

# INSIDE COMMS

## Workplace Communication Training



Live courses, virtual and in-person



AI roleplays



E-learning



Keynotes

*"The ROI of this training is a no-brainer, as we've seen reduced miscommunication and misunderstandings, along with better implementation of new processes and procedures."*

*-- Leah Moretti, Head of Talent Development, UniFirst*

**Need better communication  
at work?**  
INSIDE COMMS helps  
make it happen



# WHY COMMUNICATION TRAINING FROM INSIDE COMMS?

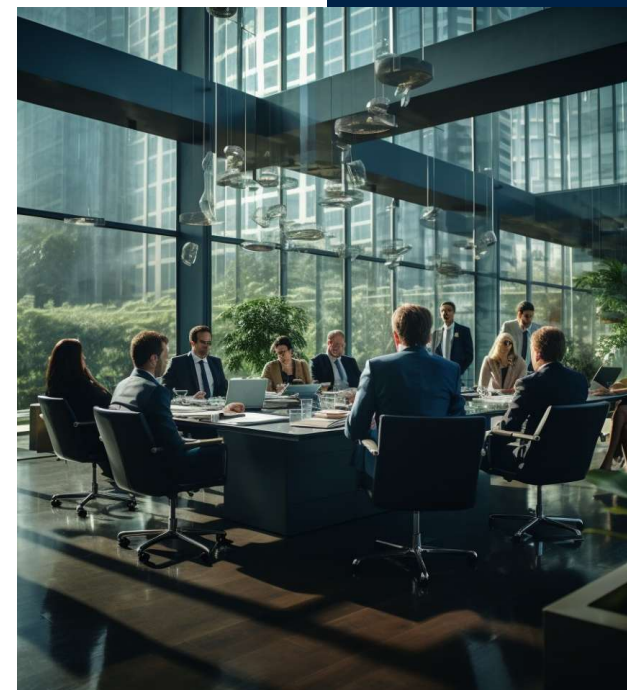
## Inaction can mean losing real money

- Better workplace communication leads to better engagement, organizational effectiveness and positive financial returns<sup>1</sup>
- Business units with engaged workers have 23% higher profit compared those with miserable workers<sup>2</sup>
- Poor communication can cost companies \$12,500 per year, per employee<sup>3</sup>

## Workplace communication training and coaching from INSIDE COMMS...

- Helps anyone communicate clearly and professionally to inform and inspire others
- Features content and exercises based on real-world experience and scenarios
- Provides concepts learners can use right away with coworkers, clients and more
- Enhances your curriculum and fits your schedule and budget

*"This is one of the most valuable courses I've taken...This is going to increase my productivity and efficiency immensely." – Sales consultant, industrial services company*



1. Iyer and Israel, 2012, as cited in Karanges, E., Beatson, A., Johnston, K., & Lings, I., Optimizing employee engagement with internal communication: A social exchange perspective. Journal of Business Market Management, 2014
2. Gallup, State of the Global Workforce, 2022
3. Grammarly Business and The Harris Poll, The State of Business Communication: The Path to Productivity, Performance, and Profit, 2023

# LIVE COURSES

## VIRTUAL OR IN-PERSON

### PROFESSIONAL COMMUNICATION

- Poise and professionalism
- Principles of business writing, speaking and presentations
- Non-verbals
- Know your audience; “reading the room”
- Writing exercises

### LEADING DIFFICULT CONVERSATIONS

- Prepare: develop your objective, approach with empathy, outline what you'll say
- The conversation: get to the point, acknowledge emotion, listen actively
- Afterward: deliver any promised follow-ups, check on the other person if needed
- Role play



# LIVE COURSES

## VIRTUAL OR IN-PERSON

### UM, LIKE, FILLER WORDS AND STUFF

- When filler words are a problem...and when they're not
- Knowing if you are using filler words
- Why we use filler words
- Ways to avoid using filler words
- Role playing/practice

### COMMUNICATING WITH CONFIDENCE

- Understanding the fear of public speaking
- Preparing to speak
- Keeping things as simple as possible
- Working through the fear



# LIVE COURSES

## VIRTUAL OR IN-PERSON

### COMMUNICATING THROUGH STORYTELLING

- Understanding the power of storytelling and its place in business
- Building a story with a classic storytelling formula
- Using your story to persuade and inform others
- Practice using the storytelling formula

### COMMUNICATING WITH SENIOR LEADERS

- Learn why it's important to communicate differently with this audience
- Make good use of limited time with executives
- Distinguishing yourself
- Self-editing on the fly and being self-aware
- Role play



# INSIDE COMMS

# AI

**Workplace communication coaching and training.  
Reinforce learning. Customize and scale with INSIDE COMMS AI.**



Practice for an upcoming meeting, presentation or conversation by speaking with avatars



The AI coach provides feedback based on concepts from INSIDE COMMS training



Your interactions with the AI platform are secure, private and judgment-free



Always-on. Use the AI platform on your schedule, whenever you need it

**Communication scenarios are customized to your needs.  
Powered by advanced generative AI.**

*"The AI roleplays took our manager training program to a whole new level. They gave our managers a safe, realistic way to practice, and the metrics clearly showed they were getting better at coaching their teams. It was simple for our managers to use, and Gary Ross helped make it simple for me to roll out. Leadership is happy with the results." — Richard Fletcher, VP of Learning and Employee Experience, Peach State Truck Centers*

# E-LEARNING

## INSIDE COMMS PLUS

Use code **evalcomp**  
at  
checkout for free  
access to evaluate  
[INSIDE COMMS  
PLUS](#) courses.

- 11 self-paced courses covering key concepts in workplace communication. Courses include:
  - Video instruction
  - Exercises
  - Downloadable tools and templates to use and keep forever
- Deep discounts available for teams and course bundles
- Any e-learning course can be delivered live
- Topics include:

|                                             |                                                |                                                     |                                           |
|---------------------------------------------|------------------------------------------------|-----------------------------------------------------|-------------------------------------------|
| Writing and Speaking for Internal Audiences | Two-Way Communication                          | Communicating with a Remote or Non-Office Workforce | Communicating Bad News                    |
| Running (In-Person and Virtual) Events      | Internal Communication Channels                | Internal Comms Overview for New Professionals       | Strategic Internal Communication Planning |
| Stakeholder Analysis                        | Corporate Narrative Development and Deployment |                                                     | Business Acumen for Communicators         |

# GARY ROSS



**Seasoned trainer, coach,  
speaker, consultant**

**Former FORTUNE 500  
executive, Emmy-nominated  
journalist**

- Led communications departments at Fortune Brands, CDW and Hyatt
- Began career in TV and radio news
- P.A. announcer, Northwestern football and men's basketball
- BS in Journalism, Northwestern University



**Fortune Brands**  
A home and security company



**HYATT®**

**Northwestern  
University**

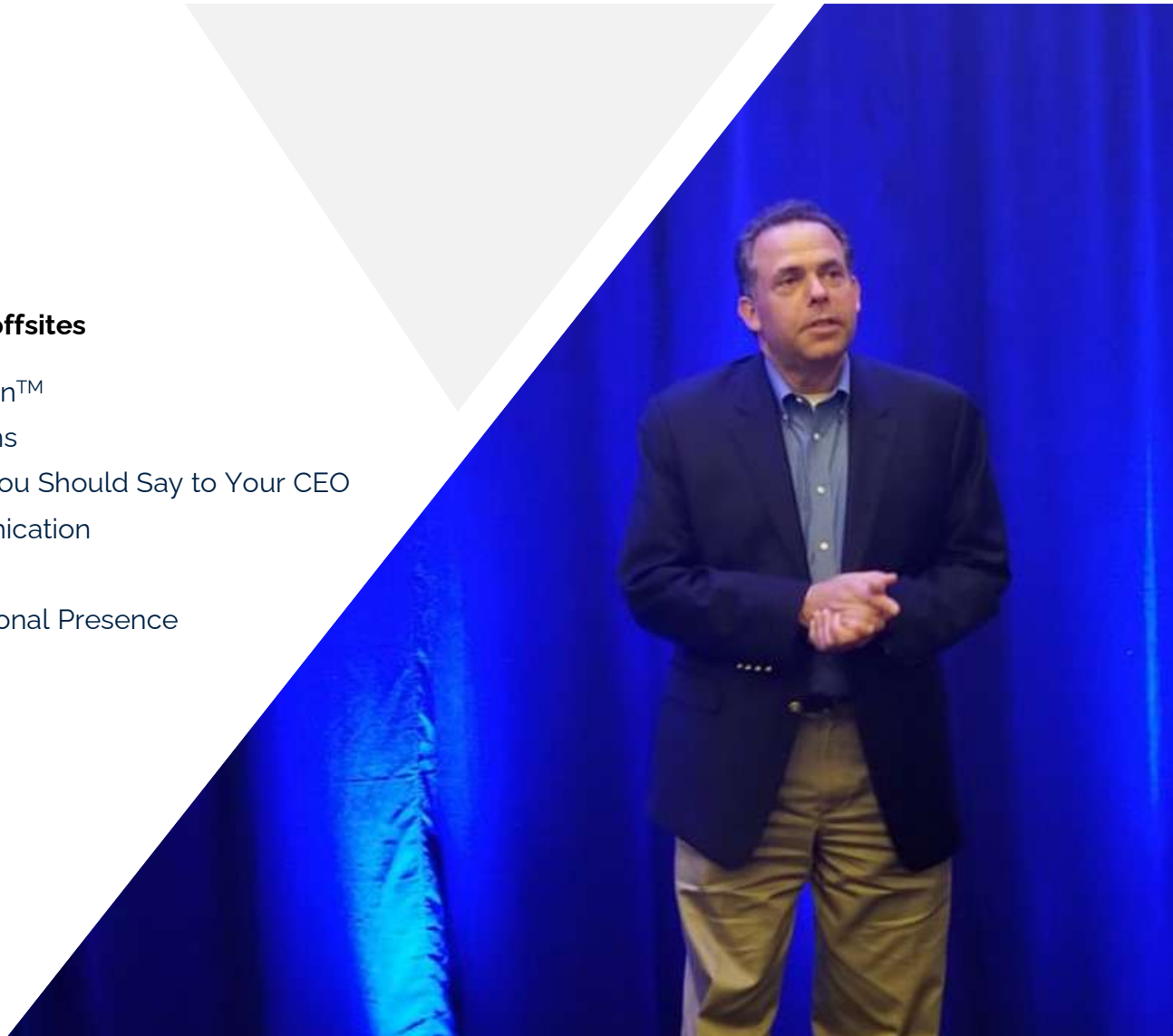
# SOME OF THE ORGANIZATIONS WE'VE WORKED WITH...



# KEYNOTES

## Perfect for leadership meetings and department offsites

- The Three Number One Rules of Communication™
- We Need to Talk: Leading Difficult Conversations
- "How Was Your Weekend?" and Other Things You Should Say to Your CEO
- Dorothy, Toto, and the Key to Inspiring Communication
- I'm Not Scared to Give This Talk
- Forget Executive Presence – Start with Professional Presence
- Leading Through Change



# MORE OF WHAT THEY'RE SAYING...

## **"...part of our core curriculum..."**

Karrie Swanson, Director of Learning and Development at Sikich, LLP

"INSIDE COMMS Plus e-learning and live sessions have become part of our core curriculum for our firm, based on the positive impact we have seen on our employees' ability to communicate effectively with each other and our clients. Participant feedback on Gary Ross's facilitation style and content has been overwhelmingly positive."

## **"...our plant was two days behind...Now we are caught up."**

Plant Manager, industrial services company

"When I took the course, our plant was two days behind our target run rate. Now we are caught up. The communication course helped me to communicate the urgency and importance of the situation to the team, which was the catalyst needed for us to solve the issues holding us back."

## **"...a definite recommend..."**

Roderick Matondo, HR Generalist,  
McGee Air Services

"As an HR professional...The Internal Comms Overview (e-learning course) was such an eye-opener. It continually provides me with much-needed guidance...It is economical, self-paced and a definite recommend from me."

# LEARN MORE...

## INSIDE COMMS

Workplace Communication Training

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- 🌐 <https://plus.insidecomms.com>
- ✉ [info@insidecomms.com](mailto:info@insidecomms.com)

