

Coaching for external communications

Challenge

The client had been promoted to a newly created position loosely defined as a lobbying role. The tasks concerned the external communication of the company with both governmental and non-governmental groups worldwide. The client would also need to report internally, on a global level, on what had been achieved and which projects were coming up.



Training Targets

- ⊕ Coach the client in solutions for internal communications
- ⊕ Help the client prepare for international visits
- ⊕ Help the client prepare for entertaining international visitors

Training Solution

Initial communications training, focusing on the skills required by the client:

- ⊕ Flexible, on-demand help with preparing for upcoming business trips
- ⊕ Intercultural training to prepare for visits to various Asian countries

Coaching the client through the creation of an internal newsletter including:

- ⊕ Creating the initial concept
- ⊕ Defining the layout, form and style
- ⊕ Setting the tone

Coaching the client in dealing with critical situations and events through:

- ⊕ Preparing for the event
- ⊕ Role-playing the situation
- ⊕ Video feedback and follow-up