



## Realizer Stakeholder Communications Training 2022

Helping technical experts communicate with their stakeholders.

Face-to-face or Online. 12 people.

### Does this sound like you?

All organisations are making increasing use of data and analysis to make critical decisions and run their business.

And yet it is not always easy for leaders, decision-makers and generalists to understand the data coming at them.

One way to solve this could be to train your leaders on the nuances of each data set you have, so that they understand it....

...But we believe a better way is to help your specialists better communicate their work to their stakeholders.

### We'll help you make more impact

Technical experts often don't make the impact they want. We'll show you two ways to change this.

#### Input

In part one of the program, we look at "how to get great input" – how to understand your stakeholders and what they need. How use questioning to get to what they really want.

#### Output

In part two, it's all about presenting the results of your work – how to move beyond data to reveal the insights and weave them into a narrative that helps your stakeholder understand the facts and take action.



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## How the program works

This is a full day face to face program, or two half days online.

The first part is on communication **input**:-

1. The psychology of communication
2. Understanding your stakeholder's communication style
3. Asking great questions

The second part is on communication **output**:-

4. Insights vs Facts
5. The 3 basic communication structures
6. How to create a narrative

### Learning supports

The program is also supported by pre and post 360 communication feedback for each participant; an online library of tools and resources; small group mentoring sessions after the training to embed the learning.

## The Impact

We have partnered with an industry body to deliver a program to the marketing team of a major bank, to analysts at a Superannuation company, a Government Departments and a University. Now we've created a program targeted more broadly to anyone working with data who needs to better communicate it to their stakeholders

The results we have had for the industry body are confidential, however we can share some highlights.

For a Superannuation company, we devised a way to get 360 feedback from participants' stakeholders before and after the training. We measured the changes on 6 measures of "communication input" and 6 measures of "communication output".

***All 12 communication measures increased comparing post training 360 feedback 2 months after the course, to pre-training feedback from the same people.***

