

**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 