



Facilitating Change (UK) Ltd

Extraordinary Meetings....Extraordinary Results....

Effective Engagement Workshop – Course Overview

A training course specifically designed for those individuals who will be responsible for consulting with key stakeholders and the public. The course helps create an understanding of the importance of effective engagement with groups and individuals. As well as presenting to audiences it is important to know how to engage them and deal with their different needs and interests.

The aim of this two-day course is deliver a bespoke course which addresses the specific needs of your organisation.

The outcome will be to provide an opportunity for participants to develop the confidence, skills and ability to engage with different groups.

A well known speaker once said "A heart starts beating whilst in the womb, and only stops beating when one stands up to speak to a group of people."

Outcomes:

By the end of the course participants will:

- ☞ Be more confident in their ability to engage with different groups.
- ☞ Understand the importance of thorough planning and preparation before engaging a group.
- ☞ Know how to structure a presentation and use of different media.
- ☞ Build rapport and trust with audiences.
- ☞ Understand and apply different techniques when engaging and consulting with different groups.
- ☞ Know how to deal with participants' questions.
- ☞ Be aware of a range of strategies for dealing with challenging participants and apply these skills.
- ☞ Have received feedback to help improve their skills.

Approach:

This is a highly practical course during which participants will have several opportunities to lead and present to small groups. After each engagement the group will critically appraise their own and others' efforts.

Video will be used during the presentations to assist the feedback process.

Project developers need to consult more with statutory bodies on tough issues before submitting a planning application - I continuously hear them tell us that if only developers had contacted them earlier in the project, many issues, blood, sweat and tears might have been avoided. Any applications which have addressed all the issues and concerns of interested parties and statutory consultees should go effortlessly through the planning system.

Sue Kearns, Scottish Executive official

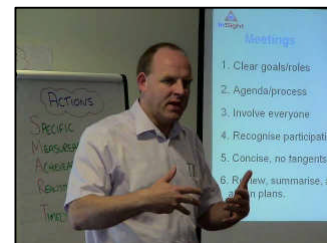
Course Contents

The course will be bespoke and will be tailored to meet the needs of the participants. A pre-course feedback form will be distributed to all the participants in advance of the course. The responses will determine the final structure of the course.

Elements that **can** be included are:

Engagement principles

- ☞ Key definitions
- ☞ Contracting
- ☞ Clarifying Objectives : The audience and my own
- ☞ Presentation Fundamentals : KISS and weather forecasting
- ☞ Voice Projection
- ☞ Preparation : Self, content, audience



Tools and Techniques

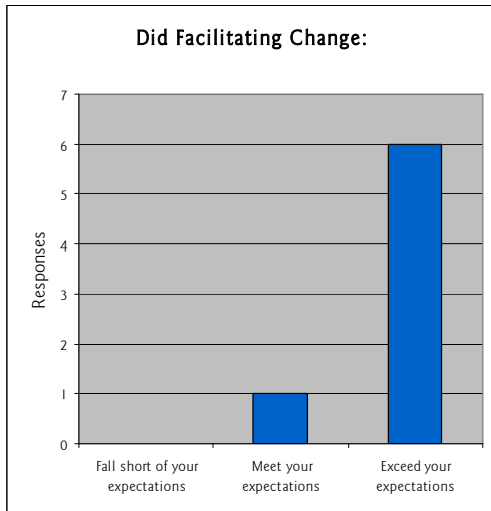
- ☞ Understanding different ways of engaging an audience
- ☞ Different engagement techniques
- ☞ Use of stories, metaphors, humour
- ☞ Powerpoint skills
- ☞ Involvement and engagement through experiential learning
- ☞ Powerful opening and closing
- ☞ Creating a story board
- ☞ Recording outputs

Developing Trust

- ☞ How to build trust and rapport?
- ☞ Understanding Needs
- ☞ Objection handling
- ☞ Questioning, Listening & Acknowledging
- ☞ Giving and Receiving Feedback
- ☞ Understanding and Influencing People
 - Adapting presentations to meet different personality styles
 - Understanding and dealing with challenging behaviours



Testimonials



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“Brilliant! Very useful, interactive and a lot of fun whilst learning a lot of extremely useful techniques to deliver a successful presentation. Extremely friendly lead facilitators and the whole course was organised and delivered to exceed my expectations.”

☺

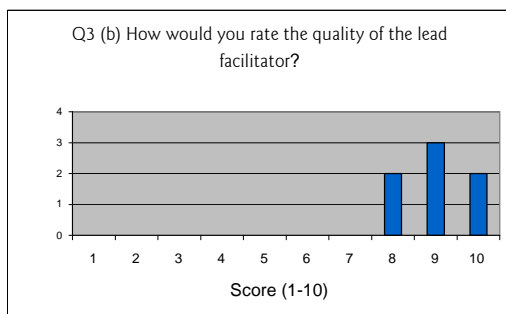
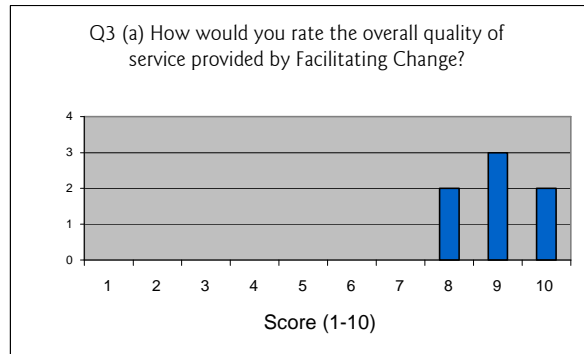
“A refreshing approach. Much more than simply reproducing a standard course time after time. Very well tailored to audience and with a great variety of tasks. Distributing the content between two speakers also worked well and maintained interest. Approach made everyone feel safe and able to contribute freely and without retribution.”

☺

“I learned a lot from the course. The course was pitched at the right level for my needs. The length of the course was appropriate for the topics that were covered..”

☺

“I found the two day course was tailored to what was requested in pre-course meetings. The course emphasis was on learning through use of interactive learning techniques. The reference material to take away as a reminder and to aid practice of the skills taught is excellent.”



☺

“Many thanks Chris and Mel!”

☺

“I would recommend that every member of staff attends the course”

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“Fantastic course with great leaders. Thoroughly enjoyed it and would fully recommend to anyone requiring a similar course.”