



# HITTING THE RIGHT NOTES

ADVANCED COMMUNICATION SKILLS  
COMMUNICATING WITH EXCELLENCE

edo | MIDAS

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## BASED ON SOUND RESEARCH

Our work is based on careful analysis of high-performing individuals and excellent communicators. This allows us to deliver knowledge, tools and skills based firmly on research, not supposition. Furthermore, we test our products extensively to assure their quality, so you can be sure that each programme is an up-to-date, high-impact solution.

## PROVEN TO GET RESULTS

We understand the human behavioural elements that result in excellent communication. Addressing these behaviours with the strategies and tools we offer will result directly in measurable improvements for your people. This brochure provides an overview of each product and what you can expect from it. Our products and services can be tailored to meet your specific needs and requirements.

## HITTING THE RIGHT NOTE



# INTRODUCTION

## ADVANCED COMMUNICATION SKILLS

We offer a range of skills-based solutions to help your people communicate effectively. These advanced communication skills include:

- Critical conversations
- Strategic influencing
- Presenting your company message effectively
- Critical writing

# CRITICAL CONVERSATIONS

## GETTING POSITIVE OUTCOMES FROM TRICKY SITUATIONS

"A true partnership has been developed with edoMidas over a number of years. As a result, we have benefited from tailored development solutions well aligned to our business needs, culture and values. The edoMidas team create a supportive learning environment where delegates don't just learn the theory but are actively encouraged to put their learning into practice. Delegate feedback is strong and our people are eager to attend the workshops."

AILEEN McLAREN  
HR Consultant  
Standard Life Investments



### ARE THERE CONVERSATIONS THAT FILL YOU WITH DREAD?

If the answer is yes, you have a lot in common with the rest of the world. Most of us dread the thought of giving sensitive feedback, tackling a performance issue or dealing with conflict.

They are usually the kind of conversations that quickly become charged and uncomfortable, leading us to avoid them and hope the issues will resolve themselves. Yet in most cases they simply get worse if left, leading to increased tension, under-performance or even the breakdown of relationships. We call them critical conversations.

### GETTING A POSITIVE OUTCOME

The edoMidas 'Critical Conversations' programme gives you the tools necessary to handle the challenge. Using high impact strategies and techniques, you develop the skills that will enable you to tackle difficult conversations with confidence and achieve a positive result.

### THIS PROGRAMME GIVES YOU:

- Techniques to give sensitive feedback
- Practice scenarios to build skill and confidence
- Tools to focus difficult conversations on a positive outcome
- Insight into your own communication styles
- Practical skills to respond to different people and communication styles
- A framework to keep critical conversations focused and effective
- The skills to handle conflict effectively



“edoMidas rapidly grasped the key aspects of our culture and designed their interventions accordingly. They created a strong impression and provided engaging and thought-provoking training.”

STEPHEN LEACH  
Head of Human Resources  
Baillie Gifford & Co

## GETTING EVERYONE ON YOUR WAVELENGTH

# STRATEGIC INFLUENCING

### THE POWER OF INFLUENCING

Every organisation depends on great ideas: the next big project, a new direction, a fresh goal to be achieved. For the most part these ideas require some kind of collaboration to become reality. They rely on support to reach fruition.

No matter how great your idea is, no matter how robust your proposal or opinion, you cannot be certain that others will share your vision. Indeed, getting things done with the help of others almost always involves a degree of discussion. Points of view may differ. Competing agendas may clash.

Influencing skills allow you to build good relationships, respond to a variety of communication styles, and handle objections. These skills are becoming increasingly important where organisational structures are flatter and individuals are required to work in project teams with no direct lines of authority.

Developing strong influencing skills is vital if you want to get results in business.

### WITH STRATEGIC INFLUENCING YOU WILL BE ABLE TO:

- Learn different influencing styles
- Choose the most appropriate style to meet your objective
- Put your natural communication style to best use
- Respond appropriately to other communication styles
- Secure support and collaboration from key stakeholders
- Gain commitment rather than compliance
- Communicate persuasively and influence upwards
- Manage objections and overcome resistance

# PRESENTING TO WIN OVER YOUR AUDIENCE

## MAKING IT STICK



### ENGAGE YOUR AUDIENCE

edoMidas' advanced presentation skills will ensure you give engaging presentations, bringing even the most technical and complex subject matters to life for your audience.

If part of your job requires you to inform or influence your audience, it is critical you present your information in a way that is both interesting and memorable. Research shows that unless you use the right structure and tools to capture and hold an audience's attention, they quickly lose focus and miss your key points. That's why it is vital to get it right.

### CAN YOU MAKE IT STICK?

Contrary to common belief, presenting well is not simply about delivering a confident performance. If you want to deliver high-impact, audience-focused presentations, you need to know how to identify your key messages and structure your content for maximum impact.

Whether your objective is to speak at a conference, lead a seminar or improve your confidence and impact as a presenter, this approach gives you the best tools and techniques available.

As a result of the edoMidas workshop, you will be able to deliver your presentations in a confident, convincing and memorable way. Working with your inherent strengths and communication style, we help you develop your own personal brand that ensures you come across as influential, conversational and natural.

### THIS PROGRAMME WILL HELP YOU:

- Make informative presentations more interesting
- Get buy-in when the purpose of your presentation is to persuade
- Grab and keep your audience's attention
- Make your content credible, relevant and memorable
- Present with impact
- Handle audience reactions effectively

"I have worked with edoMidas for many years now and I wouldn't hesitate in recommending them. They have consistently delivered high quality, flexible and creative presentation skills development programmes to our lawyers and business services teams. edoMidas work closely to understand specific learning needs and invest time in designing the most fitting learning solutions."

CATHERINE BODDINGTON  
Head of Learning Development  
Addleshaw Goddard LLP



THE EDOMIDAS PRESENTING WITH CONFIDENCE PROGRAMME WILL HELP YOU:

- Manage your nerves effectively
- Build confidence by applying a number of techniques
- Look, sound and feel confident
- Deliver your presentation in both formal and informal settings
- Structure a presentation effectively
- Engage your audience with credible, relevant and memorable content
- Present without notes
- Answer your audience's questions effectively

STAYING COOL  
UNDER PRESSURE

# PRESENTING WITH CONFIDENCE

People may be in jobs they love, and are still panicked at the prospect of having to deliver a presentation. For many people this is the most stressful situation imaginable in business. Critical occasions are conferences, team events, induction presentations and client reporting.

If the very thought of giving a presentation fills you with fear, 'Presenting with Confidence' will enable you to deliver your message with clarity and confidence.

"edoMidas have worked with all levels at Knight Frank, from graduates through to senior management. Individuals see tangible results after attending these programmes. edoMidas are creative, inspiring and great fun to work with and get the most out of people by delivering pragmatic ideas which they can put into practice straight away."

SANCHIA MARSHALL  
Training Manager  
Knight Frank LLP



"This year alone I've won four Best Speaker awards at four major conferences. Many thanks to edoMidas!"

CHRIS BOWIE  
Head of Credit  
Ignis Asset Management

## UNDER THE SPOTLIGHT

# CONFERENCE SPEAKING

### WANT TO MAKE AN IMPRESSION?

When addressing a large audience, the importance of making a positive impression is at the forefront of every speaker's mind. This is also the key concern of the business they represent.

### STAND OUT FROM THE CROWD

A great speech not only requires practice, it also needs expert advice and the right techniques and tools. Our analysis of compelling speakers reveals the critical behaviours that will help you deliver a great speech, stand out from the crowd and project the intended key messages in a memorable and engaging manner.

edoMidas can provide you with consultancy services and training for conference speaking.

### THIS WILL HELP YOU:

- Manage events effectively
- Come over as a well-coordinated team
- Develop skills in effective moderation
- Create consistency in your messaging
- Present your messages with confidence and clarity
- Engage your audience with credible, relevant and memorable content
- Facilitate break-out sessions and discussion groups effectively
- Run panel 'question time' sessions
- Use a number of participative techniques for audience involvement
- Answer your audience's questions effectively
- Deal with hostile questions and difficult situations





# CRITICAL WRITING

## WORDS REALLY MATTER

### HOW YOU WRITE REALLY MATTERS

If you write to communicate business-critical information to important stakeholders, clients, colleagues and your people, how you write matters. When important decisions rest on being understood quickly by your readers, you shouldn't leave it to chance.

Our experience and research shows that many readers stop reading most text early, miss the key point or, worst of all, take away a completely different message than the writer intended.

### CRAFT YOUR WORDS

This training programme offers you practical and straightforward development to write analyst, management or business reports that give you the best chance of getting your message across, based on proven, research-based methodologies.

"Good communication is one of those things that only works when people come across as being themselves, get to the point and tell it well. I always enjoy working with edoMidas, they spend time getting to know the strengths of each team member and bring out the best in them. They teach simple-to-follow processes and bring a been-there-and-done-that pragmatism to workshops that help people write and present better."

KEVIN PAGE  
Transformation Director  
Clydesdale & Yorkshire Bank

### THE EDOMIDAS CRITICAL WRITING PROGRAMME WILL HELP YOU:

- Think critically and objectively about your message and intended outcomes
- Ensure your readers take away the message you intend
- Structure your writing effectively to ensure readers engage with your message
- Write materials that can be quickly understood and believed
- Be clearer and more concise
- Cut out wordiness
- Be easily remembered



We also offer 90-minute smartClasses.  
You can find out more here:  
<http://www.edomidas.com/solutions/smartclass>

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