



Communication Skills for Career Success



INTRODUCTION

In Malcolm Gladwell's compelling *Outliers* he suggests that one of the keys to success is "a set of skills that have to be learned.....knowing what to say to whom, knowing when to say it, and knowing how to say it for maximum effect".

Sheryl Sandberg, in *Lean In*, claims that becoming a more effective communicator "changed my career and my life".

This is the focus of Jayne Constantinis's work with individuals who are in the process of finding a new role/career/promotion. She helps those people sharpen up or refresh their communication skills so that they can stand out from the crowd, be memorable, impress.

WHY JAYNE CONSTANTINIS?

Jayne's unique style of training draws on 25 years working as a live BBC TV voice over and news reader, as a presenter of broadcast and corporate programmes, as a speaker at live events, and as a writer. She started her working life in financial PR and branding, and spent several years in-house, managing a law firm's corporate communications.

Her BBC TV series on Mexico was nominated for a BAFTA; voice-over credits include Sony and Channel 4 and she has written for *Conde Nast Traveller* and *Good Housekeeping*. She learned journalism at the LCP, has an acting diploma from the Royal Academy of Music and a Modern Languages degree from Cambridge.

For 20 years Jayne has been helping executives, celebrity athletes, lawyers, accountants, teachers and sales teams with their communication skills.

JAYNE'S APPROACH

Jayne's approach is pragmatic, supportive and creative. She distils all she's learned from 25 years in front of the camera/microphone/audience, and shares it with others in the form of highly practical tips and strategies. The objective is to enable each individual to develop a set of communication skills which are unique to them. This training is not about acting. It's about remaining authentic whilst becoming the very best you can be.

PRACTICALITIES

The training is bespoke. Length and number of sessions is tailored to the needs of the individual (eg one 4-hour session, two 3-hour sessions, Skype rehearsals, telephone consultation, real-time interview practice). The sessions are highly interactive, built around realistic exercises (filmed), leading to immediate improvements in the training room. All of this in a lively, constructive and nurturing atmosphere, with some fun along the way.



In helping people to 'do themselves justice' in the interview room Jayne addresses a wide range of issues, including:

- Speaking with clarity and structure
- Formal presentations (content, choreography, performance)
- Creating rapport/establishing relationships
- Small talk and networking
- Tone of voice
- Non verbal communication
- Answering difficult questions/being put on the spot
- Being distinctive and memorable
- Developing a confident mindset.

Jayne provides a unique 6-month programme of post-training support to all attendees, to encourage on-going engagement and commitment. This involves email communication to check on progress; support for subsequent interview/presenting/speaking opportunities; sharing examples (articles, clips) of good/bad practice. Attendees are thus able to consolidate and develop what was learned in the training room.

Jayne works across all sectors. However, she has amassed particular experience in:

- Professional and financial services (especially law and accountancy)
- Technology
- Publishing
- Sport
- Property
- Media/PR/Advertising agencies
- Education

WHAT CLIENTS HAVE SAID

"I asked Jayne to help me prepare for a significant promotion interview - quite frankly she did this brilliantly. However, the real value I took was how Jayne broadened my view as to how I interact with people - resulting in better conversations in my both my working and personal life. She does this using great humour, energy and a tailored approach - resulting in a better experience and result that I ever expected (and I have high expectations). I would highly recommend Jayne and her work to anyone. Thank you."

John, partner, big 4 accountancy firm

"I know you are always so modest but I really believe that the time I spent with you was wholly responsible for the change of my self-confidence and self-awareness."

Susan, Director of Operations, luxury goods



"I recently hired Jayne to prep for a 'difficult' meeting. I was going through a very challenging time in my personal life and found Jayne to be not only empathetic, kind and funny but also incredibly engaging and professional - a true expert in her field. Overall, she is a delight to work with. Jayne not only gave me strategies to cope with and practice communicating a very technical topic but also shared research that continues to have an impact on how I see and feel about myself. So Jayne, a big, giant THANK YOU for all you have done!!"

Denisse, Consultant, financial services

"Thank you for the fantastic coaching yesterday. I feel that I can significantly improve my communication style and technique as a consequence."

Chris, MD, global outsourcing

"Thank you so much for yesterday. I found it hugely helpful and a little to my surprise enjoyable! I have been practising my new techniques. I genuinely can feel a difference which is interesting. All your great coaching has really paid off."

CEO, international publishing house

"I really can't thank you enough for working so hard and passionately with us. From the small practical tips to the much larger picture of how we are/would like to be perceived by those around us professionally, I feel you have given me the beginnings of a most valuable life skill that I fully intend on continuing to develop."

Senior leadership team, London prep school