



COMMUNICATION TRAINING

WWW.SIGNATURECOMMUNICATION.CO.UK

**Signature.
We help
people shine.**





Communication training only.

Our mission is to help people shine through their communication style. We are your learning & development partner and exclusively provide communication training programs.



100% tailor-made. Always.

All Signature programs are fully designed and tailored for your company based on your needs. We develop fully adapted contents in order to serve you better. "Genuine customization" is indispensable in our training philosophy.



Long term relationships with our clients.

A big majority of our clients are returning clients. They work with Signature again and again. These long term relationships make us proud and happy, we enjoy a true partnership and become even more efficient.



Training programs with direct impact to your business results.

Our clients see a concrete change of behavior in their teams and a visible return of investment after our training programs. This is a feedback we receive from our clients frequently. Signature programs have a direct positive impact on your results.

*We can also help you with the localisation of your globally-launched training programs acting as your local training partner.
All Signature programs and facilitations are available in Turkish, English or French.*

We are proud to have worked with

ALEXION

BERKO İLAÇ

BNP PARIBAS
CARDIF

BOSCH

BRITISH AMERICAN
TOBACCO

CAPITOL

Cargill

CEFIC
PASSION FOR EXCELLENCE

Deloitte.

ebebek
Anne İgi, Uzman İgi

Edenred

EMTA

GRAVOTECH

Groupe Sup de Co
La Rochelle

HC
TRADING
HIDELBERG CIARANCI

HM • CLAUSE

ido

KNAUF

KPMG

GRUPE
LACTALIS

MAHLE

Moët Hennessy

Nestlé

NOVARTIS

Ontex

Pernod Ricard

PAY-BACK
—group—

SANOFI

Savola Foods

SEV

Shell

SOCIETE
GENERALE

sodexo

TÜRK-FRANSIZ TİCARET DERNEĞİ
CHAMBRE DE COMMERCE FRANÇAISE EN TURQUIE

UNITED NATIONS

United Nations

UNLU & Co

UNLU & Co

VESTEL

Vilmorin

In alphabetical order.



**Program details
and contents**

The background features two tin can phones. One is in the foreground, slightly to the right, with a string looped around its top and extending upwards. The other is in the background, to the left, also with a string looped around its top. The cans are silver and have a ribbed texture. The lighting is soft, creating a warm, yellowish glow on the surface they rest on.

smart communication

ABC of communication. understanding
different communication styles and own
communication style. strategies to improve
communication with others.



Mastering how and when to communicate is one of the most important skills one can learn in life.

Our communication skills have direct impact on our success in professional and private life, on our business results and on our relationships with others.

This program on communication skills helps individuals understand their own communication style as well as the style of others, building awareness around how to use these personal differences in a constructive way and how to be an effective communicator.

It focuses on how to approach these differences more positively and to develop a more effective communication style.

The smart communication program covers first impressions, verbal, non-verbal and written communication. It also includes an individual profiling exercise.

Program Content

What is communication and why is it important?

How does communication work?

Why do we need smart communication?

The barriers of smart communication: Why does not it work sometimes?

Your personal communication style: Your profiling

Different communication styles

The smart communication model

Body language in communication

Communication in difficult times

Written communication

Communication in social media

Effective feedback models



leadership communication

mastering your leadership presence. opening
the doors of success with strong leadership
communication. defining your communication
strategy for team motivation and success.



A leader must be able to communicate effectively. Good communication skills ignite the trust in others.

It is often said that communication is the most important skill in our life. When we talk about a leader, effective communication skills become even more important. The higher you go up the corporate ladder, the more you need to motivate and engage others using your communication skills.

Leaders create a vision and inspire others. They persuade their employees to pursue goals, they improve their performance, they help them achieve.

Mastering leadership communication is a priority for the success of a leader because a leader can only lead through effective communication.

This program is for leaders who want to make a difference through their communication style.

Program Content

What is “leadership communication”?

Your leadership SWOT: Who am I, how do I lead?

Your leadership brand value & your communication style

The stages of your team and the communication style you need to use (Tuckman)

Barriers to effective communication

Delegation

Effective communication through effective feedback

Leadership communication model

EQ in the leadership communication

The feelings you create through your style: Trust, motivation, fear, engagement, anger.



communicating and leading change

understanding the dynamics of change.
exploring the emotional side of change
processes. managing change as a leader.



A corporate change process may start due to various reasons. Some change processes reach their targeted results, while some others end up as critical failures. No doubt there are several factors that influence this end result, one of the most important being the human side of the change.

When the managers who implement the change and the employees who are impacted by it are properly guided, the likelihood of the change process turning into a success story increases tremendously.

This is not a surprise since “managing change” does not only mean “managing the resistance to change” but also managing several other factors such as communicating the reasons of change, creating awareness, clarifying the responsibilities of each and every employee. In other words, in these critical transitions, every manager needs to act as a “Change Partner”.

This training program guides the participants towards a better understanding of change and help them manage the change, understand and communicate to different stakeholders and lead their teams in the most effective way possible.

Program Content

Human behavior: What influences our behavior?

Personal change cycles: The journey through change

Perception and our perception of change

Defining “Perceived losses and Opportunities” in a change process

Forces causing change: Why does change start?

Human nature: Understanding change resistance. How to manage?

Human behavior when facing change > Integrated Change Leadership Model

The emotional dimension of change

Managing the change dynamics

Being a change partner: Leading a team through change processes

Developing “change resilience” in yourself and others



communicating assertively

feeling confident in asking what you want.
creating assertive dialogues. building impact
and openness. going beyond inefficient styles.



Many of us behave within the framework of the existing patterns that shape us since young ages. In many cases, a certain way of behaviour is expected from us.

As a result, only few people behave and communicate the way they really are or how they really feel.

We try to obtain others' approval by behaving in this expected way, which leads to passive, aggressive or manipulative behaviour. However, living in a way "that is not truly us" has serious costs for our psychological and physical health.

On the other hand, it is perfectly possible to behave as we are, to do what we want to do and act as how we feel, still maintaining positive relationships with people.

Assertive communication is a communication model that helps individuals display their natural behaviour and build constructive relationships with others. It is also a tool to structure our relationships in professional and private life in the most effective way.

Program Content

What is assertive behavior? Who is an assertive person?

Other ways of behaving

Our social environment, our roles and their impact to our behavior

Chalvin Assertivity Profiling: Which mode do I use often?

Critical points of the assertive behavior

Being "oneself" in communication and the cost of being oneself

Main characters in a communication setting

Assertive thinking and assertive expression

Giving "I" messages: Exercises on assertive communication

Criticizing assertively: Developing a constructive approach



insights team communication workshop

the importance of understanding each other
for working better together. understanding
self. understanding others. creating effective
interpersonal communication strategies.



Improving Team Communication.

Effective teamwork has always been an important part of the success for any business.

Whether it is one team in a single location or several teams at multiple locations, teams are responsible for working together to accomplish a common goal and to achieve success.

The most effective teams have members who have a good self-understanding, as well a good understanding of each other.

By understanding how to communicate with others based on behavioural styles, team members can become more effective and overall team productivity can increase.

In this workshop, we identify the strengths of each team member to be sure everyone uses their strengths in full potential.

We also work on a team map (Team Wheel) together with the participants which allow us to better understand and comment on the team dynamics.

Program Content

Human behavior: Why do we behave in a certain way?

Perception and the power of perception

Jung – Fundamental Types

Our preferences: 3 groups

The Colors of Insights

Profile Analysis: Adapted and Natural Behavioral Styles

Understanding oneself and understanding others

Strengths and weaknesses of each behavioral style

Communications Do's and Don't's

Team Style Blending: What are our team's strengths?

Adapt and connect to create a strong team

Developing effective interpersonal strategies

Our Team Wheel

An online assessment is done by each participant before the workshop and an individual report is delivered during the workshop.



communication in multicultural teams

understanding how to work efficiently in
multicultural teams.
developing cultural competence.



The world goes global. So do our teams.

If you work in a multinational team, you also work in a multicultural environment where each team member brings in their own cultural heritage, behavior and perspective.

This is not only an enriching opportunity, it is also a great way of developing self awareness. However, it also comes with its own challenges.

Multinational teams may experience cultural conflicts which may turn to be obstacles for effective functioning.

However, in culturally competent teams, every team member is able to decode the behaviours that have a cultural cause. They understand that these are due to cultural differences. This is what we call cultural competency.

Culturally competent teams take the best of each culture and put it in the service of team's performance. They win together and enjoy the richness coming from the multi-culturality.

Program Content

The notion of “culture”: How does culture affect us?

Layers of culture & typical examples

Cultural stereotyping

National cultures

Interpretation of the individual Wave Cultural profiles of the participants

How does culture affect us in business: Cultural Dimensions for business effectiveness.

Communicating

Persuading

Evaluating

Leading

Deciding

Trusting

Disagreeing

Scheduling

The culture key map: Where the lines get apart and its interpretation



working and living in a different country

understanding the business culture, the country and its dynamics. managing the teams efficiently.



Exclusive content available for three countries: France, UK and Turkey



It is such an amazing experience to work in a different culture and in a different country.

Several changes happen in your life at a time: Your work, your team, the business culture you are in. Even the simplest things become different. It is in your hands to turn this new adventure into a great experience.

Doing business in another country also offers its own unique set of challenges. A good adaptation to this new business culture becomes an essential element of your future business success.

The new environment offers a lot of benefits to those who can understand and read the cultural codes effectively. It is, therefore, very important to develop an awareness and to understand the unwritten rules and codes.

This is the purpose of our one-day «Working & Living in a different country» program. This program equips you with the knowledge, tips and techniques in order to work more efficiently with your new colleagues and to achieve in your new role.

Program Content

Culture and business cultures introduction

Country focus

DNA of the society: Values and their influence in the daily life. Traditions, the rhythm of life

The family: How is the life?

Body language, taboos and sensible issues

Adapting to the daily life as an expat & family

8D Cultural Model of Meyer

Wave* Cultural profiling of the participants

Management and business life: Business hours, work life balance, flexibility

Communication: Knowing to manage different styles and attitudes

Managing a team

Social life and etiquette in business

* An online assessment is filled out by each participant before the workshop and an individual report is delivered during the workshop.



**let your
personal brand
shine!**

creating a strong personal brand
using the personal brand
strategically on the way to success



Research says that it takes only 3 seconds to make a first impression. It is too important to leave it to chance.

A strong visual impact and a powerful personal brand will help you develop professional presence and manage your impact on people better.

Accredited by London Image Institute, one of the world's most renowned image consulting institutions, this program is designed to help the participants take their personal brand to the next level and to position it in the best way possible.

We help participants understand and build a strong personal brand using their authenticity and natural talents.

We cover the ways of reflecting a strong and consistent professional image, using a holistic perspective that includes appearance, behaviour and communication.

The program includes practical tips and techniques that will help individuals benefit from a positive change immediately.

Program Content

Brand and personal brand

ABC of image

The messages we give to outer world

Who are you? What do you represent?

Creating a strong personal brand

Managing first impressions

Creating a successful professional image: How does a professional look?

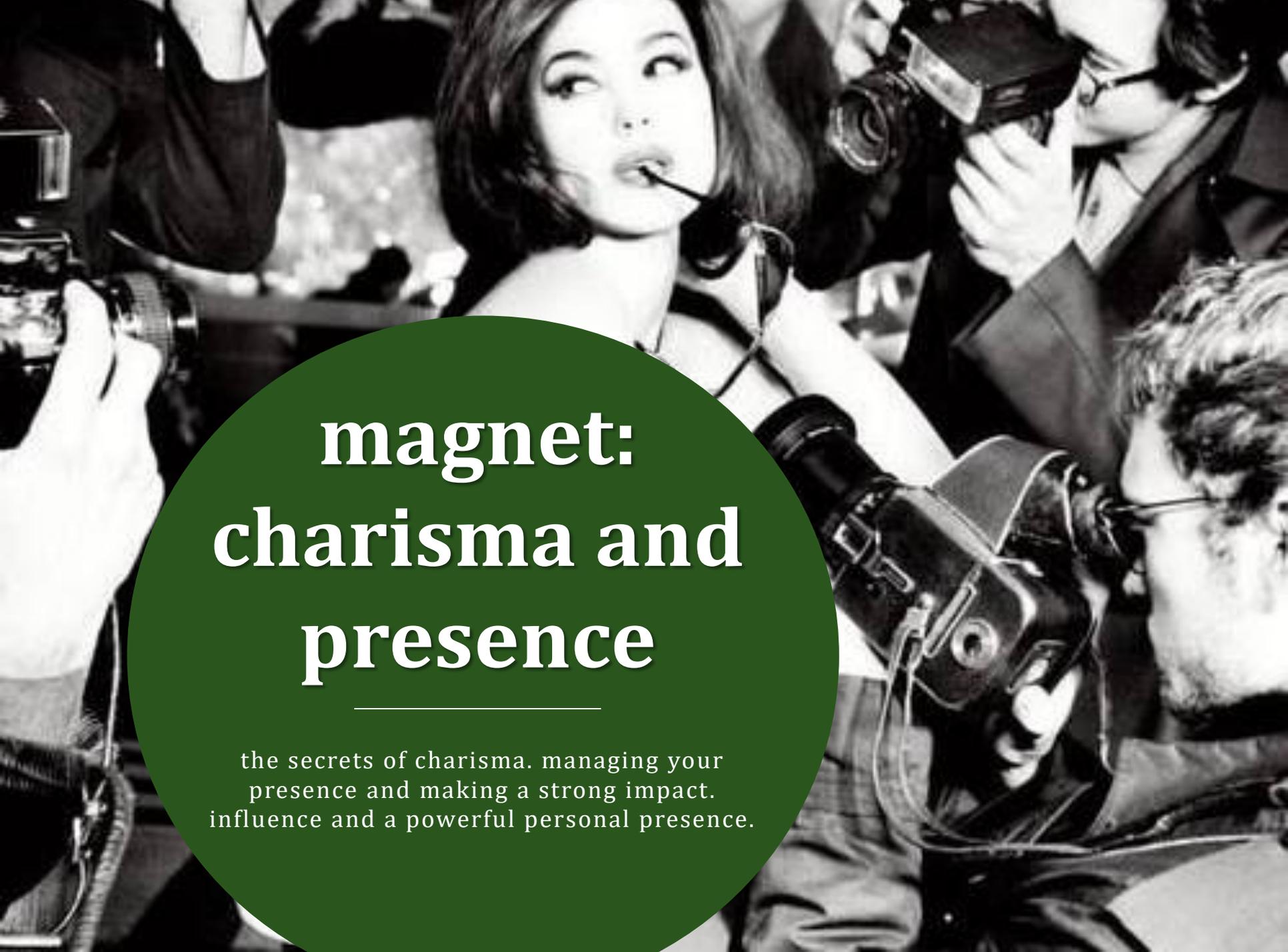
Charisma, credibility, authority: Creating a powerful visual impact

Your personal SWOT analysis

Your core brand, your authentic self

Ways to improve your visual impact and image tips

Your personal brand and your company: Representing a company with the right professional attitude



magnet: charisma and presence

the secrets of charisma. managing your
presence and making a strong impact.
influence and a powerful personal presence.



What if we tell you that you can “learn” to be charismatic?

There are some people who have a certain “je ne sais quoi”: People who make the heads turn, that we feel the presence immediately. We find these people very “charismatic”.

Many believe that the charisma is an innate quality. However, charisma can be learned and developed.

Being charismatic can open you several doors in life, especially when you lead teams, conduct a meeting, or in your day to day relationships with others. You can be more effective and more inspiring when you radiate charisma.

Charisma has some components. When you use these components well, it is possible to display a powerful presence and make a strong impact on others.

This program covers the fundamentals of charismatic behaviour, it opens the secret doors of charisma and offers you practical tips for discovering your charismatic self.

Program Content

What is charisma?

Magnet: Why are charisma and personal presence important?

Charismatic behavior: Ingredients of charisma

My magnet profile

What stops us?

The charismatic mind: Everything starts in mind

Creating a powerful first impression

The importance of appearance

The effect of listening and speaking in charisma

The charismatic body language

Charismatic leadership and charismatic management

Charismatic leader profiles / Different approaches

Displaying charisma in difficult situations



dress to impact

the impact of your look
to your life and success. looking more
energetic, fitter. redesigning your image to
leverage your success.



Dress to Impact is an image management program that creates a fundamental change in the life of a professional. It provides the secrets of making a strong visual impact, using the appearance and the looks.

Dress to Impact gives practical tips and the fundamental rules of dressing for various occasions and helps the participants create a dressing style that is consistent with their authentic self and that makes them feel confident and comfortable.

Based on the exclusive content of London Image Institute, world's renowned image consulting institute, Dress to Impact targets professionals who want to take their image to the next level.

Rediscover yourself with Dress to Impact, discover your body, learn which messages you transmit to the world and bring your visual impact and your confidence to the next level by using the secrets of image management.

Let your new image open you new doors!

Program Content

What does your image tell others now?

Creating a successful professional image: How does a professional look?

Charisma & credibility: Creating a powerful visual impact

Managing appearance for a highly credible look: Style, fit, color, pattern and fabric

Image breakers

Accessories : Scarves, jewelry, eyeglasses

Personal care, hair and hands

Shoes, bags, socks: Impact in the details

Wardrobe detox, smart wardrobe planning and capsules

Looking fitter, slimmer and more energetic:
Camouflage dressing

Smart shopping: What to buy, when to buy?

A golden key is positioned horizontally at the top. Below it is a stack of five smooth, black, rounded stones. At the bottom right, a single white orchid flower with a yellow center is visible. A large green circle on the left side of the image contains text.

a balanced life: effective stress and conflict management

creating balance in your life by understanding stress. developing a strategic approach to the conflict. alternating among the approaches based on the desired outcome.



What is your natural reaction to stress and conflict?

Workplace stress and conflict are usually defined by harmful emotional or physical effects caused by the mismatch between the requirements of the job and the skills, resources or needs of the employee.

Workplace challenges are important as they generally help us be more productive and energise us physically and psychologically. Learning new things, becoming an expert in what we do are often motivational factors.

Even if you love your job, you can still feel stress and face conflict.

However, unresolved conflicts or continuous stress decrease your performance and make negative effects on your physical and emotional well-being.

Your ability to cope with stress is the fine line between the success and the failure.

An effective stress and conflict management gives you the tools to focus on what is under your control and develop a strategic perspective towards the conflict.

Program Content

Defining the sources of stress and happiness

Effects of stress and its impact on us (video)

Building and maintaining personal balance

7 factors of stress

Individual stress profile and stress radar

Our team stress radar

Tactics to fight the burn out

Conflict and its reasons

TKI Conflict profil: Your natural reaction

Different conflict approaches

Building a conflict strategy

Relax: 4 ways of feeling better

Action planning



**Communicating
better changes
your life.**



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