



Specialized Global Leadership and Communications Training Suite (SGLC)

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Product description

- Custom training programs with culturally sensitive content to unify and upgrade your team skills, knowledge and output. We work with global experts to create the highest quality programs based on real-world expert experience. Our internationally focused courses offer multi-lingual curriculum in English, French, German, Spanish, Portuguese, Turkish, Japanese, Mandarin and Arabic.

Training is delivered in person and/or via eLearning--

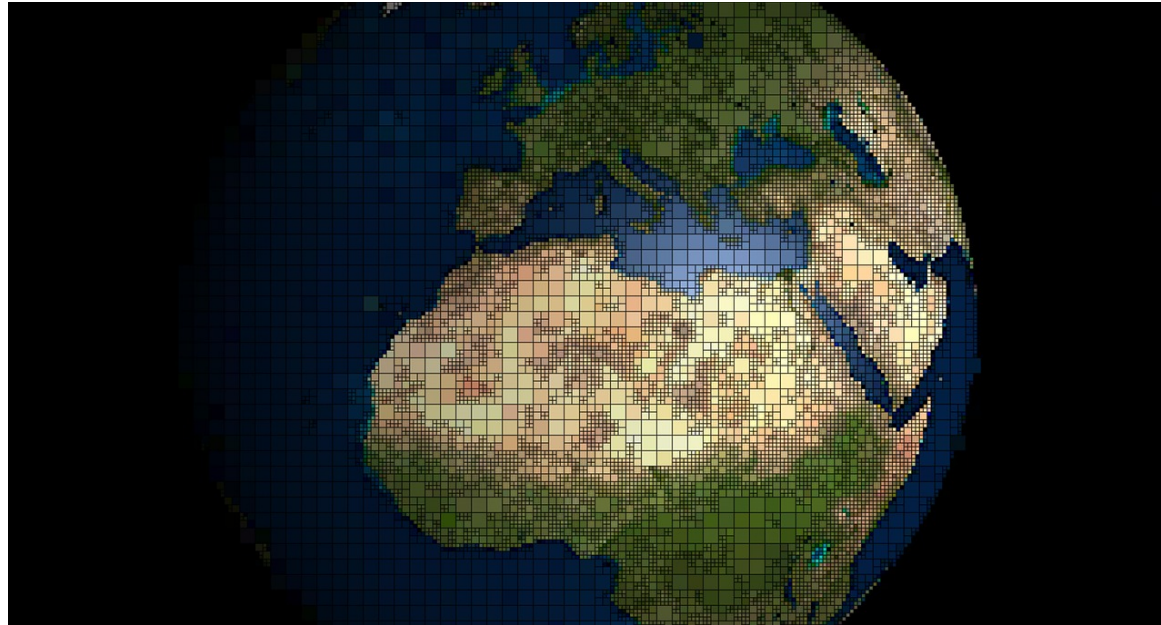
- utilizing micro knowledge learning events, simulations and scenarios. Assessments are used to identify knowledge gaps for follow-up training.

Courses:

- Corporate Communications Strategies 101
Communications for Global Leaders
Managing Change
Sales Communications
Visual Communications

Product outcomes

The purpose of the SGLC Training Suite programs is to deliver the most relevant and up-to-date global curriculum based on your specific needs.



How it works

- We identify key learning and knowledge gaps in your workforce and develop programs to reinforce greater productivity, contribution and expertise. Programs are delivered via seminars, webinars, individual coaching, quiz events and games and/or eLearning delivery.
- We customize training to regions of the world. Cultural sensitivity.



Why it works

- *Rome wasn't built in a day. We don't hand off training and leave you to it. We stay with you, making sure the goals are met.*

Each manager has a different set of concerns, and one size fits all doesn't necessarily solve problems. We identify your areas of needs and knowledge gaps, and don't waste your time training your people on things they don't need.

- *We build with you, stay, follow up, track and measure. We refresh, repeat as needed, and review. We coach. Service. We are with you. We are not going anywhere until the knowledge goals have been met.*

Time frame



- Course Development: 6-12 weeks
- First course delivery: Full Days or PT asynchronous, generally from one day to six weeks
- Follow up: Ongoing for up to one year

Corporate Communications Strategies 101

Description: Integrate public relations, investor relations and employee relations communication skills for the C-Suite.

Why you need this: You need to train your teams to manage communications at the highest level.

- *How do we meet that need better than any other training company on the market?*
- Build executive presence as a reputable industry thought leader
- Maximize engaging presentation skills for successful communication to key stakeholders, including investors, employees, physicians and government leaders
- Manage the media effectively
- Present with polished business writing skills
- Digital and virtual tools, Social media strategies
- Develop effective visual messages that integrate and support brand

Communications for Global Leaders

Description: Effective business leadership skills for multicultural, cross-cultural and ambiguous situations.

Why you need this: Management and potential leaders need to be agile and adeptly respond to fluid cultural borders and business opportunities.

This program leaves your team better prepared to:

- Navigate ambiguous cultural situations
- Prepare leaders to work in global markets and with different cultures
- Desired leadership traits and communications methods to build leaders' and the company's credibility
- Media training. Preparing leaders to speak to local, national and international media proactively and in times of crisis

Managing Change

Description: identifying the need for change, assessing change options, planning for change and then implementing and managing change process through to successful outcomes. Important sub-topics we cover include: overcoming resistance to change; diagnosing organizational problems; being a change leader and equipping employees to work in changed environments and to manage working in potential customers' changing environments.

Why you need this: Organizations are continuously changing – those that do not plan for change and do not manage it strategically fall behind. It is almost certain that every employee in every business will be affected by a change initiative and almost certain that every manager will be an active player in a change process at some time. Change is everybody's responsibility and knowing how to plan for and implement change is a critical skill for every modern manager.

- Strategies in brand and reputation management
- Navigating and driving change
- Changing cultures, integrating companies during M&A. How to strategically communicate and manage change to employees and external audiences, such as customers.

Sales Communications

Description: Sales Communications is intended to help you think strategically about communication and aid you in improving your writing, presentation, and interpersonal communication skills for successful sales. We look at a set of "best practices" or guidelines that have been derived from both research and experience, give you the opportunity to put those guidelines into practice, and provide you with feedback on your work to help you strengthen your abilities.

Why you need this: Good communication is one of the keys to successful sales results, and many different skills contribute to the capacity to communicate well.

- Persuasive communication skills, including verbal and written, to successfully communicate with physicians and corporate leaders
- Build one's executive presence to best serve as a company brand ambassador
- Focus on the customer in a digital world
- Listening strategies
- Training and education made easier with virtual tools
- Effective and Engaging Presentations - peaking and visual presentation skills to engage and win your audience

Visual Communications

Understand branding and visual communications, which are key components of digital marketing, and internal and external communications.

- *Helps in oral communication:* Visual techniques can be used with oral communication. Oral communication becomes more meaningful if graphs, pictures and diagrams are used with it.
- *Easy explanation:* Everyone can explain the meaning of it very easily. Easy explanation has made the visual techniques more popular.
- *Simple presentation:* Complex information, data and figures can be easily presented very simply on graphs, pictures and diagrams.
- *Prevents wastage of time:* Visual techniques help to prevent the wastage of time. Written and oral communication takes much time to exchange information. But number of receivers can be communicated at a time through visual methods.
- *Helps in quick decision:* Visual communication helps to take quick decision. So management prefers visual techniques to communicate with others.
- *More memorable:* Visual communication is very much popular because people do not like much speech and long explanation rather than a chart or a diagram.