

change
leadership
digital
learning
project delivery



simplified
change
solutions

Communications techniques we introduced at a commercial property company won them a multi-million-pound project

The problem:

A global leader in the development of commercial property wanted to communicate more effectively with its audiences be it at industry conferences, when launching new buildings or when pitching for new business.

The goal:

To improve the communications skills of the senior leadership team by giving them the tools and techniques make real and lasting impact in presentations and meetings and give the best chance of winning new business.

Curium's solution:

We helped them understand the power of engaging an audience at an emotional, as well as rational, level through a number of our courses, including:

- Impactful storytelling: how to engage audiences and compel them to take action through the medium of powerful stories. To support this, we helped the team develop a bank of stories to bring their customer's experience alive when presenting to their audiences. This meant they could show the human-interest angle of their work, instead of just the facts and figures they'd used previously
- Impactful communications: how to develop the confidence, presence, tools and techniques to present brilliantly
- Impactful Meetings: how to apply similar tools and techniques but in a meeting environment

Alongside this we ran an executive coaching programme, aimed at developing a leadership mind-set and behaviours.

The result:

As a direct result of applying the communications techniques, the company won a multi-million-pound project. After the win, they discovered that prior to the pitch they were in third place out of three shortlisted businesses.

Curium has been invited by the Group L&D Director to equip the company with the ability to design and deliver high impact training across their global team of 1,600. This will include training the Group L&D function on Curium's unique Way4Learning® methodology for achieving accelerated change.

**To empower people and organisations across the world
to achieve their personal and business potential.**