

SPEAKING

AMBITION

GIVE FINANCE A VOICE

ASCEND

COMMUNICATION PROGRAMME FOR
ACCOUNTING PROFESSIONALS

POSITIVE AND PRODUCTIVE COMMUNICATION



TALKING WITH PEOPLE WILL BE THE MOST IMPORTANT THING YOU DO

Traditionally the accountant has been famous for their technical skills sitting at the desk compiling numbers, and delivering their findings..

Today your role is to be a decision maker, and decision guide.

Someone to communicate all the analysis with ease to all personalities.

YOU ARE YOUR MOST VALUABLE ASSET WHEN YOU...

CONNECT

INFLUENCE

AFFECT

HOW MANY PROBLEMS COULD YOU SOLVE WITH EFFICIENT COMMUNICATION?



Poor business results

Research (2015 The Value of Soft Skills) showed that poor communication in financial services would cost the U.K. economy £125m pa in 2020. The key causes being personality clashes, misunderstandings, and failure to question or challenge (or being open to being questioned or challenged!) resulting in poor productivity. Business is about people, and poor people skills can cause delays, omissions and bad outcomes.



Broken Trust

The reason that animals (including us humans) communicate is purely to see if someone is safe, or dangerous. Our primal instincts mean we still make that same unconscious judgement: can you be trusted?



Low engagement with financial decisions

For many, talking to an accountant is like going to the dentist. They know they need to do it, but find the experience dull, boring or even painful - something to avoid. This means any advice or notes given will often be ignored or put off.



Bored, disengaged energy

Stakeholders will always choose to work with people who make them feel good, as well as deliver great results. People absorb energy in so many different ways, and often attach negative feelings and actions to poor energy and will become disengaged.

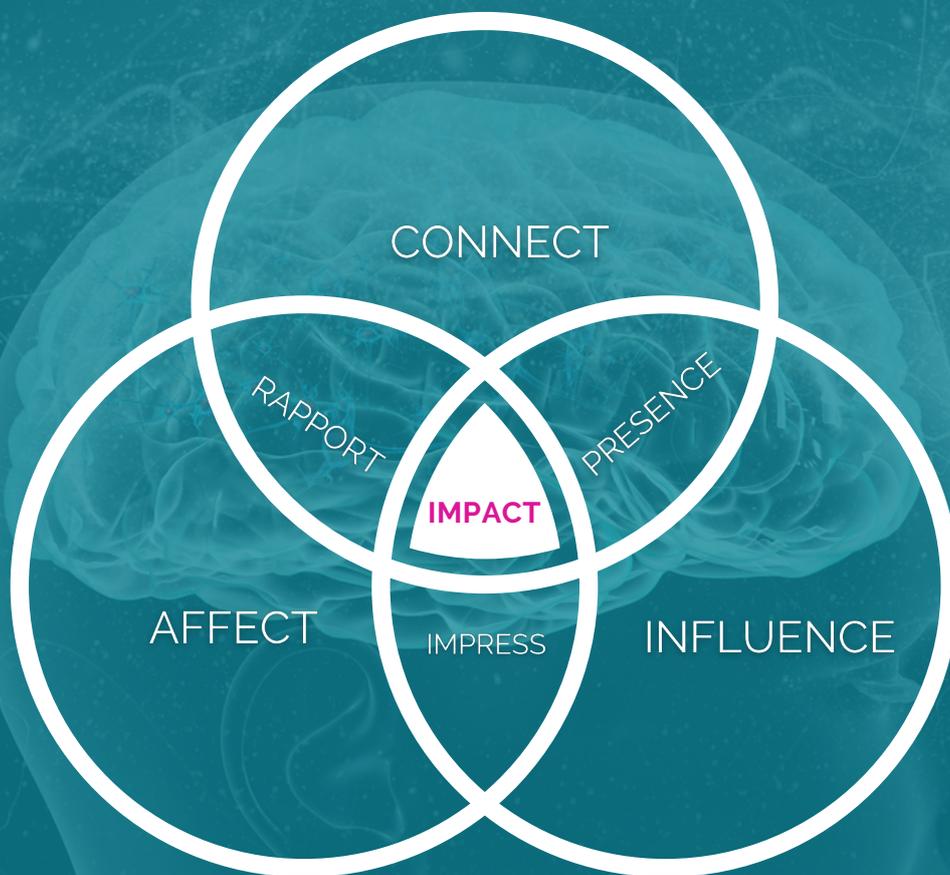


Resistance to change

When the latest change comes about you can be assured that someone will be sticking their heels in clinging to the past, causing costly and painful disruptions. Poor communication is usually attributed to change resistance.

WHEN ACCOUNTANCY RAISES THE GAME

We were born with tools that allow us to communicate and affect the people around us, your voice, your mind and your body language. The CIA approach takes the communication skills you were born with and lifts they way you use them consciously to help businesses and people reach their potential.



CONNECT

First to understand others we much know ourselves,. Using D.I.S.C. profiling you can find out how you share information, how others perceive you and how you react under stress

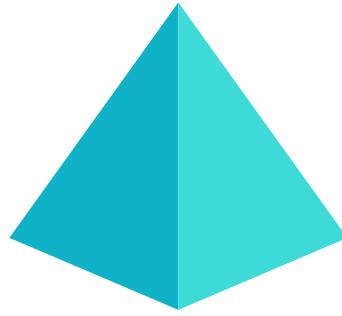
INFLUENCE

Why do we share information? To learn, to understand and to act. Using story helps the brain to conceptualise factual data, giving it context, and creates memory and active emotions in the brain.

AFFECT

Every one of us has a toolkit to communicate: voice, body language and facial expressions. Much like training for a marathon, learning to use your physiological tools will enable you to confidently adapt to every situation.

THE CORE COMPETANCIES



THE **REACH** PYRAMID FRAMEWORK

5 - REACH

Reach your audience and your potential by confidently speak in public, on camera and audio

4 - REPRESENT

Dynamic presentation skills, employing space, tone and body language to represent the story

3 - RETELL

Identify the hero, villain and mentor in financial data and how to use story structures to impact.

2 - RESONATE

Use emotional intelligence to resonate with other people using empathy to effect their reactions

1 - REVEAL

Reveal your personal style of communication and how you react and respond with information.

LEARN THE THEORY



PUT INTO ACTION

WHO IS THIS FOR?

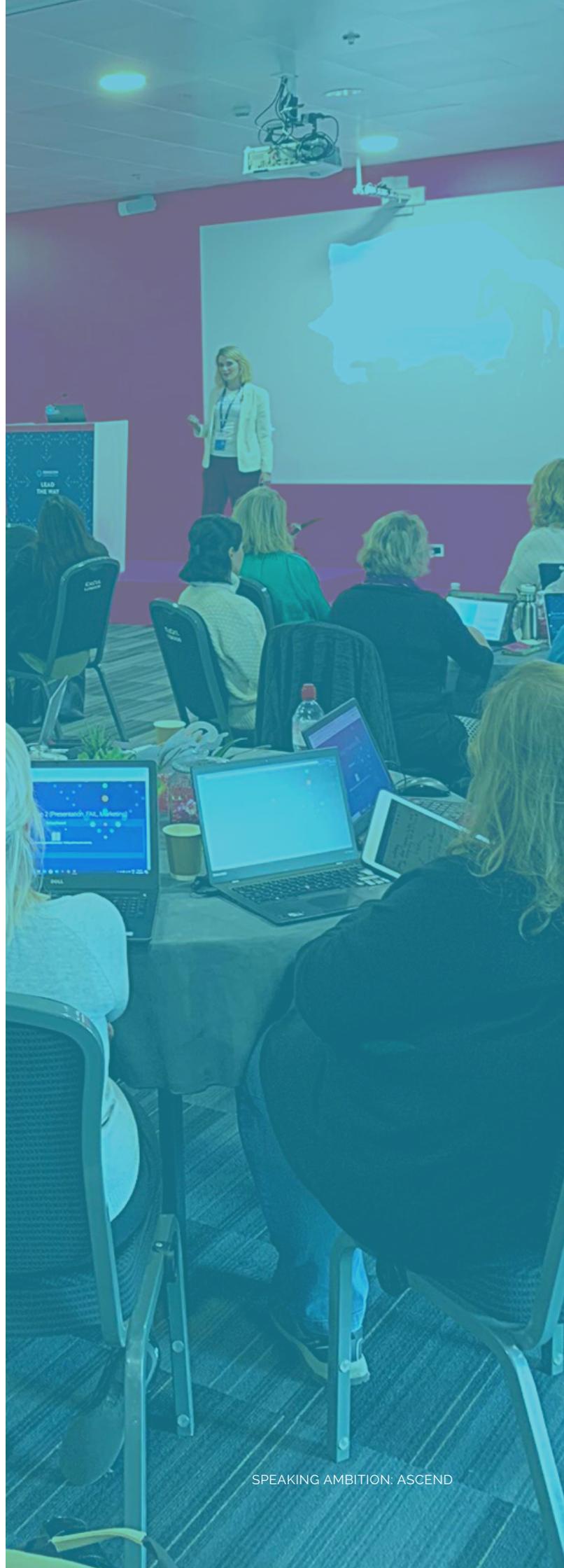
This programme is for accounting professionals who need to have strong, impactful human relationships in their work. People who want to be the best they can be, delivering outstanding accounting services.

This programme will:

- be bespoke to your needs
- expand your confidence
- raise your EQ (Emotional Quotient) and leadership skills
- teach you outstanding presentation skills
- Challenge you understand yourself, your team and your clients.

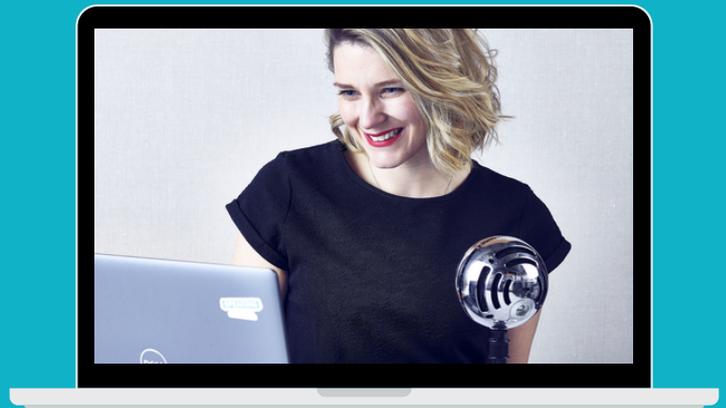
This programme will **NOT**:

- teach you to make powerpoints
- force you into a cookie cutter method of speaking
- work, unless you commit your energy into the process



HOW THE PROGRAMME IS STRUCTURED

COACHING DESIGNED TO SUIT VERY BUSY PEOPLE



With your time is valuable as your skills, we approach your coaching to work for your timetable, whilst giving you practical exercises to get you using your communication skills, instead of just learning.

First you need to reveal your unique communication profile. so that we can create a bespoke action than that helps you in the areas you need.

DIAGNOSE

PLAN

LEARN

APPLY

Start your session with a Reveal diagnostic to analyse how you interact and react. The report comprises D.I.S.C. profiling, how you react and interact to others, and a review of your self awareness.

Using your reveal report -, we will measure you against the 5 competencies of effective communication in accountancy and help you outline goals that you wish to achieve

Commence sessions that include personal coaching, mentoring and training in with practical exercises, feedback and accountability

Learning is only valuable if put into practice. You will be set accountability KPIs and tasks to USE your new skills and apply them to your role.

CHANGING YOUR HABITS TAKES 21-66 DAYS

Changing your neural pathways takes longer than a few hours in a week. That is why my programme runs for 8 sessions to ensure you have transformed your processes and behaviours in communication.

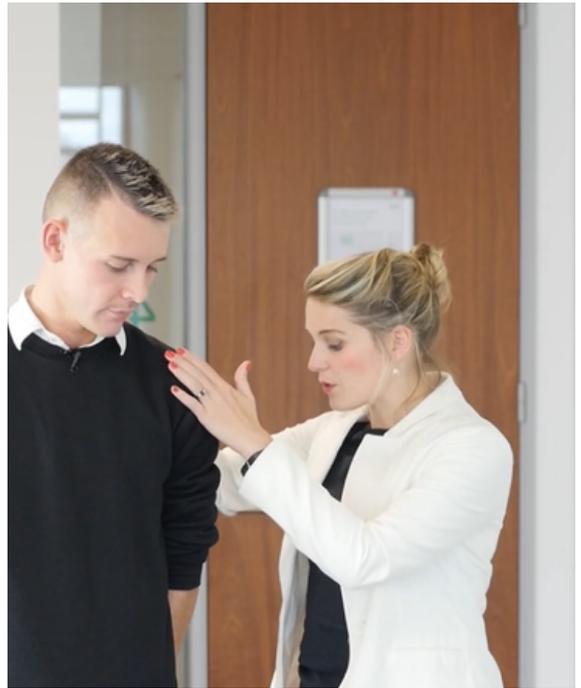
WHAT THE CLIENTS SAY

Jay Wilson J'Accountancy

Having come this far in my career, I wasn't going to risk social anxiety ruining it. I wanted to gain confidence to deliver presentations. It was nerve-wracking, but the social anxiety didn't come back. Instead, I found myself speaking for 10 minutes on my topic. It was a real breakthrough. The experience of presenting professionally with Alexandra's advice has instilled a new confidence in me when presenting.

John Bidwell, MD Bidwells Accountants

"Yesterday I spent the day at Xero HQ learning from Alexandra Bond Burnett. Today I put what I learnt into practice, apart from the golf swing the meeting couldn't have gone any better"



Lorna Leonard - FD

"The training far exceeded my expectations! I found it very valuable - thank you!"

Christopher Bensted Smith

"It was pretty cool how you can direct your voice/vocal chords out through certain areas... did not know you can do that. I suppose I've been utterly ignorant of the power of our voicebox so I'm quite excited to harness it and use it to help me help more people."

EXISTING CLIENTS



MEET ALEXANDRA

ALEXANDRA BOND BURNETT

AWARD WINNING PRACTICE FOUNDER, 15 YEARS AS A WEST END THEATRE COACH, PODCAST HOST, EXPERT SPEAKER AND ACCOUNTING COMMUNICATION THOUGHT LEADER

Once a client told me that I have "a potent mix" of theatre and finance - which made me sound like a fun cocktail but actually, they couldn't have been more right.

Over 15 years my experience saw me working in London's West End, corporate finance, and communication psychology. Ideal to nurture an open, authentic and empathetic space for business to grow.

Coming from a creative family, I was raised understanding the power of voice, acting, comedy, and writing. I became a singer and actor, an observer of how humans connected to spectators and environment.

I realised young, that certainties, systems and processes really mattered to me, which is how I ended up in accounting, founding my own award winning digital practice.

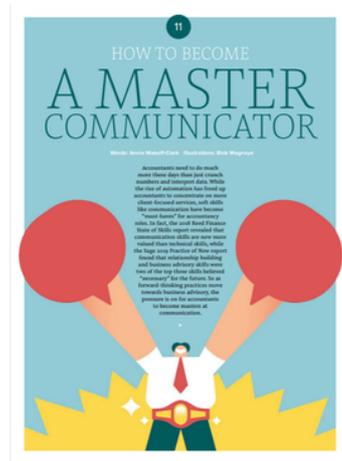


I had a thirst to know more about our voices, our body language and how to really help people to manage the change that happens in business.

After all, behind every transaction is a human action.

Now I work with accountants on a worldwide mission to evolve their skills - understanding emotions, understanding our character and how people behave. Certainly a potent mix for businesses.

FEATURED PUBLICATIONS



SPEAKING AMBITION: EVOLVE

JOIN THE PROGRAMME

FIRST, REVEAL



REVEAL: DIAGNOSTIC SESSION

- 90 min diagnostic session
- Personalised DISC report
- Reveal Report & Coaching session
- Reach Pyramid assessment and action plan

THEN, ASCEND



ASCEND

- 7 x 1 hour virtual coaching sessions
- Support materials and exercises
- 2 x Masterclass access
- 2 x progress review calls

£2249 + VAT

BOOK YOUR 15MIN CALL TODAY
HELLO@SPEAKINGAMBITION.COM

YOU REALLY
CHALLENGED ME TO
GROW.

YOU TAUGHT ME
THE IDEAS BUT IT
WAS ONLY WHEN
YOU GOT ME USING
THEM THAT I
UNDERSTOOD,

Senior Accountant, Swiss Re HK

TERMS AND CONDITIONS

Client/Coach Relationship

We are committed to supporting you to be a strong and confident communicator. We use our techniques to help you to increase effectiveness, clarity and engagement in your communication. Together with your coach you will create a plan that works for you. You will always be able to discuss the shape of your sessions and change or adjust your course programme throughout. We promise to provide you with a place of support, positive feedback and a safe and stimulating environment. Like most work of this nature, there are no guarantees and the process works better the more effort you put in. Therefore we ask you to engage with the process and put work in between sessions. We know this can be difficult with your busy lives, but it will be worth it.



"I was gently pulled out of my comfort zone and left the session, not only with useful techniques that apply to my work, but also valuable skills that will enable growth in my role. I now have a better understanding of how to communicate effectively".

Jade Hall

Refunds

As a consumer, you have the right to cancel a contract for the provision of services at any time before 14 calendar days have passed from the day after the package was purchased if no sessions are utilised. Any such cancellations must be provided to us in writing. If we have already started fulfilling our side of the contract, i.e. delivering the sessions, we will deduct the price of individual sessions (at the time of purchase) from your total package price prior to calculating your refund. You will not be refunded any discounts.

Cancellation Policy

We have a strict 48 hour working hours cancellation policy in place for sessions. This offers a degree of flexibility to our clients as well as protecting the coaches and respecting their time. While there is a 48 hour cancellation policy we appreciate you giving as much notice as possible so that we can try to refill your session. For the purpose of this policy, and in order to protect our coaches, please note that sickness is regarded as a cancellation but we will reschedule where possible. Two complete working days notice are required to cancel - not including weekends (i.e. you must cancel on a Friday for the following Tuesday) - otherwise 100% of the session fee is chargeable.

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Email Address

alexandra@speakingambition.com

Phone Number

+44 333 21 007 21

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