

# The Engaging Communicator

getting people to buy into you, your message and your work

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The way we engage and communicate with people has changed and old formalities have given way to more relaxed conversations. When we're communicating with people, what they really want is you - real, open, honest and even a little bit flawed. And sometimes, this may mean throwing off our corporate cloak and letting people see who we really are.

We can learn a lot about engaging communication through real life observational material - well-known UK and International brands that talk and act like real people - and, through TV personalities, prominent business leaders and the people we work with. By delving into their personality traits, their successes and mistakes, we're given an insight as to how they engage, empower and energise the people around them.

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## PART ONE

Delivering a more human experience through engagement

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There's never been a better time to create a more human experience for our audience - find out how to turn the tables on the old stereotypes and get people talking for all the right reasons.

What we can learn from Human Era brands - brands that talk and act like real people - and how we can incorporate these successes into our own business and teams.

Why telling stories is good for business - learn how to connect emotionally with people by sharing successes, setbacks and wrong turns.

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## PART TWO

Engaging people - means connecting with them on an emotional level

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Communication - the thing humans forgot when we invented words.

How to make our communication sticky and why less is definitely more.

What we can learn from real life observational material - hear how television talent shows and famous faces can help us to build our own engaging leaders and engaged teams.

The raw power of emotional engagement - and how to apply it to our communications and engagement strategy.

### **PART THREE**

#### The likeability factor

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The likeability factor - how to get people to buy into you, your message and the work that you do.

Who has the likeability factor and what makes these people so engaging to their audience.

Why it's important to show our appreciation and why we should never underestimate it.

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### **PART FOUR**

#### Making a comeback after a setback

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Why being more lovable, makes us more forgivable when things go wrong.

Mental, emotional and physical exhaustion - why taking care of ourselves, allows us to be there for the people around us.

That's dead obvious, isn't it? Is it?

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### **THE COURSE IS AIMED AT**

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Anyone wanting to learn more about engaging their audience - regardless of who their audience is - from business leaders to boards and managers and their teams. There's very little theory in this session - just practical, tried and tested tactics that work - based on real life observational material.

It's been successfully delivered to people at all levels and in all sectors, including International MBA students.

This course can be delivered as a 60-minute keynote or 2-hour training session. It can be tailored to the needs and challenges of your business.

For more information or, to talk about a tailored programme, please contact Chris Cooper at [chris@chriscooper.co.uk](mailto:chris@chriscooper.co.uk)