

# Engage and persuade as an effective COMMUNICATOR

## Generate value by communicating effectively

Great communicators build support for complex ideas. A great communicator reads moods, deciphers group dynamics and precisely meets the needs of audiences and organisations. They emphasise what's important, necessary and compelling.

But communication skills aren't always innate, and sometimes smart professionals need new skills if they are to engage, influence and persuade, and if they are to generate public value in the work they do.

## This is where Ethos CRS comes in

Our facilitators have practical, hard-earned experience developed in high-profile and highly sensitive environments. They have delivered communications advice to senior politicians and executives in government and non-government agencies. We can guarantee the delivery of programs that result in professionals who are more effective, inspiring and persuasive.

## Workshops include

- Stakeholder engagement
- Strategic engagement
- Crisis preparation and management
- Media engagement
- Representation skills
- Giving and receiving feedback
- Presenting persuasively
- Interview skills
- Challenging conversations
- Speechwriting and writing for the media



## Simple, easy steps to create public value

Ethos CRS has worked with more than 90 agencies all around Australia and understands the challenges they face. So, to improve outcomes in your organisation and build the skills of your professionals, call our director of training, Stelle McCoy, on 02 6247 2225 or email [service@ethoscrs.com.au](mailto:service@ethoscrs.com.au).



## Key concepts in communications

Dealing with diverse media cycles • Communicating to diverse audiences • Engaging and influencing • Strategy and tactics • Complex ideas and tight timeframes • Projecting competence • Overcoming stormy weather: managing crises, risk and sensitivities • Speaking clearly • Inspiring confidence



## Our team is led by an expert

Director of Communications, John Preston, leads a [team of expert communicators](#) who understand the challenges organisations face in dealing with complex ideas in high-pressure environments. As a facilitator, John offers insights and techniques that transform professionals into effective communicators.



## Programs customised to meet specific needs

[Ethos CRS](#) guarantees the delivery of custom-designed programs that are aligned to need. Regardless of the mode of delivery—[coaching](#), group workshops or [eLearning](#)—our programs build the confidence, competence and capability of individuals, teams and line areas.