

**COURSE OBJECTIVES**

CREA²TE is a one-day workshop and awareness session for the technical and operational staff that have direct relationships and dealings with customers.

It focuses on developing interpersonal communication skills for managers with a goal towards enhancing overall team and client relationships. It will allow participants to create a strong atmosphere of engagement, trust, and confidence by focusing on proactive presentation and listening skills, that creates empathy while fostering the recognition of shared values and vision. **CREA²TE** develops and enhances the needed competencies for Trusted Advisors who build long-term relationships with both internal and external clients.

CREA²TE is the initial step that is needed to develop a more customer-minded approach to developing communication between technical experts and non-technical audiences.

CREA²TE

The Engager

Communication for Relationship Enhancement with Audience-Accepted Technical Experts

COURSE FOOTPRINT**1**

day

**12**

participants per group

**2**

filmed and analysed short pitches without slides

COURSE DESCRIPTION AND CONTENT

- 1 AWARENESS and LEARNING 2-hour**
Group Training session immediately followed by
- 2 FILMING**
(3-5-minute verbal pitch)
- 3 DEBRIEF 1** – in pairs or groups of 3-4, then in plenary
- 4 FILMING**
(enhanced 3-5-minute verbal pitch with methodology and lessons learned)
- 5 DEBRIEF 2** – in pairs or groups of 3-4
- 6 WRAP-UP** and lessons learned

PREREQUISITES

Mastery of English and short subject to verbally present

TARGET POPULATION

Beginning presenters, technical staff needing to present





APT Presentations

57 Rue du Taur 
31000 Toulouse
FRANCE

contact@aptpresentations.com 