



MORE THAN WORDS

Training that creates confident communicators



**"CONFIDENCE IS
A STATE OF MIND,
BACKED UP BY
BEHAVIOUR."**

Adrian Kirk, Founder of More Than Words

Since 2001 we have been delivering training which gives people the confidence to be as good as their job requires them to be.

Having worked with many of our clients for several years, we asked them to describe the way they see their people as a result of our training. These were the most common responses:

Authentic, Engaging, Impactful, Influential, Inspirational

The training we deliver will give your people the confidence to become all these and more.

We'll equip them with techniques that transform the way they interact through workshops aimed at:

Personal impact & presence

Media skills

Communication skills

Difficult conversations

Peak performance

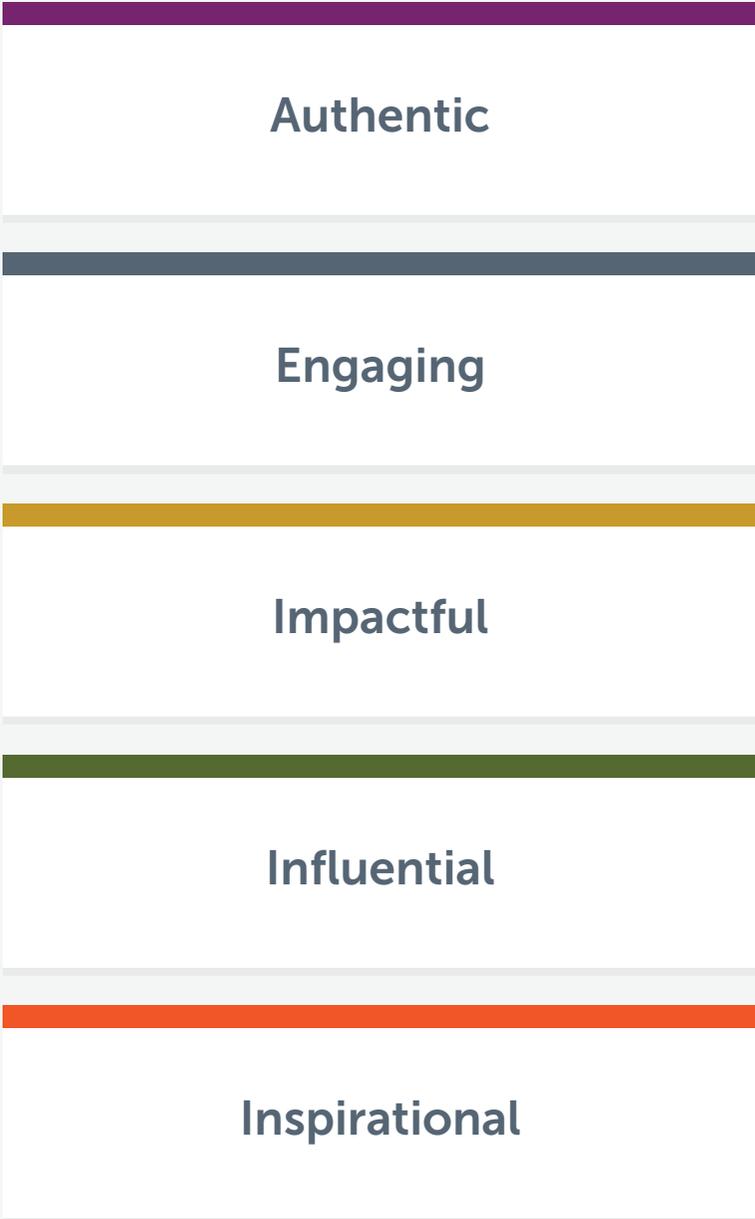
Presentation skills

Influencing skills

Emotional intelligence

Storytelling

One-to-one development



Authentic

Engaging

Impactful

Influential

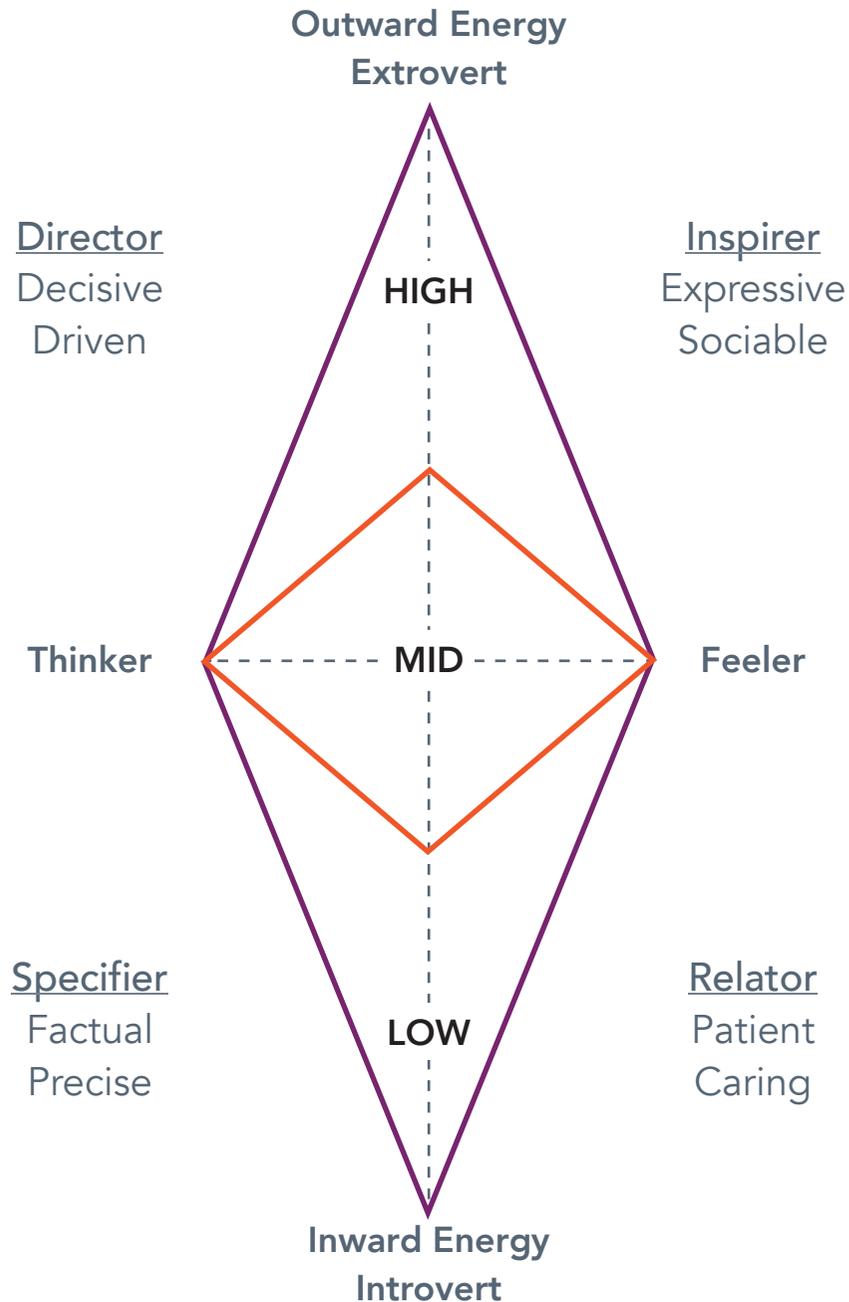
Inspirational

**“It’s more than
just words; it is a
heartfelt, adaptive
and challenging
experience. Well
worth it.”**



Myles Gould, Senior Financial Analyst, AM Best

Energy States & Communication Styles



An essential step towards getting the best out of people, both personally and professionally, is to understand their personality communication preferences.

There are many personality profiling models, most of which refer to Jung's Extrovert/Introvert and Thinker/Feeler personality preference types concept. As founder of More Than Words, Adrian Kirk has developed the Energy States model based on how we express our physical and vocal energy. The model explains how we are all able to access different physical and vocal energy to do different tasks, but also that we each have certain 'go to' preferences.

Because Energy States ties in with Jung's work it also enables people to understand the four basic communication styles of Director, Inspirer, Relator and Specifier; each of which has a physical, vocal and language style.

Energy States is great for personal development: from one-to-one coaching to group development, from leadership training to improving sales performance; and for helping teams or businesses make shifts in how they communicate.



**“More Than Words have
a consultative and flexible
approach to me as client and
show a genuine interest in
the long term development of
those attending their courses.”**

Fay Goldsmith, L&D Manager, Philips Electronics UK Ltd (Now at Insights)

Bespoke Training

All the training we deliver is developed bespoke to each client's requirements.

The menu on **page 9** outlines the training courses you can choose from. Alternatively, think of the menu as a guide to stimulate you into having a conversation with us about what you'd specifically like. We're happy to blend elements from different courses to create something just right for your people, your culture and your objectives.

Group & One-to-One

The majority of our training is delivered in a tailored workshop format, either to existing teams or to groups from across the business.

Should you have a requirement for individual development, we offer one-to-one training, the most bespoke of all the work we deliver, as it allows for a much deeper conversation and a highly personalised response. Clients typically ask for one-to-one for board-level people, senior executives and future leaders.

Bring training to life

Many of the training courses we deliver involve actor facilitators, who help participants put new awareness and skills into practice through role-play.

We also use forum theatre as a way to get ideas across and embed learning from courses.





“You captured us from the very moment you started your introduction. Your confidence and warmth made the environment friendly and one that allowed people to be honest and open up in what was at times a quite challenging few days. The course changed my outlook on my working life and I became a more confident speaker, presenter and also held myself in a different way.”

Andrew Simms, Recruitment Manager, British Gas New Energy

MENU OF TRAINING SOLUTIONS

We create all training to suit you, use this menu as a guide to select what you'd like.

The Adaptable Leader

Good leaders are adaptable in their style of communication, changing to suit different situations and other people's preferences.

This course draws on Jung's personality preference types to define four communication styles: Director, Inspirer, Relator and Specifier. Each of them has a defined style which can be drawn on at appropriate times to move situations or relationships forward in different ways.

The course explains the different styles and shows participants how to flex in to them emotionally, intellectually, physically and vocally; and provides ample time for practice to help embed and establish comfort in each style.



1 or 2 days



Maximum 8 people



Uses actors on two day

Achieving Peak Performance

Become someone who takes the initiative in setting goals and achieving more at work.

Peak performers are more aware of the state of mind they operate from and are more driven to set goals which push them to achieve more.

Achieving Peak Performance opens up the conversation on how such people operate, to understand the key factors which drive them and outlines steps that equip participants to become peak performers themselves. The course also gives people the skills to better support others in the pursuit of goals and achieving higher performance levels

The course is aimed at middle to senior management; it's designed to help them understand their worth, be proud of what they bring to an organisation and encourage them to aspire to achieve more.



1 day



Maximum 8 people

Confident Communication

Gain more gravitas in the way you communicate internally and in client-facing situations to deliver the messages your role requires with clarity and authority.

This course represents More Than Words' corporate communication vision. The fundamental premise is that communication is the oil that keeps the human machinery of an organisation lubricated.

The course is for people from all levels in an organisation, as everyone has an equal responsibility to communicate effectively. Indeed everyone has specific messages their role requires them to communicate, not all of which they may be comfortable delivering, but which are essential for smooth business operation.

Teams or departments benefit most from this course as it sets up an agreed language and style of open, honest and responsible communication. Equally it fits well into an organisational training programme, creating a corporate culture where everyone 'sings from the same hymn sheet'.



2 days



Maximum 10 people



Uses actors for role play

"It's not the strongest of the species that survives, nor the more intelligent, but the one most adaptable to change"

- Charles Darwin

Personal Impact

Become aware of the impact you have on others and learn how to adapt your style to suit the situation and people you meet.

Build a presence that offers a comfortable status, is flexible to different situations and conveys an assured physical state.

This course is designed to help those who need to raise their profile in an organisation and be seen as someone with more than technical know-how. It enables participants to engage with others more effectively and be noticed for the right reasons.



1 day



Maximum 6 people

Presence

Presence is all about becoming aware of how you can be more responsive to the people and situations you meet, responding to pressure and exuding gravitas.

Be in the moment, accept the truth of what comes, and choose how to respond - people with this ability are the ones who appear calm and balanced to others, who function better under pressure and who most people find it easier to relate to.

This course is aimed at anyone, at any level in an organisation. It especially benefits people who frequently operate under pressure. Note: Presence also uses mindfulness techniques.



1 day



Maximum 10 people

Present with Impact

Overcome nerves when giving presentations, learn how to construct a fluid presentation and become an interesting speaker who truly engages with their audience.

This course is More Than Words' basic presentation skills course. It excludes PowerPoint to focus purely on how the individual can best present themselves and their message with authority and variety, so an audience feels positive and engaged. The emphasis is on the individual mastering nerves, developing an expressive voice and adopting a relaxed presentation style.

It suits people at all levels in an organisation, but predominantly those new to presenting, uncomfortable with it or who want to cover the basics.



1 day



Maximum 6 people



Uses video camera



Story Telling

Learn how to construct a story and how to be an engaging storyteller.

This course blows the myth that storytelling is about 'Once upon a time...' with fairies and goblins. We define the key elements that comprise good storytelling, including structure and character. We explore the stories that reside in all of us and show the benefits of using story to develop relationships and create vision for others to buy into. Storytelling is also about the ability of the storyteller to engage and make their story sound interesting; so we also give you techniques to make the story come to life vocally.

Story Telling is aimed at anyone who has a need to engage people and take them on a journey to gain emotional buy-in and support.



1 or 2 days



Maximum 6 people on 1 day course



Maximum 8 people on 2 day course

“The mind is like a parachute, it works best when it is open”

- James Dewar

Influential Interactions

Become more influential by understanding your own communication preferences and adapting to meeting other people’s preferences.

This course raises awareness of different physical and vocal styles of communication and allies them with different Energy State approaches. Energy States is a More Than Words model which easily blends with Jung’s personality preference model, allowing us to explore extrovert and introvert styles as well as those of the thinkers and the feelers to define the Driver, Expressive, Amiable and Analyst approaches.

Ultimately, participants will understand their own communication preferences, but more importantly, they learn how to be flexible and adapt both intellectually (personality type) and behaviourally (physical and vocal) to suit the situations and people they encounter.



2 days



Maximum 10 people



Uses actors for role play

Powerful Presentations

Bring PowerPoint presentations to life. Discover how to be personally engaging as a speaker without PowerPoint and master the art of delivery with it.

This course takes the ideas used in Present with Impact and incorporates PowerPoint. Once the art of being personally engaging is understood we move onto delivering presentations with technology, so that technology doesn’t take over but becomes an interesting addition to the presentation.

Aimed at all levels, but offering most to those who either a) deliver data-heavy presentations or b) are looking to break the pattern of attachment to the ‘PowerPoint crutch/shield’.



2 days



Maximum 8 people



Uses video camera

Stepping Up

Becoming a leader is more than a promotion. It demands a change in mindset and approach.

Being technically competent allows individuals to move up the organisational structure, but there comes a time when there is more to being a manager or leader. Stepping Up opens up the conversation on what inspiring leadership looks and sounds like and gives participants the skills to embody the role.

The course can be delivered to groups at any stage in their career, from graduates to identified talent and those being prepared for the top table.



1 or 2 days



Max. 6 people on 1 day



Max. 8 people on 2 day



Video camera used on 2 day

Women Leaders

Having presence at the table and a voice of authority is not about gender but about believing you have a right to be heard.

Being a leader is not a gender-specific role. However, many organisations are male-heavy at the top and some gender biases still remain. The Women Leaders course has been developed in response to client requests for female-orientated training which will help women have presence 'at the table' and the voice of authority they deserve.

The course is geared towards women at any level in an organisation. It is best delivered to groups of similar status and grade. Those who attend will leave understanding that they are their greatest asset, knowing how to use their mind, physical presence and voice to exude the presence and tone of a leader.



1 day



Maximum 8 people

Leading from Within

Understanding emotions allows us to be more rounded, responsive communicators and more effective, respected leaders.

This course opens a dialogue on the concept of emotional intelligence without making it all about being emotional. We focus on helping participants recognise how emotion influences their behaviours and approach, enabling them to name rather than be the emotion, and to become more conscious of the increasingly powerful role emotions play in shaping relationships and productivity at work.

Leading from Within draws on transactional analysis models so people are better able to recognise and understand what drives behavioural responses and can respond to different emotionally driven situations.



1 or 2 days



Maximum 8 people



Uses actors for role play



The Art of Networking

Learn how to engage with people you've not met before and create relationships.

This course establishes that networking is not about big 'name tag' events where business cards are handed out like confetti, but an opportunity to create relationships with people whenever the opportunity arises.

Understand how to prepare for networking opportunities as well as consolidate knowledge and experience afterwards. Learn how to enter seemingly closed groups, introduce yourself and create the right first impression. Practise the art of moving on to meet others and discover how to bridge introductions.

Aimed at those who regularly represent the face of your organisation in the public domain.



1 day



Maximum 10 people



Uses actors for role play

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"I certainly got an opportunity to practise not that long after our day. I was asked to do an interview for ITV news the day prior to Black

Friday, and on the day itself I was interviewed by BBC news. Both made the cut and I was on the 6pm & 10pm news (primetime!). I put that down to the valuable session with you, so thank you."

Scott Stibbs. Senior Store Manager, Debenhams

"Whatever we hope to do with ease, we must first do with dilligence"

- Samuel Johnson

Pitch Rehearsal

Learn how to land your pitch message with aplomb, working effectively both as a team and individually.

There are many factors that influence prospective clients in their decision-making process when choosing who to work with. This session focuses on the well-established principle that 'people buy people' and makes the assumption that your organisation already delivers on price, value, skill and service levels.

Ideally this is delivered in the lead-up to an actual pitch, where the structure and message are mostly prepared. We offer feedback on style of delivery and the team dynamic. Where necessary, we also comment on the construction of the message and offer alternatives for a more powerful and positive impact on the decision-makers.



Offered as a 1 day session, or sequence of 1/2 day sessions



Participant numbers are determined by the pitch team

Media Communication

Learn how to deliver key messages through the media and understand how to be personally effective and engaging while ensuring you stay on message.

More Than Words works with you to ensure you respond with clear messages and appropriate authority when faced with the media. We practise down the camera and over the phone responses, how to stay on message under pressure, how to avoid journalists' traps, and how to ensure the audience sees and hears you and your organisation in the best possible light.



2 days



Maximum 6 people



Two tutors



Uses video camera

Conference Coaching

Learn how to engage with larger audiences and appear commanding on the big stage.

When planning company events, annual or special conferences it's always worth bringing in the professionals to coach you on how to engage with large audiences.

We have coached the leaders and directors of many large organisations in the build-up to and full rehearsals for the big event.

Becoming a good public speaker is about than overcoming stage fright and learning to project. Typically our coaching for conference speakers covers: owning the platform, making the audience feel they are being spoken to personally, and having an expressive voice that matches and reinforces the message you want people remembering for days after.

There is no set approach to conference and public speaking coaching as we respond to each specific requirement individually.



MORE THAN WORDS

If you would like to know more about any of our training sessions, or would like help designing a bespoke course to suit a particular group or individual, we'd love to hear from you.

More Than Words

Guildford, GU1 3QE

T: 01483 506 321

E: office@mtwtraining.com

W: www.mtwtraining.com



Every **journey starts** with the **first step**, take yours by **contacting us now...**