

The Act Like An Agency (ActLikeAnAgency.com) program is a suite of tailored in-house or virtual training workshops packed with brain-stretching workouts that help communication professionals evolve from tacticians to strategic business partners in their organization.

Adrian Cropley, ABC and Cyrus Mavalwala, ABC teamed up in 2009, bringing together two diverse skill sets from opposite sides of the globe. As accredited business communicators, they know how to deliver value to their clients. And they train communication professionals around the world to do the same.



ACT LIKE AN AGENCY FROM WITHIN BOOST YOUR CREDIBILITY BY BRINGING BUSINESS TO YOUR COMMUNICATION

Does your management team give more credence to agency advice?

Sometimes we need to step back, stop thinking like a communication professional and start thinking like a hired consultant. This session develops the strategic consulting skills necessary to make the move from tactician to strategist.

Embark on the journey to Act Like An Agency by opening the floodgates to new concepts that create a mindset so you can demonstrate your business value in a language your C-suite understands.

By working through Act Like An Agency models and real-world scenarios, this brain-stretching workshop will change your perspective and give you the tools and techniques you need to bring business to your communication.

WHAT WE WILL COVER:

- › Why Act Like An Agency? Embracing the mindset of an internal consultant
- › Exploring the value you and your team bring to the table as an agency
- › Using the Communicator Client Relationship Model to establish the right relationships
- › Assessing your value with the Time vs Value Audit
- › Examining the Business Model for Communication Professionals

DELIVERY:

Onsite

One day

or

Online

Two, 90-minute sessions

Learn how to Act Like An Agency within your organization to boost your career and improve your communications function. Call now to discuss your in-house or virtual training sessions with two global thought leaders.



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