



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 responds to the needs of audiences and organisations. They focus on what's important, necessary and compelling.

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

This is where Ethos CRS comes in

Ethos CRS helps your organisation engage and communicate more effectively. We assist you to be more effective, inspiring and persuasive as a professional and as a communicator. Our facilitators offer real insights and hard-earned experience developed while working in high-profile positions.

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, contact our Director of Training, Graham Templeton, on 02 6247 2225 or service@ethoscrs.com.au.



Key concepts in communications

Dealing with fast media cycles • Understanding, engaging with and influencing diverse audiences • Developing strategy and tactics • Using social media • Defining messages • Managing complex ideas and deadlines • Projecting competence • Managing risk and sensitivities • Speaking with confidence



Mary Harwood leads a team of experts

Mary Harwood leads our team of expert communicators who understand the challenges of talking about complex ideas in high-pressure environments. Whether you're talking about presentation skills or an engagement strategy or a social media plan, Mary leads a team that has your back.



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.