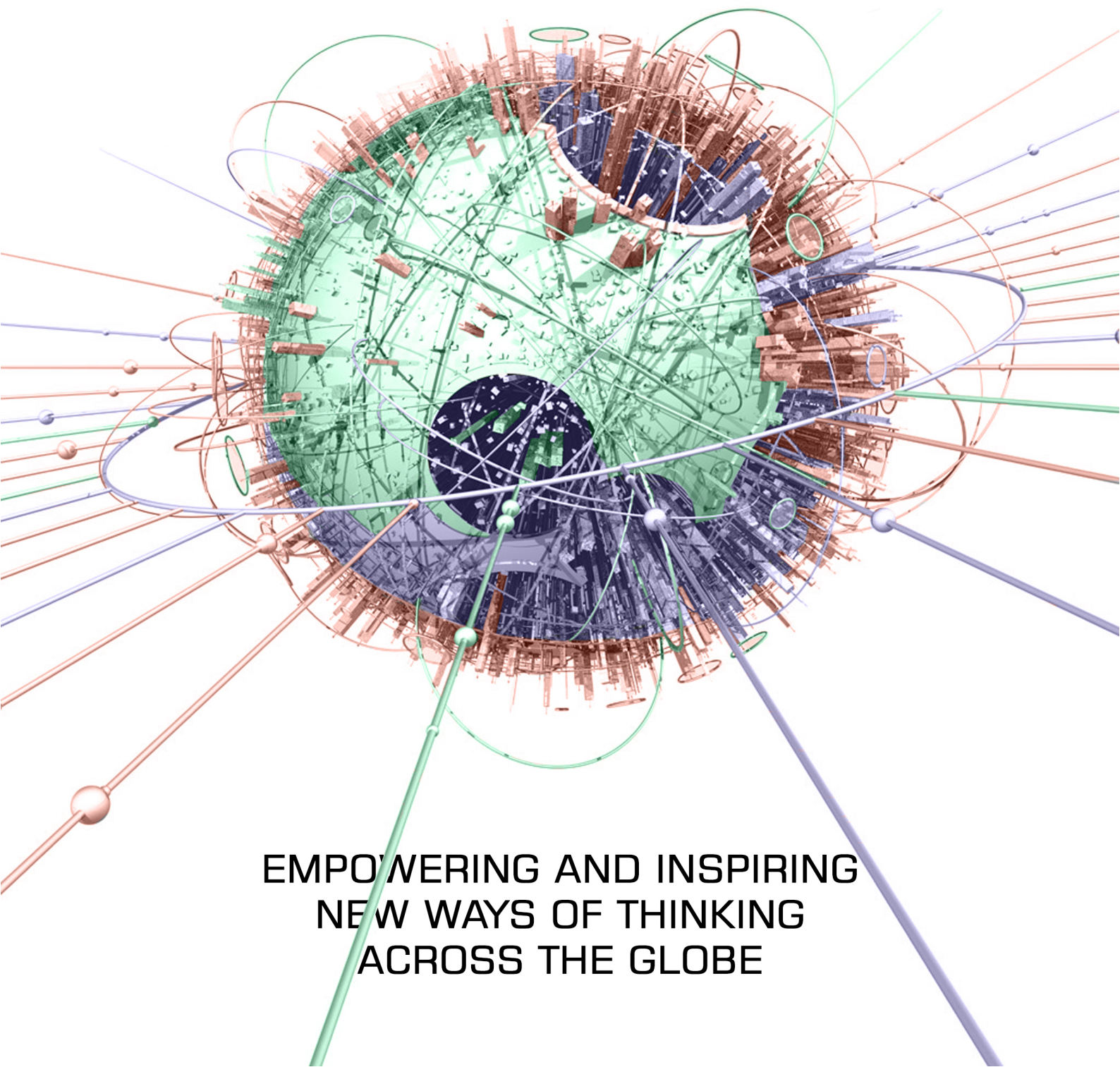




# COMMUNICATION ■ SKILLS

B U S I N E S S



EMPOWERING AND INSPIRING  
NEW WAYS OF THINKING  
ACROSS THE GLOBE

## Welcome to COMMUNICATION SKILLS BUSINESS

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# COMMUNICATION ■ SKILLS

B U S I N E S S

COMMUNICATION SKILLS BUSINESS addresses one of the biggest challenges facing today's work environments: how colleagues and customers interact and how to utilise those skills in a positive, successful and profitable way.

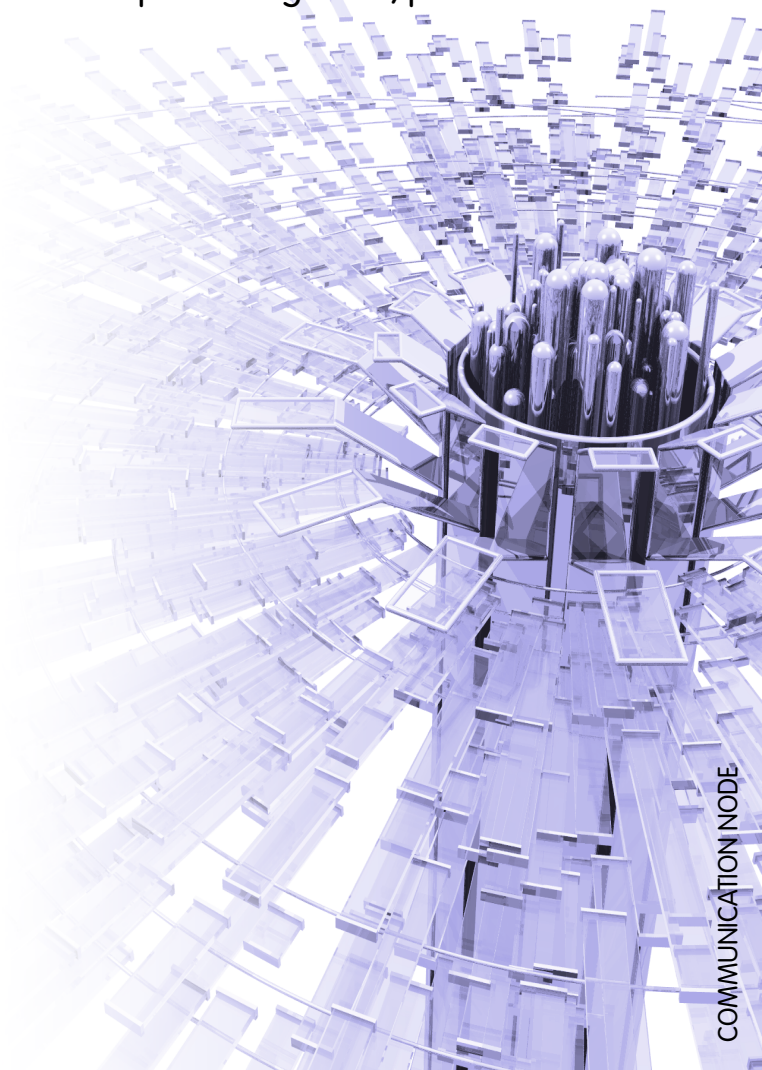
Based in Edinburgh and delivering development interventions globally, we are dedicated to offering our local, regional and international clients the very best in effective, engaging, experiential training by understanding your goals and focussing training on your specific needs creating courses that are tailored and applied to any level in your organisation.

We believe personal empowerment comes from behavioural and communication development 'in the moment' - exploring mindset, personal impact, language and confidence in a safe, supportive environment.

CSB utilises powerful, interactive skills practice and training models supported by business psychology in a practical, accessible and realistic environment to inspire, develop, transform, enhance skillsets, and maximise personal growth, potential and confidence.

*All our training is available online, in-person or a combination of both. 'Virtual' implies something not entirely real - but the digital framework and hybrid working, which we must now embrace, is the new reality - and one that is full of opportunity...*

DELIVERING  
RESULTS  
THROUGH  
PRACTICAL,  
ENGAGED  
AND  
ENGAGING  
TRAINING



# who we are

We are a team of professional Trainers with over 30 yrs experience across many sectors including advisory, legal, finance, health & safety, pharmaceuticals, energy, retail and government bodies.

Our facilitators, corporate trainers and communication experts have backgrounds in both business and live performance, implementing powerful, practical communication techniques and skills practice to develop engaging, interactive modules which are effective and memorable. We are proud to have worked with a diverse range of clients who report that CSB provides high impact training that really works.

Our extensive experience includes

- coaching senior executives (incl C-Suite and Board level) across a range of companies and firms internationally;
- graduate, associate and manager training programmes for the finance, legal, advisory, pharmaceutical, energy and other professional services sectors;
- developing and delivering ongoing appraisal and development programmes;
- creating brand and commercial management, with detailed knowledge of financial models, raising investment, negotiating contracts, delivering JV partnerships and 'start-ups'



**Our UK-based trainers have global exposure  
including UK, Europe, America, India, UAE, and Far East**



# courses

CSB has developed a range of training modules and formats with successful results across a range of industries.

Our courses utilise the skills of professional corporate communication trainers, who bring specific skills and knowledge to create an engaging and supportive environment.

CSB has run successful skills-based courses and workshops including:

- Appraisal • Assertiveness • Breaking Bad News • Building Relationships*
- Coaching • Conflict Mediation • Delegation • Difficult Conversations*
- 1-2-1 Executive Coaching • First Impressions, • Personal Impact*
- Influencing • Interviewing • Leadership • Negotiation*
- Powerful Meetings • Resolving Objections • Preparation*
- Internal/External Presentation • Handling Pushback*
- Levels and Styles of Questioning and Listening • Sales*
- Stakeholder Management (internal/external*
- The Power of Storytelling • Talent Development*

We encourage delegates to experience easily recognisable behaviours, supporting them to create practical and positive solutions in real time, allowing them to 'own' the results leading to long-term personal improvement and development.

We use proactive engagement in a safe space supported by models including *Transactional Analysis, GROW, Insights, Influencing, Push/Pull* and others which are incorporated in an easy-to-understand way, giving the individual useful practical tools to support their communication skillset.

The exceptional feedback from both HR departments and participants has reinforced our commitment to developing truly engaging and supportive training models.

**CSB has proved that its engaging and interactive methodology is more cost, time and result-efficient than standard 'chalk and talk' programmes - and helps protect the environment**



# benefits

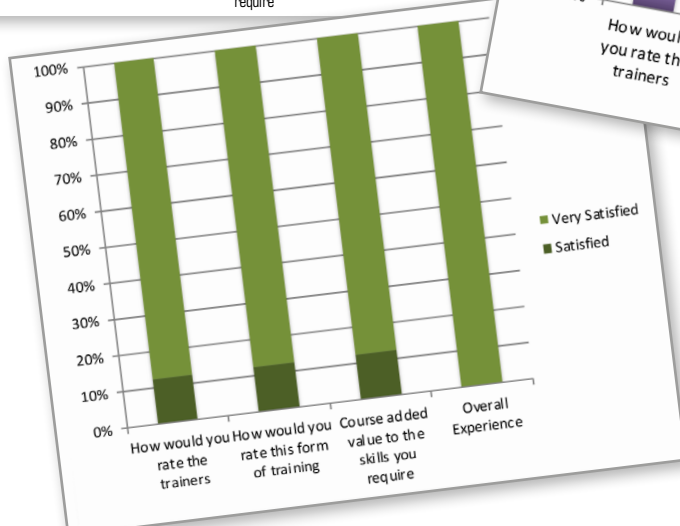
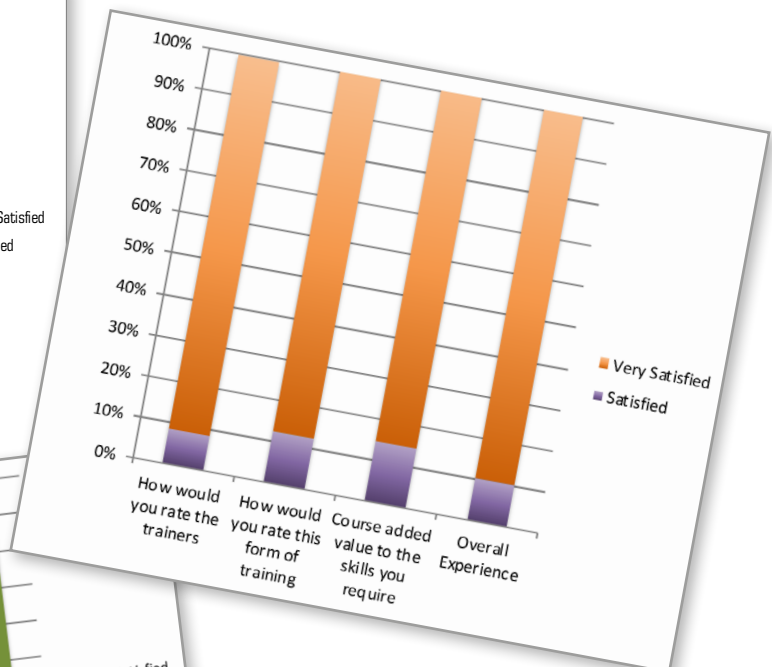
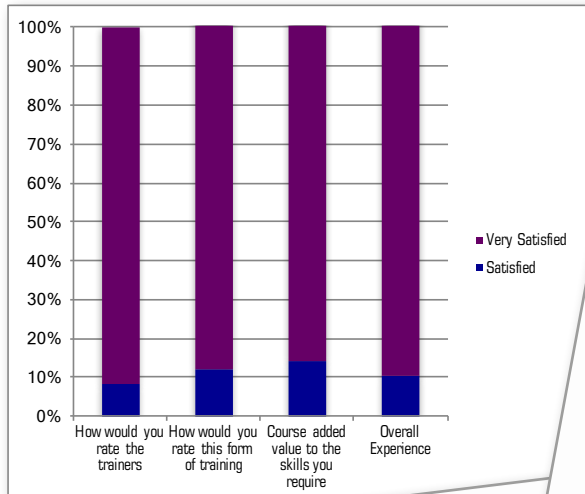
The benefit to your people and the organisation, when working with CSB, is tangible and has real impact...

We understand that all training is an important investment and respect the need to make that investment work for both the business and the individual.

Employees with over six months' continual employment in the UK have the right to request time for personal training to help them become more effective at work and consequently improve the performance of the business.

Every programme we run is focussed on delivering *your* goals and ranges from one hour online sessions, bespoke 1-2-1 coaching, high-impact half days to detailed full day courses.

We provide organisations with the platform they need to enable an open dialogue ensuring effective long-term communication internally and externally.



CSB's tailor-made anonymous online feedback model supports ongoing development of both your people and to assess the impact of our training.

# feedback

**'extremely popular** - managers have commented  
on the strength at bringing characters to life -  
**high level of added value'**

Modifying behaviours to elicit a positive response?

**93% approval**

**'gained confidence** and analysed my own ability'

Course added value to the skills you require?

**90% approval**

**'invaluable** in taking up a new position -  
content and presentation at **just the right level'**

Help in dealing with difficult personalities?

**93% approval**

**'handled extremely sensitive rôle-plays**  
and training with a **high level**  
**of professionalism - superb feedback**  
from the officers'

How would you rate this form of training?

**92% approval**

# 1-2-1 coaching

Trust is the most important element for successful 1-2-1 coaching.

We are passionate about helping people access their fullest potential and boost their personal impact in a safe, friendly and supportive environment.

Whilst there are useful models and tools to enhance and support your communication, the personalised focus is on the individual - building on your strengths and exploring new opportunities to expand your personal bandwidth.

Having worked across a range of industries and sectors, we bring a broad knowledge and insight to many of the day-to-day interactions in the workplace including *Difficult Conversations*, *Coaching* (both giving and receiving), *Delivering Bad News*, *Inspiring Others* and *Presenting With Confidence*.

Most importantly, our coaching is about supporting personal growth...

**'I have thoroughly enjoyed our sessions and have gained so much understanding...  
thank you for making it a safe space for me to learn'**

*Dispute Resolutions Manager - Tax*

**'Particularly effective at challenging me but at the same time  
building my confidence.'**

*Sr Council - Law*

**'Excellent in building confidence and for trying out certain conversations  
in a safe space... allowed me to understand what sorts of things work for me.'**

*Director - Professional Services*

**'One of the best I have seen in terms of participants engaging and really seeing how  
to explore the issue and keep the responsibility on the individual to find their way  
through the challenges and explore them deeply.**

**Outstanding... by far and away the best I have seen doing this  
and it made such a difference to the group.'**

*Partner - Law*

**'Allowed me to take a step back and see where I was going wrong  
when trying to have a difficult conversation.'**

*Sr Manager - Financial Services*

**'Really challenging and pushed me in the right way...  
kept bringing the theory back to the practical which was great.'**

*Director - Law*



# feedback

‘exceeded my expectations - **delivered impeccably** - very interesting and realistic’

Good use of training time & budget?

**95% approval**

‘I gained a **deeper understanding** of the way I portray myself to others and how I can adapt my style to make the best of difficult situations’

How would you rate this form of training?

**92% approval**

‘never seen such a happy and motivated group of managers — already seen it in practice at work  
- **significant difference to customer care**’

Developing interpersonal skills?

**92% approval**

‘enjoyed the course immensely - puts concepts across in an **easy-to-understand** way’

Instructor encouraged participation?

**100% approval**

## example course

# presentation skills - what & how

Powerpoint, video, flip charts or multi-media - it is always challenging to create a presentation that engages and inspires further conversation and commitment.

CSB has worked with many companies and individuals on creating impactful and successful stake-holder presentations, speeches, investor pitches, strategy launches from townhalls to international conferences.

With over 25 years of experience working across numerous sectors including finance, construction, energy and legal, CSB brings a unique, specialised, bespoke resource - our **what & how** programme.

Everyone has different needs and experience and so does the audience receiving the information.

CSB works with you to ensure the **what** fulfils the overall aim of the presentation and the **how** supports you personally and builds your confidence in delivering a powerful, compelling, effective, memorable and captivating message.

### **what**

*- the content in the presentation -*

Clear	Clean
Concise	Engaging
Structured	Powerful
Easy-to-understand	

### **how**

*- how the content is presented -*

Confidence	Inspiring
Engaging	Energised
Positive Mindset	Active Presence
Gravitas	Authority
Calm	Clarity
Pace	Power



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DELIVERING RESULTS THROUGH PRACTICAL TRAINING

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