Customised training

SHORT COURSES
FOR PROFESSIONALS
Customised training courses

Built for your needs

We deliver around half of our learning in the form of customised in-house training for private clients. These range in scale from one-day course to strategic programmes comprising dozens of courses for hundreds of individuals over several years.

If you have special requirements or would like training designed exactly for you, we can adapt an existing course or build something entirely customised to your specifications.

As well as our public course content, we have hundreds of additional modules that are too specialist to offer as public courses, but available for private clients.
Whatever kind of communication training you need, we have probably delivered it already for an organisation like yours.
Topics for customised training

Personal communication

- Active Listening
- Anger Management
- Assertiveness
- Constructive Criticism
- Creativity
- Critical Thinking
- Decision Making
- Emotional Intelligence
- Interpersonal Skills
- Grooming and Appearance
- Handling Difficult Conversations
- Managing Stress
- Negotiation Skills
- Networking
- Organisational Skills
- Personal Branding
- Personal Productivity
- Persuasion and Influence
- Problem Solving
- Public Speaking
- Presentation Skills
- Time Management
- Writing for Business
- Writing Reports and Proposals
Workplace communication

- Business Ethics
- Business Etiquette
- Collaboration
- Cross-Cultural Communication
- Diversity and Inclusion
- Employee Communication
- Employee Engagement
- Facilitation Skills in the Workplace
- Internal Communications
- Interviewing Skills: Behavioural Techniques
- Managing Effective Meetings
- Managing High-Performing Teams
- Mediation and Dispute Resolution
- Social Media for Internal Communications
- Stimulating Innovation and Creativity
- Team Building
- Team Dynamics
- Wellbeing in the Workplace
Topics for customised training

Corporate communication

- Brand Creation and Brand Management
- Communication Strategy and Planning
- Communication and PR Campaigns
- Conference Management
- Copy-Writing
- Corporate Responsibility (CR / CSR)
- Creating Video for Corporate Comms
- Creativity in Communications and PR
- Crisis Communication Management
- Crisis Communication Preparedness
- Crisis Media and Social Media
- Crisis Simulation
- Event Management
- Lobbying, Public Affairs and Government Relations
- Managing Social Media for Communications and PR
- Media Relations
- Media Training
- Press Conference Management
- Protocol, Etiquette and Hosting
- Reputation and Issues Management
- Stakeholder Engagement
- Writing for Social Media and the Web
- Writing Press Releases
- Writing Speeches
Business communication
- Call Centre Skills
- Creating Presentations
- Customer Relationship Management
- Customer Service Skills
- Digital Marketing
- Handling Difficult Clients
- Legal Writing
- Marketing for SMEs
- Marketing in Social Media
- Prospecting for Leads
- Report Writing
- Storytelling Techniques
- Sales Strategies and Techniques
- Sales: Overcoming Objections

Leadership communication
- Charing and Moderating
- Coaching and Mentoring
- Crisis Management
- Delegation
- Giving Feedback
- Managing Change
- Motivating People
- Performance Management
- Resolving Conflict
Large training programmes

Holistic talent growth

Investing in individuals and teams is a long-term commitment. Raising capacity and performance requires a systematic approach to identifying skills gaps and developing strategies to fill them.

Many clients come to ISOC wanting not just a course, but a holistic training solution. We plan and build tailor-made programmes that develop exactly the competencies that the business needs – while helping each individual to fulfil his or her potential.

Our approach is structured and systematic. We work closely with HR, Communications, PR and Training departments. Multiple in-house ISOC programmes are running worldwide today, over months and years.
ISOC offers more than 50 full courses and hundreds more specialist modules. Any can be delivered or adapted as part of a custom course.

TOPICS FOR IN-HOUSE PROGRAMMES

We train across the full range of communication skills:

- Specialist PR skills for communication professionals
- Media training for spokespeople and interviews
- Presentation skills for public speaking
- Personal communication skills for professional development
- Executive communication skills for managers and leaders
- Workplace communication skills for interpersonal excellence
- Crisis communication skills for disaster preparedness
Custom programme methodology

**Competency mapping**
We will work with you to define a matrix of communication skill-required at each level, specific to your organisation’s needs and objectives.

**Curriculum development**
We will develop an integrated learning framework including unit descriptions defining the content, teaching methods, learning outcomes and assessment criteria for each topic.

**Placement testing**
We will assess each employee’s skill level on each competency using online testing and interviews, in order to identify strengths, weaknesses and gaps at individual and team levels.

**Individual development plans**
We will draft IDPs for each employee that prioritise skills gaps. IDPs recommend a schedule of activities such as training and mentoring that will shape a fully rounded professional.

**Programme development**
We will recommend a schedule of priority training courses based on the most common skills gaps and the competencies required most urgently across your organisation to meet its objectives.
Course development

We will design, build and deliver customised training courses targeting the skill sets identified in your organisation’s competency matrix, with content tailored closely to your issues and your work.

Measurement and reporting

We help you to measure your return on investment by conducting rolling assessments at course and programme level, implementing feedback to improve training, and providing regular evidence-based progress reports.

BENEFITS OF CUSTOMISED COURSES AND PROGRAMMES

- **Economy**: up to 40% lower cost per person for larger groups
- **Location**: save on travel by training at a place of your choice
- **Confidentiality**: share sensitive issues in a private course
- **Custom content**: base workshops on relevant scenarios and case studies
- **Custom skills mix**: match learning outcomes to your skills gaps and goals
- **Integration**: receive individual development plans and feedback reporting
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www.isoc.com