



Excel Communications Company Profile



Company Profile

Excel Communications is a training and development consultancy based near London and operating on four continents, in thirteen languages and specialising in developing the Leadership and Management, communication and influence as well as the team-working and effectiveness of more than 120 clients, representing 12 different market sectors.

Since 1985 the parent company – Excel Communications (HRD) Ltd – has focused on bespoke diagnosis, design and delivery of exceptional training and coaching for leaders, managers and their teams, enhancing interpersonal skills and enabling people to achieve their full potential.



After two decades of innovation **The Excel Academy** became the first centre of excellence for healthcare and pharmaceutical companies and their medical communication consultancies. Since 2006 this division has delivered communication and management skills training to more than 6,000 Consultants, GPs, Nurses and Pharmacists as part of our clients' strategic marketing or commercial operations plans.

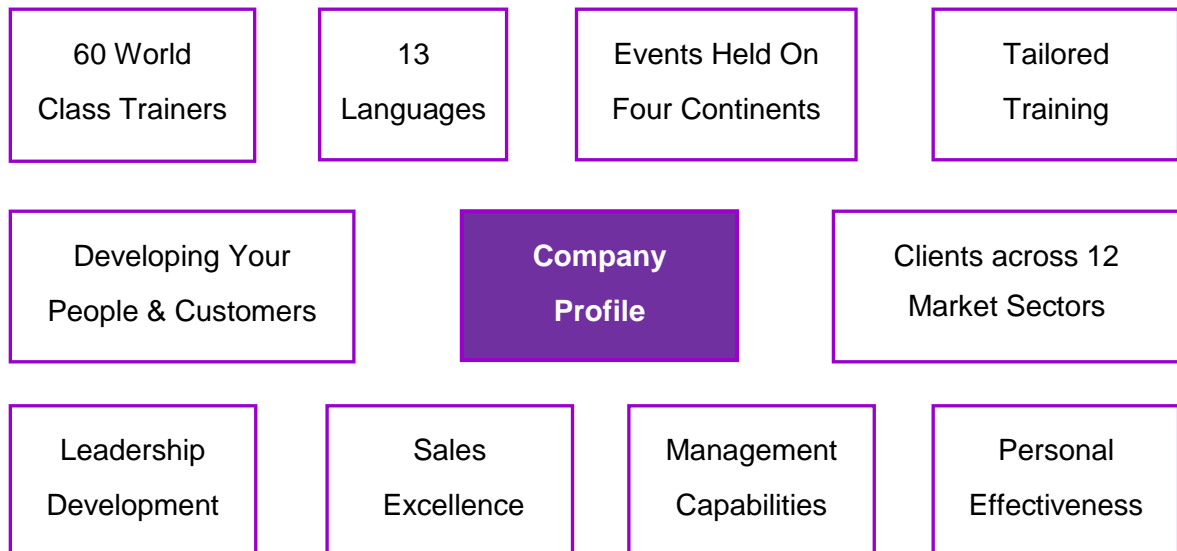
Following the success of this participant-centred structure we created **Excel Enterprise**, a sales force effectiveness centre of excellence, bringing together leading edge training for sales people and their Managers. From Performance Coaching and Group Selling Skills through to a new, third generation approach to sales called Outcome Selling, the diagnosis, design and delivery of sales excellence is now all in one place.

Also **Excel SciMed**, dedicated to communication excellence training for the growing numbers of scientific and technical professionals; subject matter experts who, whether they interface with internal or external customers, need to have management and communication skills that match their specialist expertise.

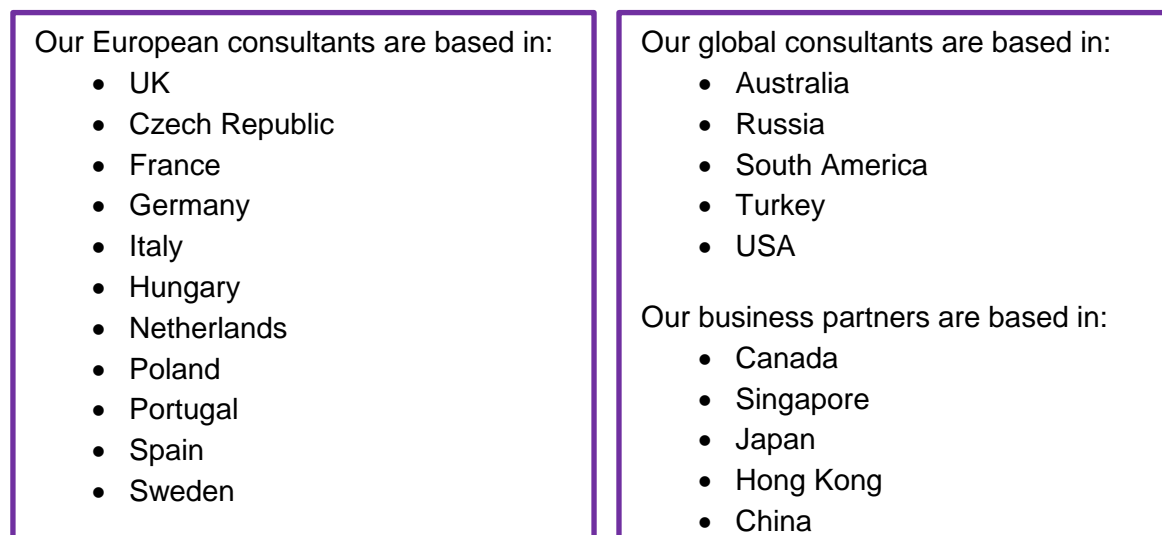


Structure

Excel Communications is a privately limited company, registered in the United Kingdom since 1985 with offices in Marlow, Buckinghamshire, thirty minutes West of London's Heathrow airport.



Our training team are based in the USA, UK and continental Europe and all have senior commercial experience from a wide range of relevant industries. In addition to significant training and coaching credentials most trainers include some of the very highest qualifications in NeuroLinguistic Programming (NLP) which underpins their success as developers of people.



Languages

We currently train and coach in the following languages:

- English
- German
- Dutch
- French
- Italian
- Spanish
- Portuguese
- Turkish
- Russian
- Swedish
- Polish
- Hungarian
- Czech

Programme Delivery

At the heart of most development interventions there is an experienced trainer working face-to-face with your people either in a workshop or coaching event. There are also design elements that are critical to ensuring the success of these meetings and differentiating an Excel Communications' experience from ordinary training.

Inspiring with trainers who use skills covertly with the audience before making them overt and who model the skills and behaviours they are training

Well paced - the right balance for the experience, aptitude, personality and skills of the participants

Professional in appearance, well organised and confidently delivered

Excel Communications believes that your events should be:

Flexible with an agenda that meets the needs of the participants as well as the company goals

Fun so that hard work is interspersed with laughs to keep people energised and engaged

Interactive because people must be able to do as well as know, to keep energy levels high, create networking opportunities and because things we do are memorable

People Involved in Your Project

Account Managers / Director

We have five account managers and directors one of which will be dedicated to you and your project, they will oversee every aspect from diagnosis and design to delivery and follow up.



Client Services Team

There is a dedicated Client Services Team who project manage all of your training activities from start to finish; ensuring the right people are in the right place at the right time. Whilst you will have a dedicated, named co-ordinator they work closely as a team, often becoming your first point of contact and are available from 0800 – 1730 (UK) every weekday.



Excel Evaluate



Assessing Performance

Most organisations recognise that people are one of their most valuable resources and that evaluation provides a measure of achievement, a basis for agreeing development goals and a measure of the impact of training whether it is delivered by your internal trainers, Excel Communications or even another provider. Excel Evaluate gives you assessment that is:

- **quantitative** – comparing results over time and between individuals and teams
- **objective** – using behavioural indicators related to your desired performance
- **simple** – using your existing email technology
- **cost effective**

Practical and Informative

It is difficult to isolate the performance of one person, or one piece of training, on end results which is Kirkpatrick's fourth level of evaluation. Measuring the reaction to training (Level 1) or people's knowledge (Level 2) is easier but less informative and correlation between levels 1 and 2 to level 4 has been shown to be poor. Excel Evaluate is a level 3 assessment of behavioural change however and assesses what people do day-to-day, comparing improvement against the ideal behaviours that generate results.

Using Excel Evaluate In Two Ways

- **Training Needs Analysis** – quantitative evaluation of current behaviours and future goals, as defined by a competency framework, and repeated over time to inform a training needs analysis
- **Assess Return on Investment** – by tailoring the behavioural indicators to reflect the learning outcomes for a specific training programme, participants can evaluate the impact of the workshops on their performance and you can quantify the return on your investment

Flexible and Versatile

Excel Evaluate is available in a standard format although most of it can be tailored to dovetail with your HR and performance management systems and templates, often at little additional cost:

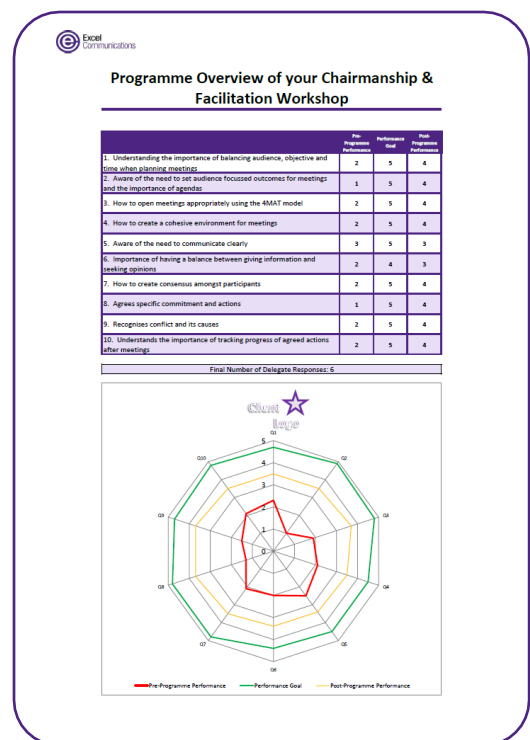
Standard Specification	Can this be tailored?
10 behavioural indicators	Yes – more or fewer as required
Evaluation scale 0 – 5	Yes – any numerical scale
Self-assessment	Yes – self or 180°
3 points of measurement: Current / Goal / Future	Yes - more or fewer as required
Standardised behavioural indicators	Yes - your own indicators
Individual reports	Yes - roll up reports as required
L3MA design plus your logo	Yes - your branding

Visual and Intuitive

The report is produced with all of the evaluation scores in both tabulated form and shown as a highly visual, coloured spidergram. Your people can see at a glance how their current performance (in red) compares with their performance goal (in green).

When used in combination with training workshops and coaching they can also assess their interim performance (in amber) as they grow towards their goal.

Reports can also illustrate performance against a group mean and changes over time.



Excel Encore



Embedding the Learning

Even with the best programmes Excel Communications recognises that learning can be compromised if people do not have the time, skills or desire to provide post-workshop support and reinforcement. The optional Excel Encore service continues to help the transfer of learning as follows:

Pre-Workshop: Coaching Pack

Sent in advance of the workshop, this contains a summary of the main models, an explanation of the programme, as well as guideline coaching questions to use pre- and post-workshop.

Post-Workshop: Follow-Up #1

Sent directly to participants 4 weeks after the workshop and includes:

Desktop reminder – facts, explanations and examples on a convenient, A5 laminated card.

Email Helpline – open to participants, to send questions, comments, success stories or requests for help with expert reply

Post-Workshop: Follow-Up #2

Sent directly to participants 8 weeks after the workshop and includes:

Action planning postcard – their handwritten action plans as completed at the end of the initial workshop.

Cue Cards – memorable models, visuals and handouts summarised on convenient wallet sized cards.

Extended Reading List – not just recommended books but also valuable websites, video clips, podcasts and downloads.

Excellence in People Development

Leadership & Talent Development

Bespoke development programmes including inter-modular coaching, activities & evaluation:

- Future Leaders
- Leading Self
- Leading Others
- Leading the Business
- Leading Change
- The Art of Leadership
- Leading Without Authority

Management Training

Including coaching, real-play & evaluation:

- Aspiring Managers
- The Art of Management
- Managing for High Performance
- Managing Careers
- Executive Communication
- Appraisal Skills
- Interviewing Skills

Presenting & Group Working

- Presentation Excellence
- Advanced Presentation Skills
- Conference Platform Skills
- Making the Most of PowerPoint
- Managing the Media
- Chairmanship & Facilitation Skills
- Managing Advisory Boards
- Power With Groups

Sales & Account Management

- Outcome Selling
- Group Selling Skills
- Pitching For Business
- Successful Account Management
- Sales Manager Development
- Coaching for Sales Performance

Team & Organisational Development

- Team Tuning
- Practical Leadership Consultancy
- Creating High Performing Teams
- Team Building & Team Working Events
- Customer Service Excellence
- People Centred Project Management
- Train the Trainer

Coaching & Maximising Performance

- Coaching for High Performance
- Appraisals: Systems & Skills
- Creating a Skilled Mentoring Culture
- Career & Talent Development

Personal Effectiveness

- Executive One-to-One Coaching
- Time Management & Personal Effectiveness
- Implementing the Habits of Highly Effective People

Measurement, Diagnostics & Consultancy

- Social Style Profiling & Accreditation
- Myers Briggs (MBTI) Step I & II
- FIRO-B Evaluation & Application
- Leadership Practices Inventory (LPI)
- Discovery Insights & DISC

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