication

- Learn the process of communication and how the three types of communication – verbal language, paralanguage and body language – work together for greatest impact.
- Learn how sensory preferences influence preferred language type.

Communication Styles

- Learn the four communication styles of people based on the DISC® behavioural assessment model and how to communicate effectively with each.

Extended DISC® Profiles – Each participant will receive an Extended DISC® diagnostic assessment, identifying their personal communication style and how they can adapt their behaviour to communicate more effectively with others.

Moving Messages

- Discover the seven criteria of a great message and learn how to craft compelling messages for different audiences.

Sales Conversations

- Learn the modern sales conversation that moves a prospect from browsing to buying.

Perfect your pitch

- Construct a social pitch for when you're asked "What do you do?" and a presentation pitch that leaves your audience wanting more.

Present with Pizzazz

- Learn how to run a workshop and deliver impactful presentations with confidence
- Learn the art of group facilitation

Masterclass Duration

Two days.

Head Trainer, Ros Weadman FPRIA



Ros Weadman FPRIA is a leading authority on brand visibility, communication and reputation.

A national and state award-winning marketing and public relations professional with over 30 years' experience in the industry, Ros draws on her specialist knowledge and expertise to design and deliver business-focused consulting services, training and coaching programs.

Ros has 16 years' experience in senior corporate communications management, and since establishing Melbourne PR & Marketing in 2011, she has delivered strategic communications advice and plans, advocacy, project management, copywriting, training, coaching and other consulting services to businesses and government organisations.

As a professional writer, Ros is the author of *BRANDcode*[®], a practical marketing guide for business owners.

She has also written thousands of online and offline marketing and communications resources, media releases and speeches, including for the Premier of Victoria.

Ros has exceptional experience in media and issues management. She has provided high-level communications and media advice to CEOs, mayors and councillors, and has led crisis communications teams responding to some of Australia's highest profile incidents and issues, including the Cranbourne Methane Gas crisis (2008), Black Saturday fires (2009), Springvale Salmonella outbreak (1997) and Victorian Gas crisis (1998).

Ros is tertiary qualified in professional communication, business management, psychology and secondary education, is accredited with the International Association for Public Participation and is an accredited consultant / trainer of Extended DISC[®] diagnostic tool.

Ros is a Fellow of the Public Relations Institute of Australia.

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Contact us today to discuss tailoring a program to meet your
business's communication training needs

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