

What if the way
your people communicated
increased productivity,
engagement and profit?

inflow



“Creating an impact and inspiring an audience, is vital for our Leadership Team. In Flow helped us sharpen our skills giving us greater insight into our individual performances. Now we’re all more effective in all areas of our communication - be that in the Board Room, at town hall meetings or with external stakeholders.”

Nathan Lihou
COO, Nedgroup Trust



NEDBANK



“...worth approximately £88 billion to the UK economy... economists predict that by 2020 more than half a million workers will be significantly held back by a lack of soft skills.”

James Caan,
HR Magazine

Communication. Our biggest challenge and our greatest opportunity.

Counting the cost of poor communication

Our communication is a rich mix of verbal and body language. Every minute of every day we are communicating with each other. Our communication style delivers that first impression, wins respect, clinches the deal and builds trust. Poor communication, on the other hand, often means a toxic mix of frustration, confusion and delay.

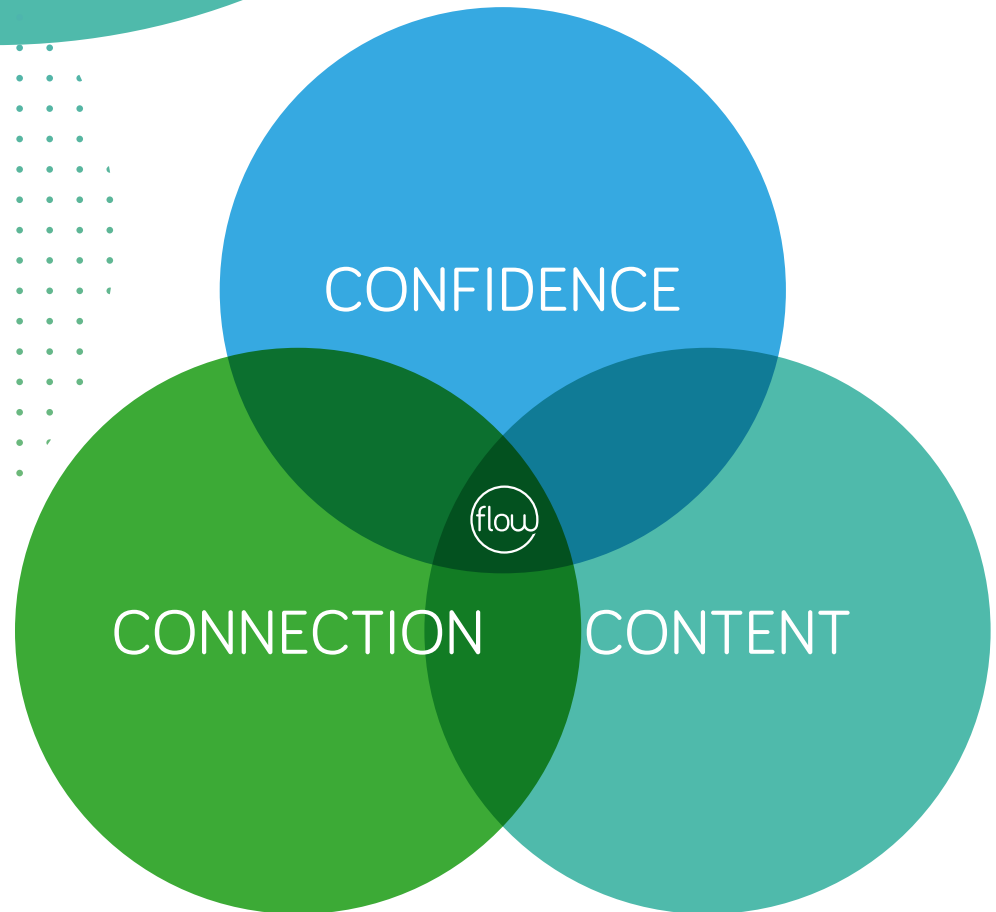
The power to influence - people buy people, not products

Delivering a pitch, attending meetings, sending emails, making phone calls, giving presentations, Skype calls, recruiting, giving feedback... the list goes on. Business communication today is as dynamic as it is demanding, yet most of us have had little or no formal training on how to do it well; how to inspire confidence and convey knowledge, build trust and successfully close the deal.

A failed pitch is one too many, just like a dissatisfied customer, an anxious team member, a frustrated manager or a confused supplier. Very often poor communication sits at the heart of a wide range of business issues. Issues that directly impact growth and sustainability.

Good communicators grow great businesses, how much is poor communication costing you?

Technology is changing the way we do business. The pace is faster but the need for meaningful human interaction is more important than ever. Throughout every organisation, from the C-Suite to the most junior employee, there are three fundamental ingredients of great communication:



“... In Flow worked with the participants of our graduate programme. Their feedback was overwhelmingly positive and they were able to put to use the skills they learnt straight away, adding immediate value to our business.”

Fiona Irwin
Talent Advisor,
International Personal Finance



Where confidence, connection and content meet we find our 'flow', our ability to communicate effortlessly and achieve our objectives. However, if any one of these elements is missing, communication breaks down. Here's why:

1. Lack Of Confidence

We lack the confidence and gravitas to perform at our best in business critical engagements.

2. Lack Of Connection

We are unable to create a connection with our audience and communicate in a compelling way.

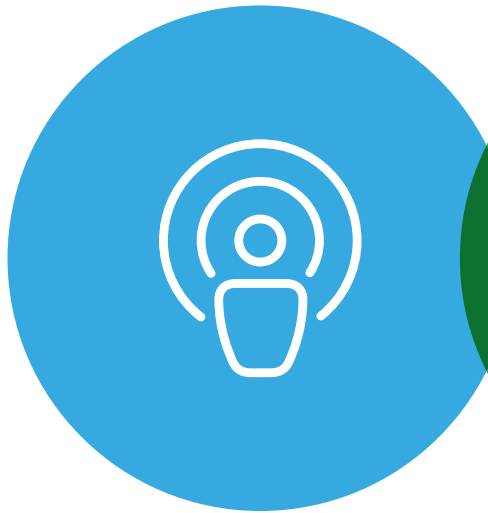
3. Poor Content

We lack structure in our communication and struggle to find the right language to effectively engage.

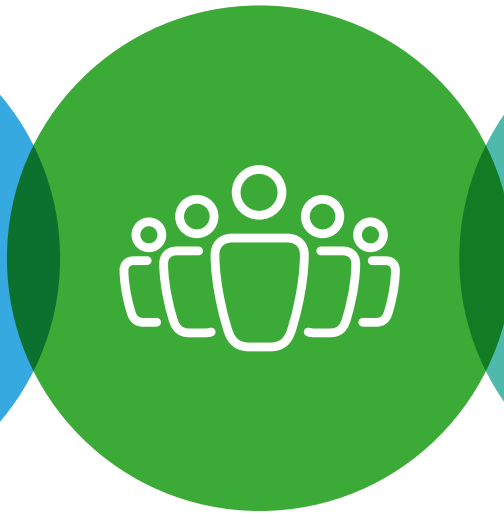
Whether we're presenting, reporting or pitching, to drive growth and deliver results we need to reconnect with the power of the spoken word. When we're fully 'in flow' we can successfully negotiate the needs of fast paced information exchange and deliver a more emotionally intelligent, authentic and profitable style of communication.



The Communication Skills Accelerator



Impact



Influence



Inspire

At In Flow we focus on unlocking people's potential, making your business's biggest asset your greatest opportunity for growth. As communication experts from the world of theatre and performance, we understand competitive edge and our unique programme is designed to drive and increase engagement, productivity and profit.

The Communication Skills Accelerator enables your people to learn and develop the expertise needed to communicate effectively in any situation. This three module programme can be tailored to support all delegate levels and business sectors.

Module one focuses on understanding personal impact. Module two looks at techniques to increase influence and module three delivers tools to ensure every audience is inspired.



Live Training:



The programme is comprised of three live small-group training sessions where delegates learn and practice their new skills under the expert guidance of an In Flow coach.

One-To-One Coaching:



Delegates are supported with virtual one-to-one coaching to help ensure that they can take what they have learned and apply it in the real world.

Detailed Workbooks:



Detailed workbooks are provided for each module containing a wealth of additional resources allowing delegates to track their progress through the programme.

How it works...

Video Content:



Bite-sized video content is used to support learning and provide useful reminders of the techniques covered in the live training.

Group Webinars:



To embed the learning, live webinars are offered in between each training session to refresh content and allow delegates to ask questions and share wins.

Why it works...

Time and time again, when great communication meets great performance the results are incredibly powerful. Future proofing a business isn't only about streamlining processes and driving efficiency, it's about ensuring that everyone in your organisation can communicate effectively to aid collaboration and accelerate change.

Great communication is the driving force behind productivity and profitability. At In Flow we work with your people to ensure that every communication counts.

“Finding good suppliers is critical to any HR Director’s success and I would encourage any HR Director to work with In Flow. They have really cool, fresh ideas, very different from what we have experienced before. The biggest feedback we get is WOW and I think WOW is important.”

Nick Walker
Chief People Officer, Paysafe

Paysafe ✨



Impact

Understanding our personal impact is vital to our success and our ability to influence. What do others say about us when we are not in the room? How confident do we feel under pressure? Are we able to assert ourselves and hold our ground in challenging scenarios?



As business reliance on technology and artificial intelligence increases, meaningful human engagement will become even more vital to our commercial success. Everyone in your organisation needs to make, not just an impact, but the right impact.

This module underpins the whole accelerator programme. It introduces delegates to our unique IMPACT Model and allows us to create a common language around communication. Delegates will be challenged to increase their awareness of how they currently communicate and will be given key techniques to build upon during subsequent modules.



At a glance...

It's All About You And Creating The Right Impact

- Identifying your default settings and how you communicate under pressure
- Verbal and non-verbal - understanding the hidden message you are transmitting
- Developing a winning mindset for successful communication
- Creating a successful communication culture within your teams

Business benefits...

- Individuals enjoy increased confidence and self-assurance
- Increased productivity through effective and strategic communication
- Improved team communications
- Higher quality client engagement

Influence

Our ability to influence is one of the most powerful tools in our communication tool kit. Whether we are engaging with someone more senior or more junior, with a customer or a colleague, we want them to act upon our words. We want their buy-in. We want them to change their behaviour. We want them to listen.



Building deeper human connections helps organisations and businesses to adapt, change and serve their customers more effectively. If we want to have more influence we have to understand our audience first.

In this module we build the essential skills necessary for successful meetings and negotiations with both internal and external stakeholders. Working with a professional actor each delegate will have the opportunity to role-play a challenging scenario and receive detailed individual feedback.

At a glance...

Your Audience And How To Influence Them

- Identifying the 4 communication styles and how to flex between them
- Turning differences into a strength, rather than a sticking point
- Building rapport and demonstrating empathy - putting yourself in your audience's shoes
- Choosing your words and understanding the power of language

Business benefits...

- More effective, productive and profitable meetings
- Improved business culture
- Faster and more effective conflict resolution
- Increased client engagement and relationship building

Inspire

The most effective communicators are able to inspire their audience and take them on a journey. How do we capture our listener's imagination? How do we ensure our message is clear? How do we get them excited and ready to take action?



In a fast paced, noisy world we need to be heard. Developing people who can tell our story and have the ability to inspire their audience will set us apart from the competition and grow a loyal following.

Combining the skills learnt during the Impact and Influence modules, this module equips delegates with the necessary tools to design and deliver winning content. Each person will have the opportunity to review their performance using video analysis and will be given detailed individual feedback. This will then form the basis of their personal action plan.

At a glance...

Inspiring An Audience To Action

- Constructing inspirational and engaging content
- Increasing gravitas and credibility
- Developing the ability to improvise
- Delivering a message that resonates and keeps your audience engaged

Business benefits...

- The delivery of more compelling and engaging presentations and pitches
- More effective and consistent messaging
- Increased clarity of message
- Increased sales and customer satisfaction

Additional Programme Features



Detailed Workbooks – life-long learning

At each live workshop delegates will receive a detailed workbook in which to record their personal journey. The workbooks are also full of additional material and references to provide delegates with a comprehensive resource that they can refer to long after the training has finished.



Webinars – skills development

Webinars are a cost effective and dynamic way to embed learning from our workshops. Two to three weeks after each session we schedule a 60-minute webinar, open to all delegates. The virtual session will recap key content and give delegates an opportunity to ask questions and share experiences of working with the new techniques.



Video Content – sustained encouragement

Throughout the programme we share a range of bite-sized videos to facilitate continuous development and reinforce the key messages from the training room. These videos serve as a great reminder of the skills we have covered, keeping delegates engaged with the learning process and encouraging sustained and continuous improvement.



Coaching – individual support

Over the duration of the programme each delegate will have the opportunity to schedule two 30-minute, one-to-one virtual coaching sessions. These sessions are an opportunity for delegates to ask specific questions in confidence. The calls also allow us to check in on each individual's progress. We can then tailor content in subsequent modules to address any specific needs that are highlighted.

How we work...

At In Flow we don't do "off the shelf" training. Instead, we employ our unique Communication Skills Accelerator framework and tailor it to you, your people, your business and your sector. We maintain a 1:8 ratio of trainer to delegates to ensure everyone gets the most from the programme.

We've worked with the C-Suite, sales teams, graduate new joiners and everyone in between to deliver training that makes a difference. We use our four-step process to ensure that we focus on the areas in your business that you want to improve the most.



A typical timeline looks like this...



About us...

In Flow was founded by Dominic Colenso. A specialist in communication and leadership, Dominic has been delivering training and one-to-one coaching in the private and public sectors for the last 10 years.

Initially a professional actor, Dominic worked extensively on stage and screen before training as a director at RADA (Royal Academy of Dramatic Art) in London. Performing in many of the UK's leading theatres including The National Theatre and The Royal Court, Dominic has appeared on film in everything from BBC period dramas to big budget action movies. He is best known for playing the role of Virgil Tracy in the Hollywood adaptation of Thunderbirds with Bill Paxton and Ben Kingsley.

Dominic's experience and fascination in how the use of the body, breath and voice can influence performance led him to set up In Flow. He now focuses on delivering his innovative training methodology and techniques to help individuals flourish and organisations grow.

In Flow's team of highly skilled, fully accredited trainers have all worked at the highest level of professional performance across theatre and sport, and have extensive experience sharing their skills in the business world.



Giving back: Buy 1 Give 1

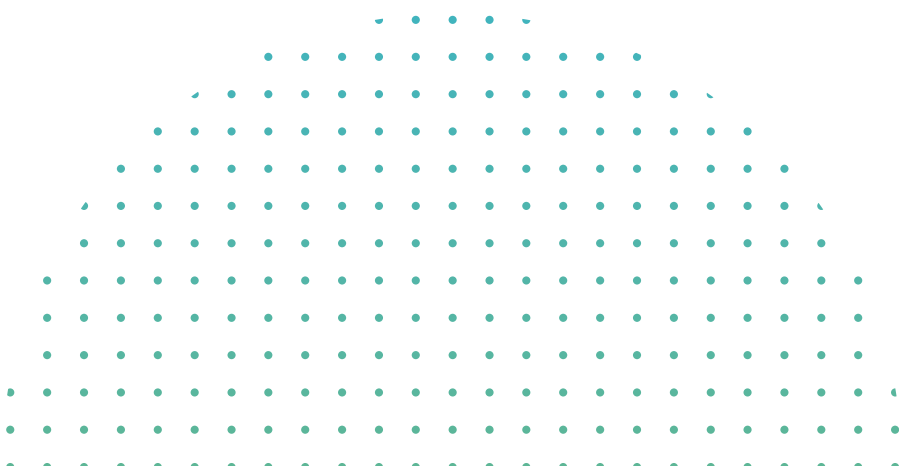
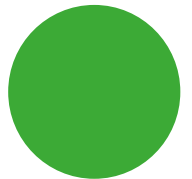
We believe in the impact and importance of the skills we teach. Many of our clients describe them as “life changing” and that got us thinking. Why wait until you’re an adult to learn this stuff? Imagine how much easier life might have been if you had learned these skills early. Surely they should be teaching great communication skills in schools...

Unfortunately they weren’t. Until now.

We want to give something back and help future generations of entrepreneurs and business leaders to communicate with impact from the word go. No mumbling, stumbling or hiding behind the PowerPoint! So, for every day of training you buy, we’ll give an hour’s communication training and support to the schools that need it most, helping them to nurture the talent of tomorrow.



Who we work with...





“As a fast-growing digital business, communication is vital to our success. In Flow really understand this and have developed training programmes that help our people understand their own communication and the impact that they make. In the two years we’ve been working with them the feedback has always been fantastic.”

John Hague
Learning and Development Manager,
Sky Betting & Gaming



“Each module of the accelerator was tailored to suit our needs and the training was really dynamic and enjoyable. It has given everyone effective tools that they’ve been able to instantly put into practice and it has improved our communication both internally and externally. We’ve had great feedback from the team and they’re already reporting success stories from clients meetings.”

Vyara Dimitrova
Director of Sales EMEA, Focus Vision



Let's roll up our sleeves and get started!

If you are interested in improving the performance of your people through better communication, we'd love to talk to you.

Here's more information on how to commission our training, some things to think about and our proposal process...

1

Which individuals or teams would benefit from the Communication Skills Accelerator? What would be the order of priority? We recommend a top down approach but can be flexible based on your needs, teams and time frames.

2

How many people do you want to put through the programme? We always maintain a 1:8 ratio of coaches to delegates to ensure that everyone participates and benefits fully from detailed individual feedback.

3

Given your sector and markets, when is going to be a good time to schedule the training?

4

We will produce a comprehensive proposal for your organisation based on your needs, teams and timings. Throughout the process we will collaborate with you to ensure a perfect fit.

5

Once you're happy on the structure and timing, the proposal is signed and dates are confirmed. We'll then issue an invoice for 50% of the total amount. This ensures we can reserve the dates for your programme. We will send you our second invoice for the remaining 50% 28 days before the 1st training date, for payment within 14 days.

At In Flow we accelerate
business performance by
unlocking your people's ability
to communicate.

Want to find out how?
Get in touch...

t +44 (0)3330 504 036

e info@inflow.global

w www.inflow.global

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