



ELEVATED: TEAMS

TRANSFORMATIVE
COMMUNICATION
PROGRAMME

SUPERCHARGE THE WAY YOUR PEOPLE CONNECT BY **ELEVATING** THE PRESENCE AND PRODUCTIVITY OF THE COMPANY

Business success is highly impacted by the best and the worst of human behaviours. Understanding how to connect and influence others opens the lid on how much of an impact you truly make as a group.

After years of training individuals and groups, we know that the answer to a beautifully productive team, is to raise the self awareness of each member, and to give them the confidence to speak with their own voice to amplify your purpose.

SPEAKING AMBITION: ELEVATE



STRENGTHS + INSIGHTS
= IMPACT

THE RIPPLE EFFECTS OF POOR COMMUNICATION



Expensive Misunderstandings

Lack of clarity is often the source of costly misunderstandings that eat your time and bottom line.

Low confidence

A team member that suffers from low confidence can erode morale and negatively affect reputation.

Failure to buy-in

Getting people to buy in to an idea, report or your company is essential to fuel progress.

Trust breakdown

Inconsistencies in content and authenticity leads to breakdowns in relationships and takes time to repair.

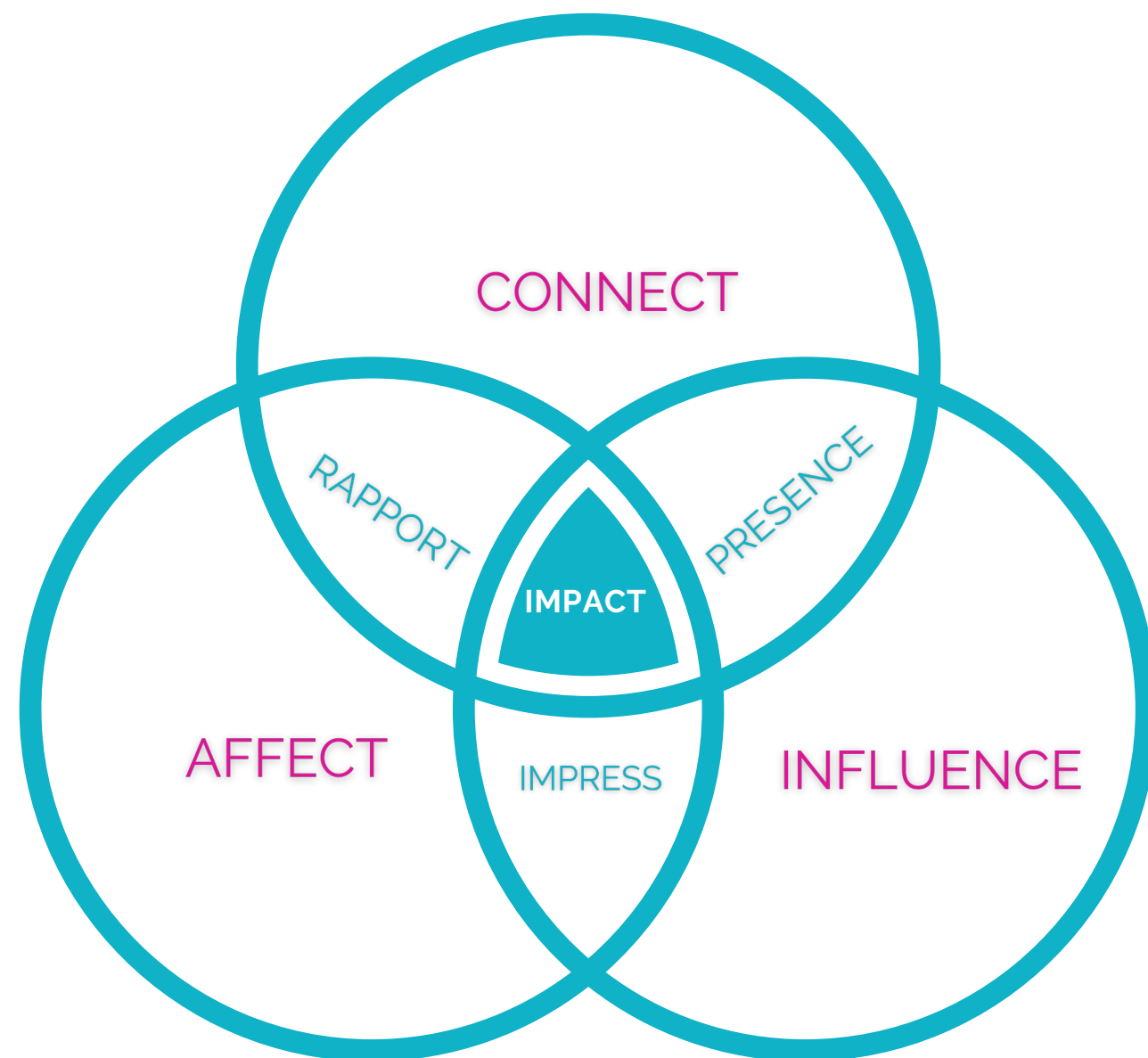
Low productivity

Failure to be clear, authentic and present ideas will slow up your processes and add delays to workflow.

Change resistance

Living in a time of fast change means that any resistance will cause huge issues in your team effectiveness.

TURN EXPERTISE INTO AN ASSET with C.I.A.



SPEAKING AMBITION: ELEVATE

CONNECT

First rule of humans - connecting and understanding them. No mean feat. First, to understand others we must know ourselves. Having insight into how we react and interact allows us to forge deeper level human connections with everyone we meet.

INFLUENCE

To make an impact we must trust and believe the information you share. If you are trying to inform or influence decision you have to be able to craft data in a way that connects information emotionally, and influences others to take action.

AFFECT

Every one of us has an underused physical 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 RESULTS TO EXPECT



Faster engagement

Have total clarity that leads to faster buy-in to ideas and stronger relationships with stakeholders



Raised EQ

Enhance the top superpower we have as humans, the ability to recognise and regulate emotion in your self and others



Elevated speaking confidence

Strengthened influence when presenting and speaking, to show what you can do, and how well you do it

THE METHOD

To be able to C.I.A. effectively and authentically it takes a process built on a strong foundation of self awareness.

The Speaking Ambition method combines performance, psychology and storytelling with a smattering media training, which is something we call the Reach Pyramid.

SPEAKING AMBITION: ELEVATE

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.

THE PROGRAMME

COACHING DESIGNED TO SUIT VERY BUSY PEOPLE

Your time is valuable as your skills, with that in mind we've designed a programme to give you maximum impact whilst being schedule light. Delivered over 6 weeks, the team will have training workshops, alongside group coaching sessions and accountability to create long term development.



DISCOVER

REVEAL REPORT

Self awareness is the foundation of great confidence communicating. In a group coaching session, each team member goes through their reveal report for full self awareness.

PLAN

BESPOKE LEARNING GOALS

Set the goals of your training - be clear on outcomes and what is to be achieved in the sessions professionally and personally.

LEARN

TAILORED TRAINING

Via virtual live 1/2 day sessions, our interactive training teaches speaking skills using professional and ground breaking approaches to communication.

APPLY

COACHING & MENTORING

To truly embed the learning, we follow up with group coaching sessions to remove barriers, form behaviour changes and set accountability in the team.

WHAT IS THE REVEAL REPORT?



We know that outstanding communication comes from self awareness, and understanding how you react, and interact. This is why each person we work with receives a discovery report to reveal insights of their interpersonal skills.

DISC

Included is an in depth 15 page DISC personality profiling tool that outlines individual behavioural preferences.

Interact / React Profile

Each piece of communication we make a transaction that we interact and react to, for the most part unconsciously. Using psychology tools from transactional analysis, the report reviews stakeholder relationships and highlights where you are being influenced by others.

45 minute coaching and goal setting session

Included in the Reveal Report is a coaching session to review all the components with the team member and to highlight any observations and insights to the way they communicate with people, their communication style, and issues holding them back.

Blind Spot Review

All of us have blind spots when it comes to what we think is holding us back from exceptional speaking, or building great relationships.



MEET ALEXANDRA

ALEXANDRA BOND BURNETT

COMBINING PSYCHOLOGY, PERFORMANCE AND FINANCE.

Hi, I'm Alexandra and I'm a leading speaking and communication in the U.K., working solely with the finance and accounting industry.

I combine experience from working in London's West End as a voice coach, global corporate finance with communication psychology to help accountants speak with influence and confidence.

My ability to connect and influence was sharply increased following my training from one of the world's leading drama schools, it wasn't just about me - but the impact it had on my work in industry, and later, when I founded an award winning accountancy practice.

Now I've made it my mission to share these 'soft' skills in accountancy to help transform finance into a productive and insightful space, with a human focus.

Featured in industry publications, conferences such as accountex and Xerocon, and often working directly with accountancy bodies, I hope to lead the way to build higher level people skills and higher productivity overall.

After all, behind every transaction is a human action.

FEATURED PUBLICATIONS



Alexandra Bond is a speaking coach at Bond Ambition. She is also founder and MD of Blue Arrow Accounting.



THE PROGRAMME

Each programme is delivered with your specific outcomes in mind.

The online learning gives each member 6 month access to the REACH method video library, with guide, masterclasses and workbooks to access when needed.

Group coaching teaches each member to comfortably self evaluate their delivery skills, so they they can confidently and objectively present with impact for the rest of their career.

Book your 15min call today

hello@speakingambition.com

	SKILLS BOOST <i>2 Week Programme</i>	REVOLUTIONISE <i>3 Week Programme</i>	GAME CHANGER <i>6 Week Programme</i>
REVEAL REPORT	✓ <i>(DISC 1 hour group only)</i>	✓	✓
LIVE REACH TRAINING (HALF DAY)	✓	✓	✓
ONLINE LEARNING RESOURCES & TOOLS		✓	✓
GROUP PERFORMANCE COACHING		✓ <i>1 Session</i>	✓ <i>3 Sessions</i>
PRICE PER PERSON (MIN 5)	£199+VAT	£479+VAT	£749+VAT

WHAT THEY 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.

Gareth John, ICAEW East Anglia, Executive Chairman of Accountancy Training College

I have worked with Alex a few times now, both with my business and in my capacity as a District Society President of the ICAEW. Alex always delivers! The way that she combines 'accountancy' and 'acting' makes a powerful combination. She is energetic and inspiring in equal measure. The feedback that I get from attendees on her sessions is always excellent. I would recommend her without hesitation.

Senior Executive, Swiss Re Hong Kong

Having just finished the Ascend programme, I am more confident when doing presentations, not only that, I learned the theories that help with presenting my ideas, I also know how to apply the techniques

Vikki Bean, Head of Education Xero UK EMEA

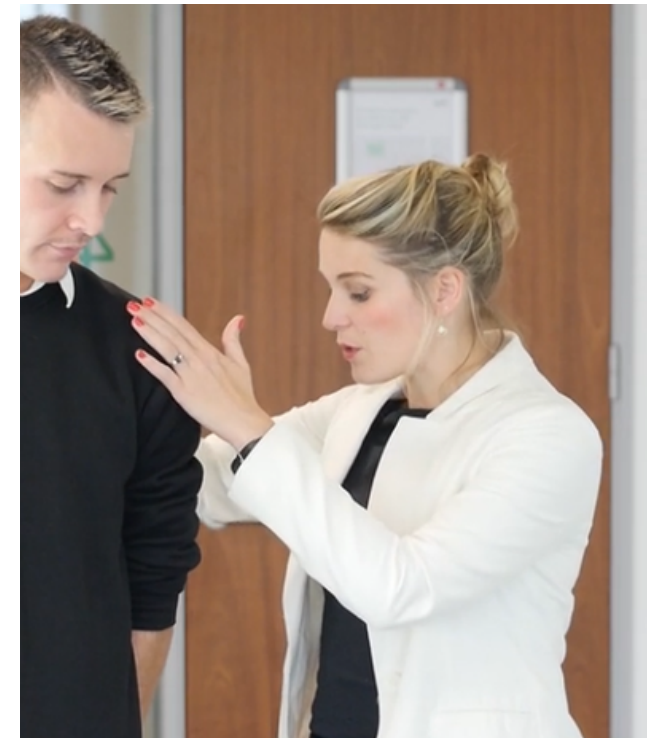
"Thanks for delivering a fab session in our new Experience Centre, so excited for round two!"

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 Leonard associates

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



Christopher Bensted Smith

Would definitely recommend Alex to improve communication and speaking ability.

Before working together, I found my voice tailing off and failing me after 5-6hrs of calls. Having now done the work together, I now feel as though I can rely on my voice without worrying about it fading away whilst also being able to using it far more effectively. I chose to work with alex because I wanted to be able to speak for greater durations but left with a far greater ability to communicate effectively. 10/10 would recommend

EXISTING CLIENTS



SUPPORTING THE U.N. GLOBAL GOAL FOR EQUALITY AND EDUCATION

Speaking ambition very much believes that all actions should have an impact on the world around us.

Providing equal opportunities to a healthy education is vital to support future infrastructures and empower humans from any background.

For every programme we deliver, we will provide support to including: up to a years worth of textbooks, breakfasts, computers or shoes to schools via [Build Africa](#) and [Educatethekids.com](#)





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