

# The Effective Communication Academy

**Helping new managers and aspiring leaders to  
create their own bespoke blueprint for  
communicating with their team.**



# The Problem

**Do you connect easily with some colleagues, but don't understand why it is harder to connect with others?  
You are not alone.**

When we first start to manage or lead a team, or our teams change significantly we may need a new skill set

With mixed generations and cultures coming together in the workplace, everyone is working in different ways. It's hard to understand their different needs and know how to leverage their natural strengths.

At a time of talent shortage it is vital to attract and retain the best colleagues.



# What If...

**You could better understand yourself and the different needs of others, allowing connecting and communicating to become smoother.**

Imagine... having the ability to get yourself and others on the same wavelength.

Imagine... knowing how to best work together to leverage everyone's natural differences and strengths.

What would it be worth to you to optimise interpersonal relationships, leverage your team members' different strengths to achieve your goals, and ultimately, improve your team's performance?



# The Effective Communication Academy

A 4 week online course, where you will learn the 3 Steps of Effective Communication and how to implement them to connect with your team.

01

## Understanding Self

Discover how your unique preferences effect the strengths you bring to your role and your communication style.

02

## Valuing Difference

How to recognise the strengths of people with different preferences and learn more about how they communicate.

03

## Adapt to Connect

Discover the life long skill of how to adapt your style to more effectively connect with other people.

04

## Produce your blueprint

Create your own bespoke blueprint of how to connect more effectively with your team.



# What you will get

**The Effective Communication Academy allows individuals to get the benefits of this learning in bite size chunks, in a supportive, confidential environment.**

1

4 X 1 Hour Facilitated online workshops

2

Your own personal Insights Profile

3

A welcome pack, including a learning journal

4

Learning alongside other professionals to share experiences

5

An online portal with supporting video and documents

6

Additional eBooks and white papers on related subjects



# Who is it for?

# Who is it not for?

- ✓ You are a new manager, aspiring leader or have a changing team
- ✓ You know your people are essential to your business
- ✓ You want to learn the skills behind connecting effectively with others
- ✓ You want to learn how to leverage the strengths of a diverse team
- ✓ You want to learn more about yourself and how others may perceive you

- ✗ You think you can do it all on your own
- ✗ You believe 'I am who I am and it's their job to get on with it.'
- ✗ You want a team who are all the same, because it makes life easier
- ✗ You are not prepared to change, adapt or challenge yourself
- ✗ You are not interested in learning about yourself or others



# Your investment

The Effective Communication Academy allows us to offer the learning from Insights to individuals, without them having to commit to a session for their full team.

Delegates will get the complete 4-week online facilitated course and all content, resources and support.

The total cost of this course will be:

**\$695 NZD (Plus GST)**

In our recent LinkedIn survey  
**74%**  
of respondents said  
they would choose to be  
valued and understood at work  
rather than a **\$10,000**  
salary increase



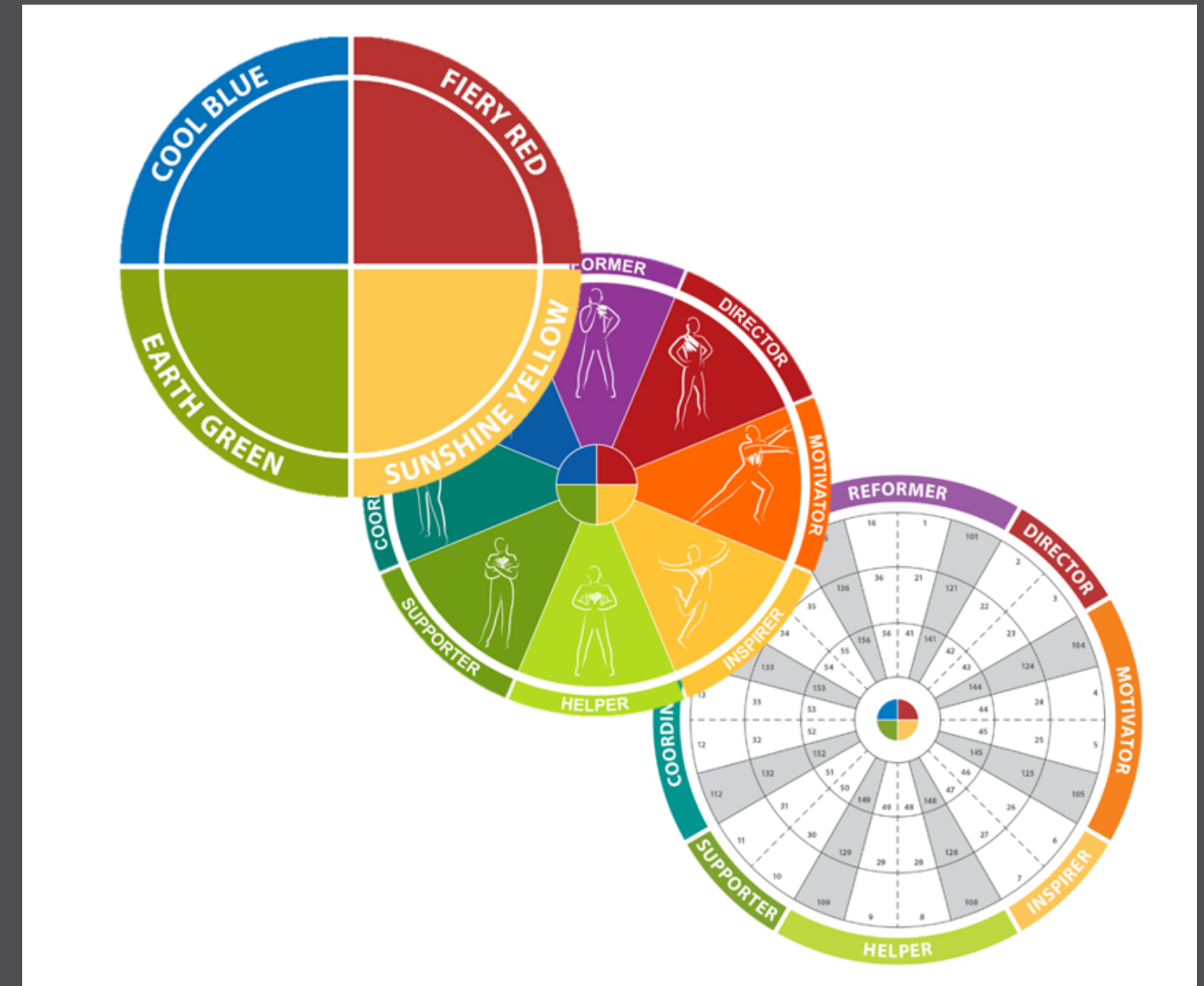
# About Insights

The Colour Code is proud to be a licensed partner for Insights Discovery in New Zealand and Australia.

Insights has been used by more than 5 Million people worldwide in some of the most respected companies.

We love Insights because it is thoroughly validated, but also simple and practical to implement, which means you can put the learning to use.

It uses the colour energies to understand ourselves and others, whilst allowing for the flexibility of our unique personalities.





# About Simon



## I'm Simon Fowler, Director of The ColourCode

Throughout my 20 year career in sales, marketing, business consultancy and leadership, working for one of the world's largest pharmaceutical companies, I enjoyed a variety of roles.

Looking back, I know I was the happiest and worked to my potential when I felt, I was understood and valued. That's why I established The Colour Code so I could help other managers and leaders achieve this for their own teams.

Since forming the Colour Code, I have worked with a variety of teams across Pharma, Tech, Local government, Retail, Food and Beverage, and Construction, helping managers and leaders forge authentic connections and communicate effectively to improve team performance.

At the heart of my approach is Insights Discovery, a tool that I have used in practical workplace situations for many years.



# Thank you!

Email us at [simon@thecolourcode.co.nz](mailto:simon@thecolourcode.co.nz)  
if you have more questions.

