



**C<sup>3</sup>ropley**  
communication

**CSCE** Centre for  
Strategic  
Communication  
Excellence

---

**At Cropley Communication we believe in the power of strategic communication to engage people, change perceptions, motivate behaviours and influence business results.**

The Centre for Strategic Communication Excellence (CSCE) is a global leader in strategic communication management. We develop communication professionals and communication teams to realise their full potential and embrace the extraordinary value strategic communication brings to their organisations, themselves and our profession.

## ACHIEVE YOUR PROFESSIONAL GOALS AND ASPIRATIONS

Whether you're looking for your next career move or that promotion, the Centre for Strategic Communication Excellence can help you achieve your professional goals and aspirations. Our range of online, virtual, face-to-face and in-house training courses provide knowledge, expertise and insights that fit in with your busy schedule and help you take your place as a trusted, in-demand and valued strategic adviser. We look forward to welcoming you to one of our professional development courses soon.

SKILLS DEVELOPMENT	PROFESSIONAL DEVELOPMENT	EXECUTIVE DEVELOPMENT
DEVELOPING SKILLS <b>COURSES</b>	BUILDING COMPETENCE <b>PROGRAMS</b>	LEADING THE PROFESSION <b>COACHING</b>

## WHERE DO YOU FIT IN?

### CAREER PATHS OF THE COMMUNICATION PROFESSIONAL

Extensive research conducted by the International Association of Business Communicators (IABC) has defined four major stages that constitute the career path of a communication professional regardless of country, business type, industry or other variables. The career paths are neither contingent on years of service, nor are they sequential or hierarchical in nature. They simply define a range of milestones within the career journey.

FOUNDATION	GENERALIST/ SPECIALIST	STRATEGIC ADVISOR	BUSINESS LEADER
This is the entry level of the communication profession	Mid-level professionals who are competent in strategic communication management, and can apply principles and skills across a wide range of specialty areas	Senior level professionals who are ready to manage complex, multi-faceted programs and relationships and provide counsel and advice to senior executives.	Trail blazers who use their communication-based strategic expertise to lead organisations and clients through multiple business and communication challenges.

## BECOME A **CSCE** MEMBER AND IGNITE YOUR COMMUNICATION CAREER

In today's fast paced and ever changing communication environment, it's hard to stay ahead of the game, deliver insights to your organisation and be seen as an in-demand value adding strategic communication professional. Why not consider membership to the Centre for Strategic Communication Excellence? We'll be your career partner providing research, insight, training and tools to help you build your capabilities. If you have five or more team members, you may want to consider a team or company membership.

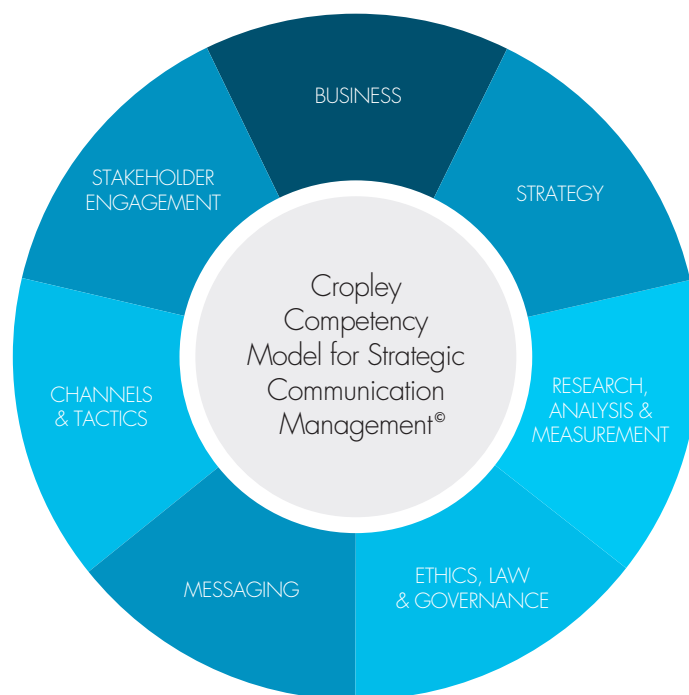
You get:

- Access to articles and research
- Access to tools, templates and apps
- Access to free skill development
- 10% discount on all training (corporate members get 20%)
- Support with certification

Find out more by emailing us at [info@cropleycomms.com](mailto:info@cropleycomms.com)



## CORE COMPETENCIES FOR STRATEGIC COMMUNICATION MANAGEMENT



Based on the Global Standard of the Communication Profession and the strategic communication management process, our Competency Model for Strategic Communication Management provides a framework for the core competencies required as a communication professional. The depth and mix of skills depends on the individual career path of each professional. Specialist skills are offered in addition to those defined in the model and as part of your career development plan, which may include emerging disciplines within the profession.

A set of principles and tasks, based on each element of the model provide the detail that demonstrate the links between theory and practice, and can be used by communication professionals to assess their own progress. The principles and tasks are available in the career evaluator™ mobile app, available from the App Store and Google Play.



## OUR COURSES

The Centre for Strategic Communication Excellence offers online, virtual and classroom training to help you excel in your communication career.

### STRATEGIC COMMUNICATION MANAGEMENT

Plan and implement communication initiatives grounded in business thinking and earn your stripes as an in-demand communication professional.

#### SCM1: The Communication Professional

.....

This program teaches communication professionals how to plan and implement communication initiatives grounded in business thinking that add greater value to stakeholders and deliver business results. From analysing the business environment to defining needs, segmenting audiences and delivering measurable outcomes, you will walk away with the tools and techniques to build your credibility as a trusted communication professional.

This program will be of interest to those aspiring to excel in their careers in the fields of corporate communication, internal communication, external relations, and those currently in multi-disciplinary positions who wish to build their knowledge in sound strategic communication planning.

#### SCM2: Strategic Adviser

.....

This program takes the communication professional on a journey into more detailed aspects of the profession and offers advanced communication planning and implementation. We explore communication audits and other research methodologies, and teach you about advanced stakeholder analysis and management. Continue to build your value as a strategic advisor as we explore how you influence the business and the people around you. Build your listening, advising and insight abilities with a number of useful tools and templates. The program covers a multidisciplinary approach to communication and includes a number of useful tools and templates that will help to focus your thinking and planning.

The program will be of interest to those currently occupying middle management positions with at least five years' experience, who are preparing to advance to a more senior leadership level.

#### SCM3: Business Leader

.....

This program is designed for communication professionals who currently occupy, or want to occupy senior leadership roles within organisations, and those who want to gain a better understanding of business strategy.

The Business Leader program builds on senior communication knowledge and skills, providing additional development for change management, negotiation and influencing skills, advanced strategy planning, budgeting and financial management and coaching skills.

This program will be of interest to those with a number of years of experience in the communication profession who occupy senior roles.



## MEASURE WHAT MATTERS

---

Learn how to use research to inform your communication strategy and measure the impact of your work.

- Benchmark your current state across internal and external communication
- Explore a variety of research methodologies and determine the effect your key messages have on stakeholder awareness, understanding and behaviour
- Analyse the information you gather and use it to inform your strategies
- Use insights to deliver measurable results and demonstrate the impact of your work

## EFFECTIVE CHANGE COMMUNICATION

---

Understand the context and psychology of change, and build a strategy that engages people.

- Explore the factors associated with change resistance
- Learn practical tips, and gain access to tools, processes and models
- Identify and engage with various stakeholder groups in a planned way
- Understand the strategic approach to change communication
- Understand the role of leaders and how to build their change competency
- Understand and measure the impact of change on the business

## ADVANCED LEADERSHIP SKILLS FOR COMMUNICATION PROFESSIONALS

---

Explore the demands of communication leadership and the skills and attributes needed to lead an effective team and achieve key organisational outcomes.

- Identify and develop your existing leadership qualities
- Develop strategies for leading a high performing team
- Build collaborative working relationships
- Increase your influence to become a strategic leader
- Maximise your personal leadership potential
- Position yourself for success

## POWERFUL PRESENTATIONS

---

Deliver an authentic and engaging presentation that people actually want to listen to.

- Identify and analyse your audience and their needs and expectations
- Connect with individuals on an emotional and logical level
- Explore how to use the power of three and neuro-linguistics to your advantage
- Engage the audience with compelling visuals and meaningful language
- Explore different types of presentations using the same basic rules
- Discover insider presentation tips

## IN-HOUSE TRAINING

Whether your challenge is research and measurement, strategic planning, communicating change or something completely different we work with you to build exactly the right solution. Our programs can be delivered in-house and can be tailored to your exact needs. This means you save time away from the workplace and money spent on travel and accommodation. Plus, you can train multiple employees at the same time, in a familiar and relaxed environment, to ensure that everyone gets the most out of the training. Get in touch with us and let's talk about the possibilities.

## CONTINUING YOUR PROFESSIONAL DEVELOPMENT

Continuing Professional Development (CPD) credits are available for all courses delivered by the Centre for Strategic Communication Excellence. Credits are used toward the maintenance of certification or accreditation.

## A FEW OF THE ORGANISATIONS WE'VE WORKED WITH



## SOME FEEDBACK FROM OUR CLIENTS

*"I found this course quite motivating. Very comprehensive and thorough. I feel well equipped as a communication professional with broad frameworks to work with."*

*"I would recommend this course for anyone that want to improve their communication skills and their value add to an organisation."*

*"Excellent and thought provoking. Specific and relevant to any business. Visual and interactive so no down 'nap' time after lunch."*

*"Great day where I learnt some great strategies and tools. I'd like to put more staff through this course."*

## FIND OUT MORE ABOUT THE CENTRE FOR STRATEGIC COMMUNICATION EXCELLENCE

To find out how the Centre for Strategic Communication Excellence can help you ignite your communication career simply visit:

 [www.cropleycomms.com.au/training](http://www.cropleycomms.com.au/training)

 +61 (0)414 323 973

 [training@cropleycomms.com](mailto:training@cropleycomms.com)