

Communications Coaching With Alex Joll

*Gain confidence...
effectiveness, and power...
in every situation*

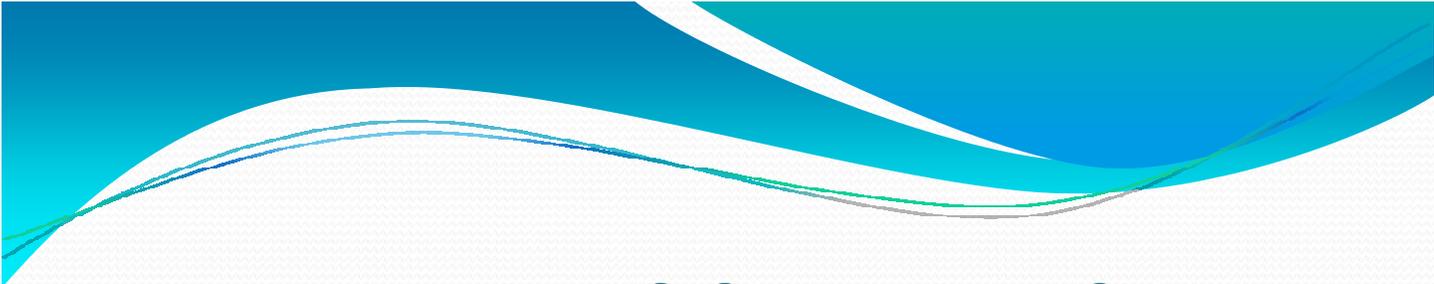


Programs are individually crafted to suit your needs. Normally over one or two days they include video recording and feedback sessions.

An experience guaranteed to enhance your speaking , communication and leadership excellence:

- Build on communication strengths and needs with “Pivot Points”
- Quickly organize your thoughts and create a focused message
- Increase spontaneity and quick thinking with special exercises
- Learn media techniques and tips personalized to your needs
- Impact your behaviour permanently with extensive video feedback
- Grasp techniques for creating a “credibility factor” and executive presence
- Create rapport and connection with any audience in your natural style
- Conquer the “5 Biggest Mistakes of a CEO”
- Receive continuous improvement with an ongoing coaching system beyond the one day experience

To enquire about coaching visit <http://www.alexjoll.biz/contact.html>
Call TEL: +968 91145627



Master Public Speaking

This popular program is based around the book “Master Public Speaking in 7 Days”. However in this form, the teaching is intensified and takes place over 2 days.

All the points of the book are still included and enhanced with practice presentations to the group, video training and individual tuition. To master public speaking one must look at all forms of the message that we are communicating. On this course we look at the way your message is communicated in close up detail around the following 10 point structure:

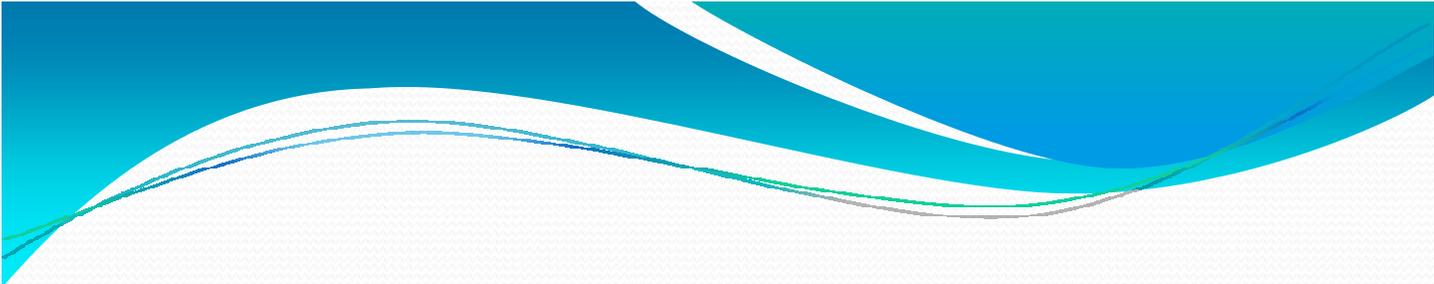
1. Dress and Appearance
2. Posture and Movement
3. Gestures
4. Facial Expression
5. Eye Communication
6. Voice and Tone
7. Jargon, Words and Non-words
8. Content
9. Enhancements
10. Practice Makes Natural

Day one covers a lot of ground and you get to see yourself on video. Analysing this we work on ways to improve your communication skills and give you the confidence to communicate effectively. On day two we put it all together and you will leave with a new understanding of communication and public speaking – and lots of homework.

One attendee of the 2 day course came because his boss told him to. He was reluctant and resisted the training, maintain that speaking was just a way to impart information – as long as you said the right words you would get your message across. However that is only the case for the written word. If you have a lot of information to relay then written text is often best. However if you want to engage with people and have influence and effect you need to have communication skills.

Once he saw himself on video our reluctant student became more convinced. By day two and the second video session he was a true advocate of the course. You need to be accepted and believed by your audience, whether one or a multitude, if you are going to have a chance at getting your message across and having influence.

Charged per student with groups of between 4 and 12



Effective Communication

This group course can take place over one or two days and is aimed at middle level executives and sales staff. Looking at all forms of personal communication from written emails and messages to spoken communication.

This can be tailored to suit a sales team or a management team and has also worked for technical specialists who often find it hard to communicate effectively outside of their peer group. For sales people and managers communication is the key in the effectiveness of their work. Therefore a program designed around “*Communicating to Sell*” is often effective at getting bottom line results for sales teams.

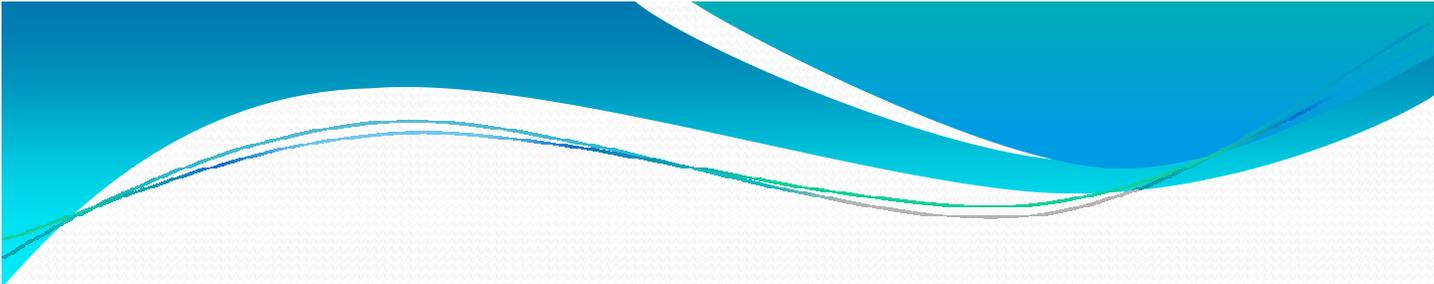
For managers and non sales staff Effective Communication is the key to efficiency and harmony. The subtleties of good communication can make all the difference to a working environment. Increased efficiencies come when staff understand each other and messages flow well.

The effectiveness of your team’s communication can be undermined by many small factors. A uniform or dress requirement can undermine confidence and thus affect. How people introduce themselves affects not just the audience but also the sales person. Self confidence is key to success in this field and communication training can energise the process by giving confidence.

Communication between team members will affect the running of a business. People do not often realise the skills taught in communication apply whether we are speaking to one or several people. We must always be conscious of the other persons point of view. If we want to change that point of view we must know what reason our audience must have to adopt a change.

Communication skills are taught that will allow empathy for and understanding of the audience. In this way we can have a greater chance of effect and influence.

Charged at a basic day rate with a group of 8 to 16 people



Speaking to Influence

This is an individual training program aimed at CEOs, Entrepreneurs, Politicians and other high level and high profile individuals.

Often clients have the desire to hone their skills when moving up to these positions or taking on new challenges. The course often starts with a half day assessment during which a client works with Alex to find their needs and wants and decide on the best course of action to fit their schedule. Alternatively there may be an important speech or presentation to give that needs special preparation to have maximum influence and effect.

People in this position are often accomplished speakers and communicators looking to move to the next level. Video is used to assess areas to work on and ways to improve the delivery of the message. Believability is key to getting your message heard and having influence and at this level small subtleties of movement and tone can make big differences.

An example that comes to mind is Bill Clinton and his hand gesture. Before the election campaign of '92 Bill tended to underscore the points he was making by pointing at the audience or camera. He was subsequently taught to change this gesture to a thumbs' up. This was a lot less aggressive and worked well with the viewers. This became a trademark gesture and he only reverted to pointing when under the extreme pressure of the Monica Lewinsky enquiry.

All of us have our traits, some of them good that enhance the effectiveness of our message; and others that may detract. At this level we look at these subtleties and take a holistic approach so that there is the greatest chance of successfully communicating and connecting with the audience to have maximum influence.

Because this course is completely bespoke it is quoted for according to need. Charged at the normal day and half day rate the minimum is a half day assessment and two half days of training. Normally this would be followed by regular half days over a period of weeks to fit into a typically busy schedule as the client takes on their tasks and deals with real life communications situations. Occasionally there is a need to work for a couple of days solidly if the client has a big event to prepare for.



Seminars and Keynote Speaking

Alex is available to speak on any of the themes of communication that feature in the programs offered and in his books and papers. The two most popular themes are Public Speaking and Communicating to Influence.

Speeches are a condensed version of the courses and try to cover most points briefly. Special attention is paid to the aspects most in line with the audiences needs. Typically lasting one hour a speech or keynote aims to give something to the audience to take away with them: a thought and an initiative to further action.

The keynote speeches are a great way to inject something useful and industry non-specific to a conference or seminar series. Delegates get to see how communication can work and be effective. Alex performs with energy and enthusiasm that can lift the mood of a room and conference.

So many people at conference have to stand up and present to the group. They have varying levels of experience and confidence and they will have varying levels of effectiveness. It is often a good idea to combine the keynote with a public speaking course for those key speakers before the event. In that way they can have more effect and the conference can be infused with more energy and enthusiasm

Alex can also be engaged to speak on behalf of an organisation, perhaps to open or close an event. This is a great way to impart your company's ideas effectively from an unknown person of influence and effect.

Charges vary from a simple half day for a keynote on Public Speaking to 2 days work for a more involved company speech.

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