
Empowering Executives & Employees through Communication and Brand Building Training



Right Angle Imaging Inc.

BUILDING

COMMUNICATION

PRESENTATION

The Inside Job of Brand Building

Proposed Workshop Outline

Duration: 2 day workshop & 12 taught hours

Training Resources

- Compiled Workshop Coursebook
- PowerPoint Presentations
- Group Work
- Self Assessment
- Workshop Evaluation Questionnaires

1.

Understanding "Brand" and where I fit in

ICEBREAKER: The point of this activity is to illustrate the key message of the first module
Topics: Self Assessment – What is a brand and why does it matter? What is my personal brand saying? Who is listening?
Activity: Pair consultation and critiques and reporting

2.

Personal Brand

Topics: Personal brand promise & Metrics for measurement
Internal customer analysis (individual), What are the Internal customer needs in the workplace?
Delivering my personal brand promise in the workplace; How will I measure & evaluate

Overview

Strong brands begin inside the organization and is fueled by engaged, empowered, excellence-oriented team members.

Organisations in the process of rebranding should engage team members to participate in defining the brand from inside – its philosophy, core values, critical success factors, and the policy environment that will protect the brand culture.

Workshop Objectives

This workshop will pursue S.M.A.R.T goals through the achievement of these targets:

1. Understand the three principles of personal brand and their impact on relationship building.
2. Audit and redraft employees personal brand platform
3. Leverage the personal to become an effective brand representative

Participants will Learn

- Brands are perceptions
- Strong brands are distinctive, relevant and consistent and make a difference
- Personal Values & Personal Brand Ethos
(soul and driving force of the brand)
- Personal Brand Promise – how you will make a difference in your relationships
- To assess their brand platform for authenticity, distinctiveness, relevancy.
- To determine their level of alignment with the organization and leverage the alignment to make more meaningful contributions.

3.

Business Brand

Topics: Defining the Hospital brand - Philosophy, Platform, Pillars, Personality & Touch-points. (PowerPoint)

Activity: Five groups break out for brainstorming and presentation of ideas.

4.

Organisational

Hardwiring our brand. Aligning individual brands to the business brand; Building personal brand equity within a policy & procedural environment & becoming an effective brand Ambassador.

Workplace Communication & Conflict Resolution

Proposed Workshop Outline

Duration: 1 day workshop & 6 taught hours

Training Resources

- Compiled Workshop Coursebook
- PowerPoint Presentations
- Video Demos
- Role Playing
- Group Huddles
- Self Assessment
- Workshop Evaluation Questionnaires

ICEBREAKER: Articulation of personal objectives - Participants
Activity: Pair activity involving the entire group – contextualisation of learning

1.

Communication Process, Barriers and Effects

Common communication Enablers and Barriers
12 Roadblocks to communication
Framing the Message

Activity: Based on learning, articulate a 'Communication Charter' as a tool for our team collaboration (to be further refined as the day's learning progresses.)

2.

Self-Awareness & Personal Effectiveness

Topics: The Jo-Hari Window
Not every conflict is a conflict - Personality types and how they relate with each other (Myers Briggs)
Activity: Determine your style & discern types among HODs and team members
Role Play: Adjusting the dynamics for greater effectiveness

Overview

Conflicts are common in an atmosphere of negative communication. When a culture of negative communication exists it will erode structure.

An atmosphere of negative communication can be extremely difficult for a workplace to recover from. Intentional and unintentional negative communication erodes trust.

The longer negative communication is allowed to degrade the quality of communication and teamwork in the workplace, the longer it takes for the workplace to recover and become productive.

Participants will Learn

- To develop a framework to understand themselves and others
- How to diagnose issues through attentive listening
- How to avoid /overcome communication barriers e.g. assumption, bias and communication styles
- Gain an understanding of key principles and best practices
- Map out a S.M.A.R.T approach to improved departmental communication

3.

Active Listening

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The 5 Rs tactics – Receptivity, Repetition, Rephrasing, Reinforcement, Respect (Types of Listening, differences & outcomes (with examples)
Conflict Resolution –Causes, effects, methods and outcome
Role playing – Refining skills in the context of workplace dynamics

4.

SWOT the Communication Environment

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How do we communicate? Identify main contexts? Is it coherent? Is it productive? Is it effective?
Activity: Based on the key concepts learnt thus far let's revisit the 'Communication Charter' and further refine it as a code for our effective engagement in the future.

Presentation Skills

Proposed Workshop Outline

Duration: 1 day workshop & 6 taught hours

Training Resources

- Compiled Workshop Coursebook
- PowerPoint Presentations
- Video demos
- Role playing
- Self Assessment
- Questionnaires
- Workshop Evaluation Questionnaires

ICEBREAKER: Workshop aims & ground rules - Facilitator
Articulation of personal objectives - Managers
Activity: Deliver your best Elevator speech for group assessment

1.

Communication versus Effective
Communication (critical examination of
styles and effects)

Topics: Case Studies and Critique
Contextualising the environment
Outlining objectives /Visualising outcomes
The Media Interview
Activity: Pair consultation and critiques and
reporting

2.

Anatomy of the Presentation

Taking command (Opening effectively)
Reeling them in (maintain interest)
Presentation enablers and enhancers
Transitional words
Finale

Overview

This workshop will pursue S.M.A.R.T goals through the achievement of these targets:

1. Understanding audience, analyse & purpose definition
2. Establishing the essentials of Content Planning
3. Developing skills to achieve “memorability” in Public speaking and PowerPoint delivery

Participants will Learn

- Tips to connect with different audiences
- The building blocks for persuasion
- Techniques of good delivery
- The preparation lead up for successful speeches
- How to manage stage fright
- How to make content clear and interesting
- How to design PowerPoints for cognitive outcomes

3.

Engaging PowerPoint

Establish the objects
Tell a story / subject knowledge
Infusing elements of surprise (work the technology)
Brevity – the eloquence of Charisma

4.

Deliver like a Pro

Activity: Demonstrations / Individual presentations with the use of video for assessment and evaluation.

Methodology

(Facilitation Strategy)

Typically, workshop participants remember beginnings and endings, with in-between areas constituting the primary elements of information lost. Statistics reveal that only 40% of training is actually transferred in the training forum, only 25% retained after a six month period and a mere 15% retained after one year. The antidote to this information loss is in the techniques and tools the trainer inflects as retention strategies.

This training strategy adopts Bob Pike's (Creative Training Techniques Handbook (1994)) perspective which gives that people remember that which is outstanding and links to the known, is recorded, reviewed and uses primacy or recency.

An important element of the training will therefore be information-retention gimmicks intended to make this training memorable for the participants.

Practical group activity will treat with close to home scenarios so that participants will learn in context.

Evaluation

1. Participant workshop evaluation questionnaires.
2. Participants response and involvement
3. Participant attendance

Recent Client Testimonies

Courts OECS Managers Training 2012

"Very informative and fruitful! I have truly benefited from these three days."

"The workshop was excellent, thanks for all that you have taught and the points you have brought back to memory.."

"Workshop /training was very useful and equipping. Really should make this information available to more staff members."

"This is one of the most useful workshops I have ever participated in. Very good for self -development."



About the Trainer



Barbara Jacobs Small is a communications specialist, accredited by the International Association of Business Communicators (IABC). Currently nearing completion of her Masters In Communication, Media & Public Relations with the University of Leicester, she also holds a Postgraduate Diploma in Mass Communications from the University Of The West Indies and a Professional Certificate in Marketing from the

Chartered Institute of Marketing in London

Media & Communications: Her natural ability, charisma and extensive experience in the fields of Media and Marketing make her a dynamic and inspirational trainer on most areas of Interpersonal Communication & Public Speaking, Organizational Communication, Public Relations and Proactive Media Relations. As such She designs and delivers engaging and empowering workshops for Public sector, corporate and NGO clients in the Eastern Caribbean.

Ms. Jacobs Small is also a veteran broadcaster, and has been to date, the most dynamic and successful Programme Manager of Radio St. Lucia, having designed communication strategies in the context of public service broadcasting for situations ranging from national events and celebrations to disasters and crises.

Communication For Development (C4D) : Barbara Jacobs-Small is a trainer for the Commonwealth of Learning using the participatory approach for the creation of community learning programmes. Participatory communication involves capacity building among vulnerable groups enabling them to actively participate in production of media communication for public awareness. Barbara has been a member of the Caribbean Environmental Reporters Network (CERN), with works translated to reach audiences as far as Haiti (www.panosinst.com) She has also served as Mass Communications Trainer for Panos Caribbean, having conducted workshops for Haitian reporters on the dissemination of information on HIV/AIDS

Summary of Training Experience

Contracting Agency	Year	Themes
RAI Season of Training	2012	Communication Planning
Commonwealth Of Learning	2010	Developing Community Learning programmes with Community Radio (in Punta Gorda, Toledo District, Belize)
OPSR / Homecoming	2010	
Antigua Public Utilities Authority	2009	Training for Senior Managers in Brand building and Public Relations
Inter American Institute for Cooperation on Agriculture(IICA)	2009	Networking & Social Skills for members of the Saint Lucia Network Of Rural Women Producers
OPSR/ Renwick & Company Ltd.	2009	Sales Training, Relationship Selling, Marketing, Merchandising
OPSR/ Paramount Holdings	2009	Customer Service, Sales Training, Relationship Selling, Marketing
OPSR/ C.L.I.M.B	2007/2008	Basic Principles of Marketing (6 wks)
RAI Advertised season of Training targeting Social Marketing agencies, Private Sector and NGOs	2008	Social Marketing; Communication Planning; Report Writing

Govt. Project Coordinating Unit/ EU/ Ministry of Health & National AIDS programme	2008	Communication Planning; Proposal Writing for Corporate Partnerships; Building the Media Relationship
Caribbean Association of Electric Utilities	2008	Public Relations and its relevance to HR
Windward & Leeward Brewery	2007	Report Writing
Sandals Resorts in Public Speaking	2006	Presentation Skills; Public Speaking
Govt. Project Coordinating Unit for Saint Lucia Meteorological Service in public relations	2005	Public Relations and Presentation Skills
The Caribbean Regional Network's (CRN) workshop in public communications	2005	Team building and Media Relations
Saint Lucia Tourist Board	1994	Presentation skills and Customer Relations for Tour Guides
Communication Arts Certificate Course of the University of the West Indies Extra Mural Department	1992 -93	Radio Practical Trainer

RAI is a Marketing & Media Communications firm, with a sound reputation backed by broad experience, intimate industry knowledge, appreciation of popular culture and accolades.

About the Company

Right Angle Imaging operated as the registered trade name for Media and Communication specialist Barbara Jacobs Small from 1999 until November 2006, at which time it was incorporated under the Companies Act of Saint Lucia under the name Right Angle Imaging Inc. RAI is a Marketing & Media Communications firm, with a sound reputation backed by broad experience, intimate industry knowledge, appreciation of popular culture and accolades. RAI's most recent accolade is that of Prime Minister's Award for Innovation 2011 - Saint Lucia Chamber of Commerce, Industry & Agriculture Awards, 2011.

RAI Technical Competence

Right Angle Imaging (RAI) has recognized expertise in Public Information and Awareness campaigns, Market Research, Public Relations and Events, Communication Training, and Desktop Publishing. RAI is the Publisher of the annually updated WHO's WHO in Saint Lucia Business (Doing Business Guide) endorsed by St. Lucia Investment Promotions agency, the National Development Corporation, the Government of Saint Lucia and the Office Of Private Sector Relations (OPSR). RAI has also recently launched a new multimedia Ti Zafè Micro & Small Business Directory endorsed by the Ministry of Commerce, Industry & Consumer Affairs and the OPSR.

Right Angle Imaging has become a reputable name in the provision of marketing, public communication and public education services to public, private sector and not-for-profit agencies, within St. Lucia and the wider Caribbean since 1999.

RAI's Consulting work has included but is by no means limited to:

- SME-CLIMB 2007 & 2008 (Marketing Training/ Micro business - OPSR)
- Renwick & Company - Capacity Building (OPSR)- Sales & Marketing Training
- Paramount Holdings (Marketing & Promotions & Customer Service Training
- Antigua & Barbuda Public Utilities Authority - Training of Senior Managers in PR and Brand Building
- Baseline Study, Branding/ Brand Training/ Launch & Public Relations - Saint Lucia Development Bank
- World Bank / IFC – Campaign for the new Business Registration System implementation in St. Lucia, Dominica, Grenada and St. Kitts - current
- Sir Arthur Lewis Community College Transformation Project - Communication Strategy, Communication Policy development and Brand Strategy - 2011
- Entrepreneurial Dev/ Marketing Training, Strategic. Planning for the Choiseul Arts & Craft Sector - for Office Of Private Sector Relations
- Labour Stakeholders Consultation (5 territories) on CSME & Dev. of Communication Strategy – for the CSME UNIT, CARICOM
- Concept / Development of Business & Enterprise Information Highway (Portal) project – for Office Of Private Sector Relations
- Impact Assessment of the Private Sector Development Programme – for Office Of Private Sector Relations
- Small Business Baseline Survey –on behalf of LFS Financial Systems GmbH, for the Bank of Saint Lucia
- CDERA - Earthquake Disaster awareness campaign (4 state pilot) - Caribbean Disaster Emergency Management Agency (CDEMA)
- Eden Herbs Marketing Support - (funded by OPSR)
- 1st National Bank – Annual Reports 2008/09
- Island Grill – QSR Competitor Profile & Market Analysis – Island Grill
- Paradise Water – Competitor Analysis & Brand Profile
- Saint Lucia Social Development Fund - Rebranding, collateral and Agency Launch
- Private Sector Participation in Water Sector Reform - Saint Lucia Water & Sewerage Company

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