



Communicate with impact – training and coaching

To move forward,
sometimes you have
to stand back

RandallFox
The strategic
communications agency

Communicate with impact – training and coaching

Speaking in public is one of the most common fears in the workplace, and a desire to improve communications skills a top motivation among those considering coaching. The skills we need to influence others are also changing fast, as many of our audiences grapple with information overload.

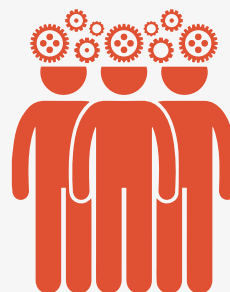
At RandallFox, we equip people to influence and communicate more effectively through our masterclasses, workshops and coaching support.

We tailor our support to your organisation and people. Our group sessions are most effective when they are designed to reflect your organisation's specific communications priorities and challenges. Anyone who is particularly committed to developing their communications and influencing skills will gain the most value from our 1-1 coaching.

We can help high potential managers and leaders increase their impact, for example through:



More focused and effective presentations to decision-makers



Communications approaches that build new alliances and bring people together around shared goals



Adapting their communications style and interpersonal skills for different audiences and situations



A more confident approach to challenging meetings, where there might be a requirement to communicate change or convey difficult messages and feedback to colleagues

The core elements of effective communications

We help people develop their skills and approach in three areas:

1. Personal presence and technique:

Building confidence and sharpening communications skills, presentation style and delivery

2. A clear strategy:

Enabling you to focus on the people you need to influence to achieve your goals, in a way that also optimises your finite time and resource

3. A strong audience focus:

Exploring ways to understand your audiences, then create compelling messages and content that will engage them



Our services

Lunch and learn sessions

Communicate with confidence

Popular with mixed groups of staff, our introductory taster session covers:

- The four ground-rules for effective communication that everyone needs to know
- Practical tips and techniques for presenting ideas in a confident and engaging way
- Pooling insights about how to communicate effectively in your workplace

Format: Between 1-2 hours (depending on your needs). We can accommodate small discussion-based groups, as well as larger sessions with groups of 15-30 staff.

This philanthropic membership organisation based in the city booked us as part of their 'employee wellbeing week':

"We had a complete cross section of staff attend this session, but there were ideas and insights for everyone. The feedback has been very positive."

Teresa Fitzsimmons, HR Manager, The Mercer's Company

Training workshop

Communicate with impact

A practical session covering essential techniques for presenting ideas, building personal presence and winning hearts and minds:

- The importance of understanding your audience
- How to convert that understanding to creating messages that will influence them
- Developing sharp, clear, engaging content
- Building self-confidence and handling nerves
- Fine tuning delivery through body language, vocal techniques and visual aids

Format: Half day (we would recommend a minimum of three hours for this session).

This NHS Trust brought us in for half a day to support staff who were required to give presentations on completion of their in-house leadership development programme:

"The sessions are well-paced, energising and engaging. They are also full of practical tips and techniques that have equipped our managers and clinicians to influence people and communicate effectively."

Anne O'Connor, Leadership Development, Imperial College Healthcare NHS Trust

Training masterclass

Become an influential leader

For established and emerging leaders of complex strategies, programmes and teams, where success depends on engaging multiple audiences:

- The essential principles for effective communications
- How to understand your audience so you can sell your ideas, motivate and inspire
- Creating a communications strategy that focuses your time and resource
- Techniques to becoming a more connected, networked and influential leader
- Adapting your influencing style to reflect the needs of different groups
- Communicating change to stakeholders and within teams in a way that builds engagement, trust and collaboration

Format: Full day or shorter bespoke sessions integrated within management development programmes. A major pharmaceutical company asked us to deliver full day masterclasses as part of their stakeholder engagement work:

"It's impressive how much was covered in one day. All of our delegates gave positive feedback, with 80% rating the day 'excellent!'"

Coaching support and follow-up

A desire to improve communication skills is the second most frequently cited motivation among those seeking coaching (ICF Global Coaching Study 2017).

We provide 1-1 coaching with a certified coach and communications specialist, enabling leaders and professionals to explore and express their ideas in a confidential and supportive space.

We help them develop an influencing style that is both effective and authentic to them, to vanquish any personal gremlins that get in the way, and to build their interpersonal and communication skills.

With a greater understanding of the different communications models they can use to achieve their goals, as well as the needs of the people they are seeking to influence, they can bring about a step change for their team, organisation or career.

Format: 1-2 hour sessions, delivered face-to-face or via telephone/Skype.

"I wholeheartedly recommend Susannah as an approachable, thoughtful and effective coach."

Executive Director leading on communications and public affairs, Russell Group university

Who we are:

RandallFox is a strategic communications agency, set up in 2008 by Susannah Randall and Selina Fox. Our clients include FTSE 100 companies, universities, government, NHS Trusts, charities and membership organisations. We work with chief executives and directors, team leaders and managers, academics and clinicians.

We can also provide training, group facilitation and team coaching support to marketing and communications teams, to help them co-create ideas with colleagues, develop new strategies and plans, and build their resilience and effectiveness.

We were asked to work with the Scouts marketing and communications team to support them in mapping their audiences and to generate new campaign ideas.

“RandallFox designed and ran a highly productive and engaging day for our team which left us all feeling energised and excited about some new creative ideas and possibilities... I would heartily recommend them to others.”

Chloe Kembery, Director Communications and Marketing, Scouts



Susannah Randall

is a communications consultant, a Henley Business School certified coach, and an author of practical guides on communicating improvement ideas and influencing through networks. She began her career in a PR agency supporting corporate clients, going on to lead large, award-winning communications teams at the Wellcome Trust and in the NHS.




Selina Fox

has held senior communications positions in the arts, heritage and international development sectors, as well as building a new business, social and cultural issues division at an award-winning PR agency. She has authored training programmes, guides and online toolkits that help spread the uptake of good strategic communications approaches.



Visit randallfox.co.uk to find out more about our other services.



Please get in touch to discuss
how we can help you or your
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