

## INFLUENCE SOLUTIONS

A Proprietary Productivity & Profitability Enhancement Initiative

# FROM CONVERSATIONS TO CULTURE

*Building Clarity, Connection and Credibility at Every Level*

CLARIFY · CONNECT · BUILD CREDIBILITY · INFLUENCE

Available as: In-Person | Live Virtual | Hybrid

2-hours · Half-Day · Full Day · 2-Day Impact Series

INCLUDES THE POWERFUL, PRACTICAL 3C PROFILING

Your F.I.R.S.T. Learning & Development Partner

Future-Ready · Innovative · Relevant · Strategic · Trusted

## THE CHALLENGE

Why Communication Is Your Most Under-utilised Asset

**80% of a professional's working day is spent communicating. It is the single activity that consumes most of our time, and has the highest visible impact on culture.**

Yet most organisations treat communication as a given, not a capability to build deliberately.

The result is predictable:

- Messages that lack clarity. They often get misunderstood, despite repeated follow up.
- Conversations fail to build trust, because intentions are sensed but not felt.
- Credibility weakens under pressure, ensuring even good ideas fail to get traction.
- Culture is not shaped by intent, but by daily conversations.

From Conversations to Culture reframes this. Every conversation becomes a mindful, purposeful act that builds rapport, strengthens relationships, provides clarity and creates learning. Where every conversation is an opportunity to clarify, connect and build the credibility that shapes performance and reputation; yours and the teams.

## WHO WILL BENEFIT MOST

Built for Leaders and Teams Who Communicate to Influence

### Leaders & Managers

Leading teams where alignment, trust and influence matter.

### HR & Talent Partners

Building communication capability at scale across the organisation.

### High-Potentials

Preparing for broader leadership roles where influence replaces authority.

### Stakeholder-Intensive Roles

Audit, HR, Finance, Projects, Consulting — where every conversation counts.

### Intact teams seeking high performance

Preparing for higher goals where individual development is as cherished as team results.

### Intact teams facing trust issues

Struggling to move past norming and storming, to performing

“It was a great way to bring the team together to build relationships in a fun environment.”

Tracy Jones | Ernst & Young, USA

## LEARNING OUTCOMES & VALUE DELIVERED

### What You Will Learn — and What Changes

Immediately applicable. Behaviour-based. Participants leave with clear insight into how they communicate, specific actions to change, and a personal commitment plan ready from Day 1.

<b>01</b>	<b>Assess Your Communication Style</b> The Influential Communication Pulse, a 15-question situational diagnostic, establishes a clear, personal baseline across Clarity, Connection and Credibility.	<b>02</b>	<b>Communicate With Clarity</b> Structure messages to reduce misunderstanding, rework and friction. Say what you mean. Mean what you say.
<b>03</b>	<b>Build Stronger Connections</b> Create rapport and genuine engagement quickly. Listen, inquire and align across perspectives and seniority levels.	<b>04</b>	<b>Strengthen Your Credibility</b> Communicate with confidence and composure in high-stakes, challenging and cross-cultural conversations.
<b>05</b>	<b>Influence Without Authority</b> Drive decisions, alignment and action through the quality of your communication, and not just positional power. This is an invaluable skill in the modern workplace.	<b>06</b>	<b>Apply Before–During–After Behaviours</b> Leave with specific, repeatable actions for every conversation—not just personality labels or abstract insights.

## IMPACT ACROSS EVERY LEVEL

For the Individual	For the Team	For the Organisation
<ul style="list-style-type: none"><li>• Clear understanding of how you are currently experienced</li><li>• Specific behaviours to build clarity, connection and credibility</li><li>• Greater confidence at influencing without authority</li><li>• Personalised, immediately actionable plan</li></ul>	<ul style="list-style-type: none"><li>• Shared language for effective communication</li><li>• Faster alignment on priorities and decisions</li><li>• Reduced friction and unproductive conflict</li><li>• Higher trust, engagement and psychological safety</li><li>• Inspired collaboration to drive team results to the next level</li></ul>	<ul style="list-style-type: none"><li>• Consistent communication culture at scale</li><li>• Visible behavioural change—beyond awareness</li><li>• Stronger alignment of intent, message and execution</li><li>• Foundation for trust, empowerment and accountability</li></ul>

“Exceeded my expectations.”

**Alan McDougall** | Head of Medical Affairs | Astellas, Asia Oceania

## PROGRAMME AGENDA

Four Core Modules — Co-Designed Around Your Context

The 2-day programme comprises 8 modules (of 90 mins each). Depending on your objectives, time, and whether this is standalone or part of a broader initiative, we extract the most relevant combination for you.

**The final agenda is always shaped through discovery.**

01

### The Influential Communication Pulse

Complete and debrief the 15-question situational diagnostic.  
Identify individual communication patterns.  
Establish a clear, shared baseline across Clarity, Connection and Credibility.

02

### The 3C Framework

Understand Clarity, Connection and Credibility in depth.  
See how each dimension drives influence in everyday conversations—and where breakdowns typically occur.

03

### Applying the 3Cs in Real Conversations / Situations

Structure messages for impact.  
Build rapport and engagement. Strengthen credibility under pressure.  
Navigate difficult conversations using the 3C Framework in real workplace scenarios.

04

### From Insight to Action

Translate Pulse results into Before–During–After behaviours. Build a personal commitment plan. Explore how individual change scales to team communication culture.

### Flexible Scoping

This agenda is co-designed through discovery. Based on your context, we extract the most relevant modules.

**Half-Day** Influential Communication Pulse + 3C Framework essentials + key actions to apply immediately.

**Full Day** Complete programme with deep-dive application, practice scenarios and personal commitment plan.

**2-Day Impact Series** All 8 modules (90 mins each) for full immersion. Includes team social contract and optional Trust Pulse extension.

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## OUR METHODOLOGY

Why It Works: Action-Based Learning

### 30/70

#### Knowledge-to-Application Ratio

70% of programme time is spent applying and practising concepts—not listening to theory.

#### Four Integrated Modes of Learning

**Theoretical Knowledge** Frameworks that explain the ‘why’ behind communication behaviour.

**Technical Skills** Tools participants apply immediately in real conversations.

**Experiential Encounters** High-impact activities that generate personal insight and buy-in.

**Reflection & Realisation** Structured debrief converting insight into visible, committed action.

## WHAT SETS THIS PROGRAMME APART

Beyond Labels and Psychology-based Profiles. Straight to Daily Behaviours.

### Most profiling tools answer one question: “Who are you as a communicator?”

Traditional heavyweight instruments place people in fixed categories, and leave them there. They are accurate as portraits. But portraits don’t change behaviour.

The Influential Communication Pulse answers a different question:

### “What do you need to do differently in real conversations, starting tomorrow?”

#### Traditional Style Profiling

- Places people in fixed type categories
- Abstract and hard to act on
- Individual report only
- Insight without a clear path forward

#### The Influential Communication Pulse

- Situational: based on real workplace scenarios
- Behaviour-focused and immediately actionable
- Aggregates to reveal team communication patterns
- Specific actions, not personality descriptions

### CLARITY

Your message is understood.  
→ What are you saying?

### CONNECTION

Others feel heard and engaged.  
→ How are you engaging others?

### CREDIBILITY

Your message is trusted and acted on.  
→ Why should others believe and follow?

## POST-PROGRAMME SUPPORT

### Sustaining the Transformation

The best programmes can fail to deliver lasting results when daily pressures take over. We embed sustainability into every engagement through structured, ongoing support.

▶	<b>Pre-Work &amp; Reflection</b>	Structured preparation that primes participants for maximum learning. Participants arrive focused, ready and engaged.
▶	<b>Reflection Reminders</b>	Personalised nudges sent 4–6 weeks after the workshop to reinforce key commitments and reignite momentum.
▶	<b>Learning Partner Arrangements</b>	Peer accountability pairings that inspire participants to support, coach and celebrate one another's progress.
▶	<b>Letters to Self</b>	Each participant writes to their future self—delivered weeks later as a powerful, timely reminder of their commitments.
▶	<b>Follow-Up Coaching</b>	Optional one-to-one sessions to address specific communication challenges and accelerate individual growth.

## LET'S START THE CONVERSATION

We would love to understand your organisation's specific context and explore how *From Conversations to Culture* can be precisely customised to your needs.

[Book a Scoping Call →](#)

[Request a Pilot →](#)

[Get a Proposal →](#)

Click any button to open a pre-filled email draft — complete or strike out the options provided.

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### INFLUENCE SOLUTIONS

**THE ISPL PROMISE · Structured. Strategic. Solutions-Focused.**

Holding You Steady In A Changing World