

# FROM: TODAY




Speak, Listen: Act Academy

What happens when you unlock the latent potential of everyone you work with?

# Magic

It's the rocket that carries your business to new, exciting destinations.



FROM: TODAY

Our team comprises a unique blend of leadership, performance, communication, behavioural and brand expertise.

We've worked with FTSE 100's, start-ups and everywhere in between.

As a Leadership & Communication Consultancy, we use our own extensive experience, in-depth research and behavioural science to really get to know your business's unique needs. This allows us to build your bespoke plan of action.

In execution, we use a combination of individual coaching, dynamic group workshops and unique offsite experiences to unlock your potential - making your organisation a place where people belong, grow and do their best work.

We're just as adept delivering in person and virtually, at your offices or taking you offsite. It all depends on your unique requirements and the specific demands of the work that we're doing. We'll recommend what we think serves your needs best, working with you to agree the right blend in advance.

FROM: TODAY

Speak, Listen: Act  
Academy

## A message from the Founders



## Thanks for your interest in our Speak, Listen: Act Academy

Exceptional communication sits right at the heart of any high performing organisation. Our Speak, Listen: Act Academy will help embed a culture where people show up authentically, truly caring about each other and your collective goals. From this basis of trust, we empower teams to speak and listen generously. High quality speaking and high quality listening breeds high quality action.

This programme is for groups of 8-10. We recommend running it quarterly, with a cross section of seniority and experiences in each cohort.

JONNY DE MALLETT MORGAN  
DIRECTOR, CO-FOUNDER

This brochure should provide all the information you need in advance of a deeper conversation to home in on your specific needs. If you have any questions at all, don't hesitate to get in touch.

All of our programmes can be customised, or we can create something entirely bespoke, designed to fit your specific needs.

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CHRIS WICKENDEN  
DIRECTOR, CO-FOUNDER

# Poor communication is blocking your business's performance.

Why more businesses need to be intentional about strengthening their “soft core.”

So often, the importance of “hard,” technical skills isn’t in question. But the ability to communicate in a way that’s human, relevant and inspires has to be better. Both internally and externally. This represents a huge opportunity for forward-thinking businesses.

There’s a need for a concerted and continuous investment in your people that’s proactive not reactive. Developing your team’s culture, sense of purpose and “soft skills” can no longer be a “nice to have” afterthought. It needs to be at the top of the agenda and central to your business strategy.

Our “Speak, Listen: Act” Academy puts people’s potential, and their ability to connect, build trust and inspire right at the top of the agenda.

High quality speaking and high quality listening breeds cultures of high quality action.

Our “Lay Your Foundations” Communication workshop represents an excellent forerunner to this programme. This work also dovetails well with our leadership and public speaking coaching offerings.



**“High quality speaking and  
high quality listening breeds cultures of  
high quality action.”**

Chris Wickenden, Chief Creative Officer, FROM:TODAY

## The Purpose

To maintain high performance founded on continually great communication.

Exceptional communication throughout the business is central to a workforce that is happy, inspired, collaborative and connected behind a shared purpose – making, on average, 23% more profit per year.

Our CPD accredited “Speak, Listen: Act” Academy develops the quality of your business’s communication to drive high performance. We’ll ensure that participants speak and listen with authenticity, using high levels of EQ to connect with and inspire their audiences – internally and externally.

We don’t focus on the externals, such as how to stand or what to do with your hands. We go deeper. We’ll help participants fully embrace their unique qualities, equipping them with the techniques and confidence to speak with impact and listen generously. As they graduate, they help spread and embed a culture where exceptional communication drives growth.

The Academy is for 10 people at a time and spans a period of 6-8 weeks, including a combination of individual coaching, group Masterclasses and independent work. We recommend that you run the Academy at least once per quarter for the best possible cultural impact on your business.



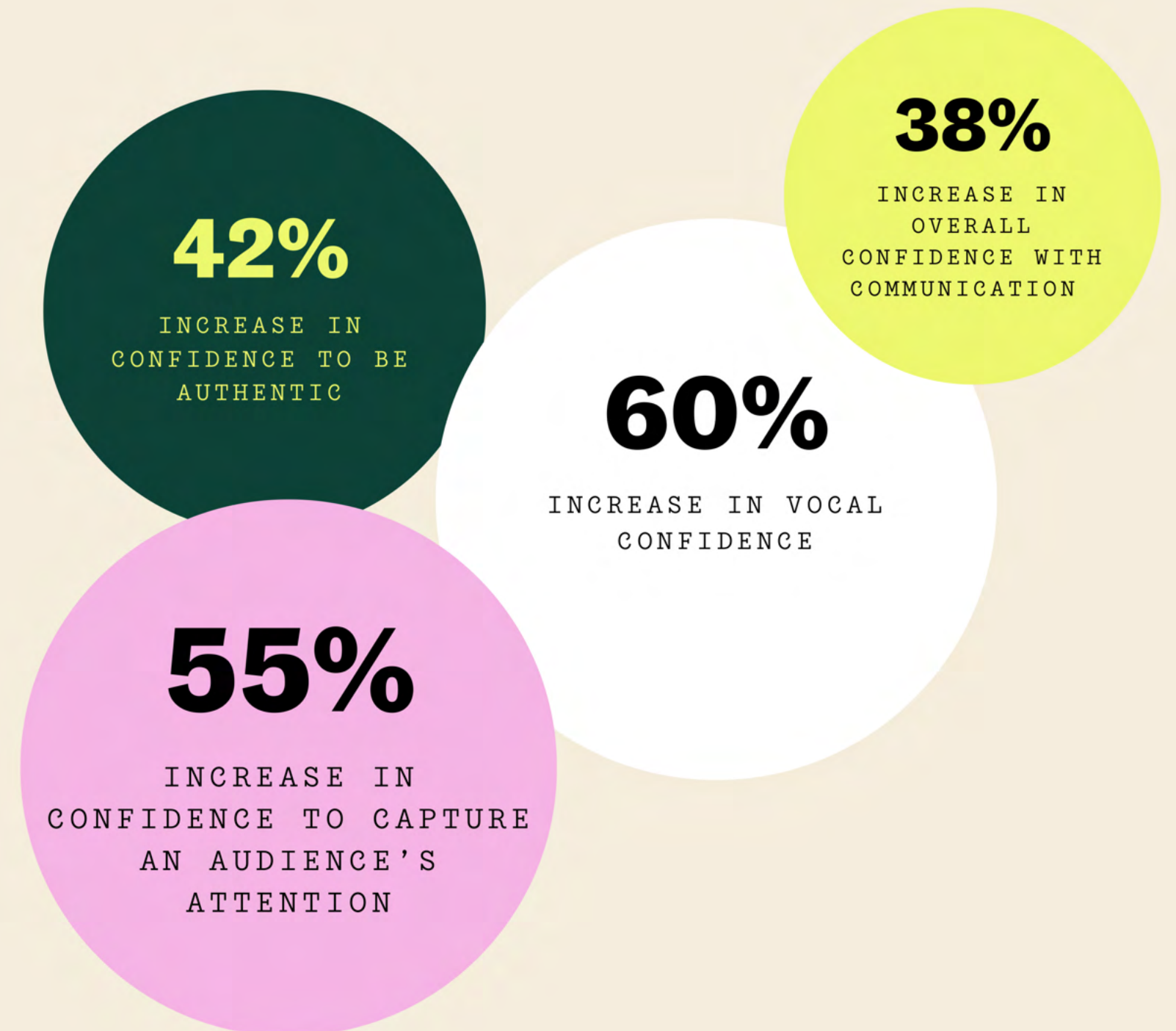
# The impact for your business

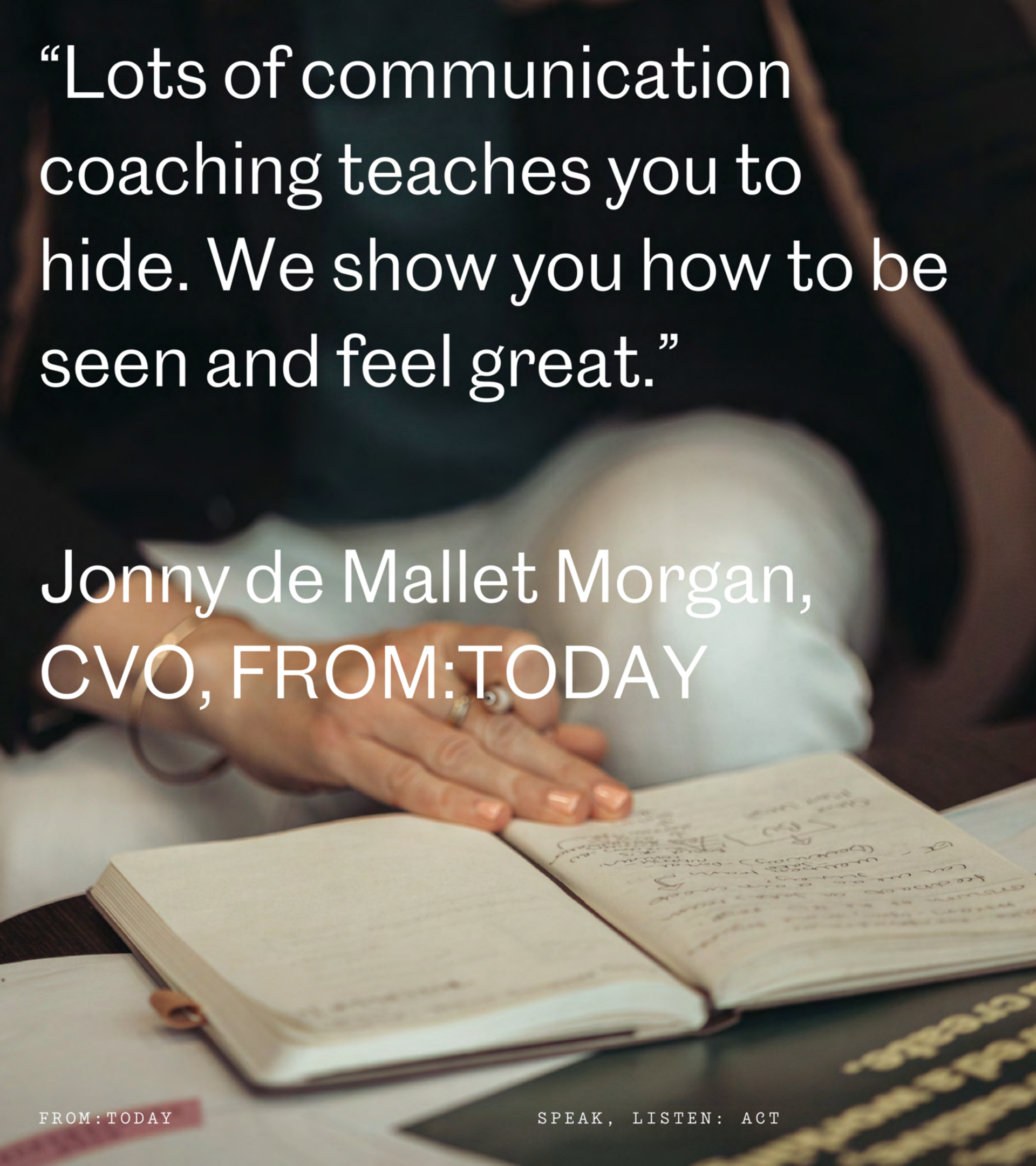
Here are the key areas, directly affecting performance, that our Academy impacts:

- **High performance conversations** - Giving and receiving constructive feedback and practising “Radical Candor”.
- **Confidence** - Building intrinsic confidence in your people to speak up and listen from a place of security.

- **Purpose & Drive** - Connecting individuals and the group to the bigger picture for your business, deepening their engagement and motivation.
- **Public Speaking Skills** - Equipping participants with the tools to get, hold and change their audiences, internally and externally.
- **Influencing Change** - Influencing and inspiring positive change, innovation and growth.

# Key outcomes





“Lots of communication coaching teaches you to hide. We show you how to be seen and feel great.”

Jonny de Mallet Morgan,  
CVO, FROM:TODAY

## Our key themes

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### Tailored vocal and physical coaching

Together, we'll explore your vocal and physical habits and create a unique plan of action for you to enhance your impact, communicating in a way that is relaxed, engaged and authentic.

### Purpose & values

We'll home in on your authentic purpose, as well as your key values and the unique way that you go about communicating with the world. This “bedrock” will provide confidence and clarity any time you communicate with your audience.

### Get. Hold. Change

We'll explore how to grab your audience's attention from the outset, bring them on a journey with you and end effectively with a clear call to action using our “Speakers' Arc.”

### Gut to gut communication

All of the very best speakers have this in common. Strengthen your reason to speak and develop the skill of communicating in a way that inspires.

# The Roadmap



# Session 1

## Individual Coaching: The Deep Dive



It's so important to begin with the end in mind. Our Deep Dive is an opportunity to paint a really clear picture of what we want to achieve together. It's also a chance for us to get to know each other, build trust and establish safety moving forward.

### 1. Needs assessment

- See you present for the first time, getting an understanding of your needs, strengths and opportunities for improvement.

### 2. Clarify your vision

- Build a clear picture of the type of communicator that you want to be, setting goals and building a plan of action.

### 3. Our approach

- Outline some of the key principles behind our approach to exceptional communication - crucially, exploring trust as your primary currency with any audience.

# Session 2

## Individual Coaching: Authenticity & Purpose

# 2

Before flipping the focus entirely to your audience, we stay with you, for Session 2. We'll dig deeper to discover what makes you tick and how this work can help you show up authentically and speak with greater impact.

### 1. Personal power

- Explore vocal and physical techniques to drop the breath, release tension and speak with comfort and ease – feeling confident and “in flow,” and removing barriers between you and your audience.

### 2. Vulnerable intimacy

- Share a personal story from your life to help explore the power of being vulnerable, open and completely authentic, and techniques to access this “state.”

### 3. Purpose and values

- Home in on your authentic purpose and values which will influence the way that you communicate every day - whatever the context.

# Session 3

## Group Masterclass: Workshop your message

# 3

Having secured somewhat of a “personal victory” in sessions 1 and 2, building that intrinsic confidence, it’s now time to focus fully on the audience and their needs. After all, public speaking is “generosity serving connection” (Brene Brown).

### 1. The Arc and your Fireworks

- Apply our framework, "The Speakers' Arc" to your presentation, understanding your super-objective and key takeaways - structuring the presentation for maximum impact and focusing entirely on the audience’s needs.

### 2. Speaking with intent

- Use acting techniques to bring the presentation to life and influence the audience in a human way. Explore how to affect them emotionally, and what you, the speaker wants them to do as a result of the talk.

### 3. Clarity; precision

- Vocal and physical techniques to work on articulation, resonance and clarity, ensuring that you and your message truly connect with your audience.

### 4. Effective collaboration

- Work together in pairs on a shared presentation, learning how to be both assertive and co-operative in the creative process - learning how to speak and listen to each other healthily for effective action.

# Session 4

## Group Masterclass: Deliver

# 4

This session pulls all of our work together with an opportunity to put everything into practice. We'll offer bespoke guidance and practical next steps to embed the learning and continue your development.

### 1. Present

- You'll get a chance to deliver the presentation you've been working on, putting all of our work together into practice.

### 2. Feedback & Feed-Forward

- You'll benefit from bespoke feedback and takeaway actions for your continued development.

### 3. Reflection and action planning

- Make commitments based on an understanding of our work together and consider how to take it forward.

### 4. Support beyond the Academy

- We'll share a helpful framework for delivering constructive feedback little and often, being both direct and caring, so that all participants learn how to support colleagues better independently.

## The Evidence

**38%**

Increase in overall confidence with communication

**42%**

Increase in confidence to be authentic

**60%**

Increase in vocal confidence

**55%**

Increase in confidence to capture an audience's attention

\*real results from previous participants

**“The impact of FROM:TODAY at Mako can only be described as transformational. They have a unique ability to connect individuals with their true purpose.”**

Trystan Morgan Shauer  
CEO, Mako Trading

**“Game-changing”**  
**“A revelation”**  
**“Transformational”**



**“Not only did my communication skills improve, but my confidence soared, leading to positive changes in my professional and personal relationships.**

**I highly recommend FROM:TODAY for anyone looking to unlock and enhance their full potential, truly connecting with themselves and their audiences.”**

Kate Bright  
CEO, Founder, NED, Umbra International

**“We worked with FROM:TODAY to help prepare a group of us for our 15 National Roadshows to over 1,200 Financial Advisers. The Masterclass was excellent. The coaching was first-rate and personable, covering everything from innovative warm-up exercises, to establishing how to ‘get, hold and change’ the audience. Having just done the first two roadshows, I can safely say that these sessions were a massive help and I now feel a lot more confident presenting.”**

George Winters  
Senior Director, 7iM Private Clients

Businesses that invest in their people:

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**23%**

More profitable

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**44%**

More likely to go the extra mile

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**67%**

Lower staff turnover

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**43%**

Improvement to customer satisfaction

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**50%**

Improvement to morale

\*Gallup, 2020

Our fee



Attract, develop and re  
the brightest sparks.

## Pricing for our Speak, Listen: Act Academy starts from £1,250 per person.

Pricing is per individual. The cost is dependent on size of the team and venue selection. Minimum group size of 8 people.

Remember, all of our programmes can be customised, or we can create something entirely bespoke, designed to fit your specific needs.

You and your business are unique.

LEADERSHIP  
PURPOSE & STRATEGIC DIRECTION  
COMMUNICATION  
TALENT  
CREATIVITY & INNOVATION

# The way we partner with you reflects this.

There's no one size fits all menu of work that we recommend.

However, we do have a series of brilliant, off the shelf solutions to specific problems. We can work with you to shape these, as well as creating something entirely bespoke for you.

# Our Programmes

## FOR INDIVIDUALS

### **Executive Leadership Coaching**

Support your leaders to step up and serve

### **Public Speaking Coaching**

Stop presenting and start connecting

## FOR TEAMS

### **Go Beyond Away Days**

Reconnect, reimagine and re-inspire

### **Lay Your Foundations Workshop**

Start your journey to high performance

## FOR YOUR BUSINESS

### **Women in Leadership Academy**

Diversify your future leadership

### **Creative Problem Solving Sprint**

Solve your biggest business challenges

### **Speak, Listen: Act Academy**

Embed exceptional communication

### **Sparks Academy**

Nurture your new generation of leaders

We look forward to discussing our Speak,  
Listen: Act Academy further with you. Please  
do get in touch if you have any questions at all.

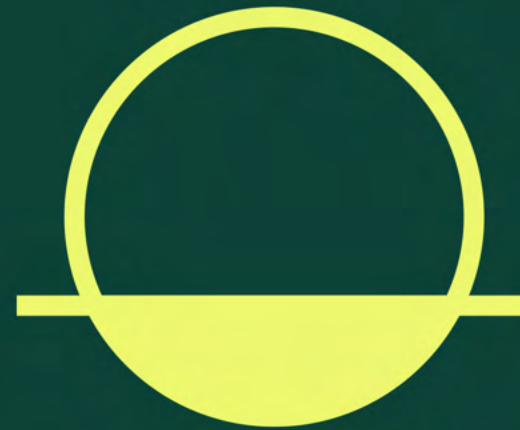
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