



# Business Communication Forum

High impact communication training

we help organisations communicate more effectively

## Who we are

BCF is an international communication training agency. We deliver communication training to advance business and organisational goals.

### Focus

We aim to help organisations communicate more effectively internally and externally.

### Interactive

Our sessions are high energy, intuitive and adjusted to the ways in which you or your organisation learn.

### Our clients

We work with some of the world's largest and most successful companies.

### Impact

Each training programme is designed to make a lasting difference to the way in which each delegate views and uses communication tools. We tailor programmes for both communication professionals and general management.

### Web and Mobile learning

Our face-to-face training sessions are complemented with web and mobile training tools which can help in the task of continuous learning. We also offer a range of time and cost effective tele-training programmes.



An illustration showing a group of people in a meeting. One person is holding a smartphone, another is pointing at a laptop screen. The background is a mix of dark red, black, and white. The text 'At a glance' is in the top left corner.

## At a glance

### Face-to-Face

Interactive workshops both classroom and non-classroom or 'discovery' based. Our trainers lead groups in a challenging and fun atmosphere seeking to unlock the communication potential within each participant.

One-to-one executive coaching also available.

### Web

Our training sessions are complemented with web-based tools (using video and audio) to help in the task of continuous learning.

### Mobile learning

We call our mobile learning division 'Skill-Pill'. Skill-Pills are short video briefings played on mobile phones or BlackBerry's to help reinforce and embed learning. Skill-Pills are great for 'just in time' learning – when the executive is on location and needs some supportive content.

### Tele-Training

We offer a range of time and cost effective tele-training programmes. These can be particularly helpful for short notice issue or crisis situations. The sessions can be delivered one-on-one or to larger groups in differing locations.

# THINKBLINK

## What is 'Think Blink'?

This is a highly focussed one day training session designed to help participants become great communicators.

## What's different?

The context of the world in which we communicate to both internal and external stakeholders is shifting radically. Great communicators

are now expected to be credible, 'on message' but also personal and authentic. They are required to represent the organisational point of view and yet also be natural and spontaneous.

BLINK sets out a definitive step-by-step approach to achieving these challenges in a highly interactive

programme which 'unlocks' the potential of the delegate – while demonstrating a system whereby each message is delivered within approved guidelines.

## Who is it for?

BLINK is aimed at any manager or leader who wishes to raise their ability to drive change effectively.

**Believe**

**Link**

**Inspire**

**Narrate**

**Key Message**

## Other Programmes

**Media Training** – This is a highly interactive session which covers an understanding of the international media context and how to operate within it.

**Issue/Crisis Management** – This programme is designed to help assess, prepare for and pre-empt corporate/organisational difficulties.

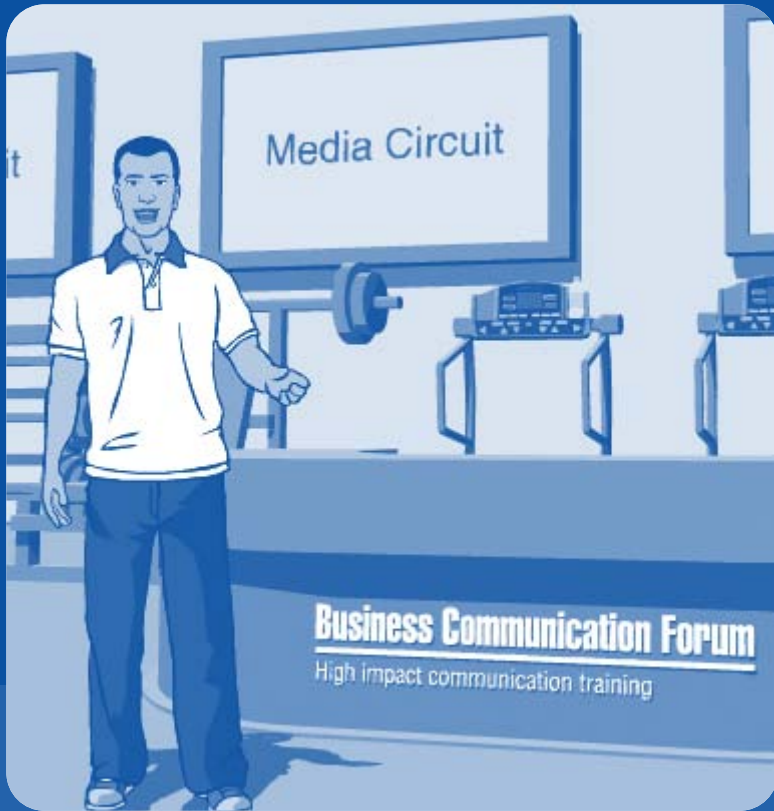
**BCF Health**

BCF's specialist healthcare training division delivers a fresh approach utilising in-depth knowledge of the pharmaceutical industry and experience dealing with key opinion leaders on a global basis.

**Raising the Bar** – This is a specialist workshop for corporate communication professionals. It is designed to show how the communication function within a large organisation can demonstrate business or organisational value better.

**Leadership Skills** – We cover how leaders can set out the organisational vision for change around growth; personally create a momentum for sustainable change; strategically influence; challenge complacency wherever it exists and encourage others to remove barriers to growth.

**Coaching** – Interactive workshops designed to enable executives to enhance their performance skills (voice, posture, breathing, story-telling) in order to make communicating more effective.



## CommsGym®

Introducing the online suite of communication training tools to give you the best in online learning. Designed as work-outs, participants are designated 'circuits' to complete. Online training is highly cost effective and ideal for raising skills and productivity where team members are scattered geographically or do not all have access to high quality face-to-face training locally.

It also adds value to a structured face-to-face training experience. We have deployed a wide range of online tools for corporates and have scored a 95% satisfaction rating among end-users.

## Crisis Countdown

### Real-time performance

This features a real-time crisis simulation over a two hour time frame, run against a count-down clock. The simulation is controlled by an experienced adjudicator and delivered remotely to the participating team via internet. It responds to the team's decisions – for example, good decisions lead to positive outcomes – and evaluates and reports on their performance.

### How it works

'Episodes' are sent to a team computer for analysis, discussion and response. A count-down clock keeps pressure on the team and forces them to make timely decisions.

Decisions are made either from multiple choice lists or by typing responses to be assessed by the adjudicator.

Multiple branching means the scenario outcome depends on the performance of the team. The team can repeat the exercise – it will not be exactly the same each time.

Media/customer/stakeholder queries are phoned or texted and recorded, forming part of the overall scoring and evaluation.



## Tele-Training [Point-to-Point]

'One-on-one' online coaching delivered via internet and telephone. The BCF trainer transmits learning visuals directly to the delegate's desktop with the delegate able to interact with the trainer, ask questions and review past material.

BCF has a range of pre-built Point-to-Point Training modules on communications. We also create bespoke modules to meet clients' specific needs or house approach.

In the case of Point-to-Point Media Training, the online session concludes with a role-play media interview with the role-play being recorded, transcribed, critiqued and emailed immediately back to the participant.

## Skill-Pill®

Skill-Pill is a truly innovative solution for just-in-time learning and information using mobile devices – cell phone, BlackBerry, video iPod or smart phone. Skill-Pills are concise video briefings delivered by mobile device to an executive just before those skills or information are needed.

Each download comprises up to 2 minutes of rich media

content consisting of information as well as motivational prompts to encourage optimum performance from that individual. The pill is delivered to your phone via an SMS and acts as a memory prompt. The briefing is succinct and concise providing just enough information just-in-time. Skill-Pills are linked to your electronic calendar

management system and you can specify when you want one sent to your phone – just before key events in your working week.

### How Skill-Pills work

You are on the brink of your first global sales pitch. The business could transform your career and this quarter's results – not to mention your bonus. Your mind is crowded with a dozen other projects

going on in parallel. As you wait in the back of the cab your mobile hums to indicate the delivery of an SMS. A colleague back in the office has noticed your key meeting on the team calendar and has used the calendar manager to send the Skill-Pill 'Life's a Pitch'. You press 'yes' to the SMS request and a pill downloads to your phone. ....  
You have just arrived at an

important conference where you are the keynote speaker. As you wait in the lobby reviewing your notes, you receive an email asking if you are ready to take your Perfect Presentations Skill-Pill. As it plays on your BlackBerry you are reminded of the key techniques you learnt in your presentation skills workshop last year as well as some important tips to get you focused. As you take your 'pill' your anxieties about the speech fade and you know you are ready to hit the stage.

### Skill-Pill and Pearson Education

Together with Pearson group, the global business publishers, we are able to provide an extensive range of Skill-Pills on the following subject: *Leadership, Management skills, Project Management Innovation & Strategy, Personal Finance & investment, Small Business.*



## The Team

The BCF team comprises a set of highly experienced practitioners from a variety of backgrounds: consulting, HR, broadcasting, research and finance.

Our philosophy is to create an environment in which participants can discuss issues, interact with each other, practice, learn and apply.

Before engaging BCF, we invite you to discuss our approach with existing clients. The testimonials below show that the training sessions we create are rated as highly compelling and practical.

## Testimonials

I found it to be very helpful and will definitely take what I learned forward. The 1:1 opportunities with BCF for future events will be great as preparation is the key. In the future, it would also be great to extend this to a wider audience, including members of my team. Thanks!

The session went exceptionally well as usual. Thank you! Fantastic job by you and your team!

We were extremely happy with how the meeting went and the feedback has been very positive from everyone. They were all inspired to use new techniques with their local markets and they were very happy to have developed a set of mutual key messages on which all the country groups could focus.

You were absolutely outstanding and a wonderful contribution to the programme. Thank you very much. We will consolidate the feedback from the training over the next few weeks and share with you the feedback on your, and your teams, sessions. I can tell you already that the hallway talk was that the sessions were wonderful and extremely worthwhile.

The presentation you did on productivity at the European Conference Board I think was one of the best presentations I have ever seen in my life, you make other trainers look like they're from the 19th century.

*From the bottom of my heart, I just want to say "Thank You" for the training you provided me yesterday. The tools, tips, and role-playing exercises were extremely helpful to me. I've just scratched the surface in terms of the on-line resources you've pointed me to, but immediately I can see the value in diving deeper into the information (just trying to absorb everything from yesterday).*

*Again, thanks for your coaching and kindness.*

## **Business Communication Forum**

High impact communication training

For more information on our training programmes:

Visit: [www.thebcf.com](http://www.thebcf.com)

Email: [info@thebcf.com](mailto:info@thebcf.com)

Call our training centre on

+44 (0)870 240 6656