



*Every day I need to make myself heard – no matter which senior colleagues I need to convince. After this programme I know how to create the right emotional impact to reach different audiences*

LEGAL SERVICES, BMW GROUP

17-18 MARCH 2021 | 9-5PM GMT

# CORPORATE ENERGY ONLINE

*An integrated approach to virtual communication excellence*

The world of work has dramatically changed for many of us and the shift to remote working has profoundly affected communication within organisations as well as across teams. While we are slowly getting more comfortable running online meetings and events very few people are finding this a natural skill; often feeling self-conscious or unsure of how to create the best impact. The huge increase in time spent online has led to disengagement, fatigue and a difficulty sustaining attention for lots of people.

Online corporate communication is all too often dominated by long slide decks and uninspiring, dull messages. This shouldn't be surprising as the specific skills and knowledge needed to engage people online and create dynamic conversations are relatively new to us. When you also include the challenges of mastering new technology, the task becomes even harder!

*Corporate Energy Online* is a programme that helps you creatively design communication specifically for online environments and to speak in a way that engages your audiences. This will enable you to communicate important corporate messages in a more impactful manner than before.

The exciting part is that by making the small changes shared throughout this programme, you will quickly and easily set yourself apart from others. Simply structuring your communication differently, adjusting your use of the technology and being creative in your approach, will transform your audience's experience.



[WWW.STRATEGICLEADERS.COM](http://WWW.STRATEGICLEADERS.COM)

*My team and I closed one of our biggest contracts after we attended this programme together and as a result completely changed the way we do our sales pitches*

**SENIOR VP, BANKING INDUSTRY**

## WHO IS IT FOR?

*Corporate Energy Online* is designed for professionals who find themselves communicating regularly in an online or virtual environment and need to ensure they have a positive impact on their teams, hold attention and easily motivate action. Typically, participants are middle managers, senior managers, subject matter experts or project leaders. As the programme is online, it is available to anyone who would like to join, anywhere in the world.



## PROGRAMME STRUCTURE

**WELCOME  
PACK**

**CORPORATE  
ENERGY  
BOOK**

**2  
DAYS  
ONLINE**

**90 MIN  
1-2-1  
COACHING**

**FOLLOW UP  
2HR ONLINE  
SESSION**

## HOW THE PROGRAMME WORKS

You will develop your own material, relevant to your workplace in the training sessions. The combination of rapid live presenting, direct feedback, refined practice and learning from others allows you to quickly develop your skill set in safe, positive environment.

### WHAT YOU CAN EXPECT:

- Recording of the presentations you deliver
- Repeated video analysis to track your development throughout the programme that identifies areas of improvement
- Direct and challenging feedback from coaches with global delivery experience
- Individual personalised feedback and reviews in private breakout rooms
- A small group size to promote trust and maximum attention (8-10 participants)
- Individual telephone/virtual coaching sessions after the training where you are coached on real-life application of the learning
- An opportunity to broaden your professional network
- Increased self-confidence



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*This programme strongly energised me! It helped me a lot to overcome my inner barriers and to significantly develop more impactful communications*

MANAGER, ROCHE DIAGNOSTICS

## PROGRAMME ORIGIN

This programme is written and delivered by renowned speaker Chris Atkinson (pictured right). It is based on the philosophy and content of his book *'Corporate Energy: How to Engage and Inspire Audiences'*.



## PROGRAMME IN MORE DETAIL

### DAY 1: CLARITY, CREDIBILITY & STRUCTURE

- Create an effective set-up for online communication
- Immediately gain your audience's attention
- Build a strong connection to your audience in virtual environments
- Effectively use body language online to support your message
- Clearly communicate technical/complex ideas and content

### DAY 2: EMOTIONS, ENGAGEMENT & INSPIRATION

- Create an emotional engagement with audiences
- Stay natural and relaxed when communicating
- Make dry information, such as numbers and data, interesting
- Inspire others to embrace change
- Present powerfully alongside visuals, such as slides

## COACHING SESSION

A 90-minute online coaching session where we can discuss how to adapt the content to your unique situation and role. Your coach will also review the recordings of your presentations with you to focus on the most important learning points from the 2-day programme.

## FOLLOW UP ONLINE SESSION

There are a huge variety of online applications and platforms offering interesting and creative ways to involve audiences. This 2-hour session explores what technology is available, what the advantages/disadvantages of each are, and how to create more interactive communication. You will take away best practice suggestions on what technology is available to enhance your creativity! When these elements are blended into communication, we routinely hear participants say they can't believe how quickly the time went.

## TO LEARN MORE & BOOK A PLACE CONTACT:

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