

Communication Training Vendor Checklist

When researching communication skills trainers, use this checklist to help you identify the right fit for you and your organization.

✓ Strong Methodology

A strong methodology, rooted in real-world application, matters.

It's not good enough for trainers to enforce a list of tips and tricks and one-size-fits-all rules. The training provider you choose should have a strong methodology that fits your company culture, allows for individuality, and focuses on business results.



✓ Real-World Application

Speeches are rarely delivered during day-to-day business operations.

Choose a vendor that understands the difference between a presentation and a speech. Presentation trainers who talk about wowing big audiences, taking the stage, or using podiums are not focused on real-world communication. Instead, look for companies willing to tailor a solution that focuses on the types of meetings and presentations you actually do.



✓ Private Coaching

Video is essential to building skills and self-awareness.

Training should include private video review with a skilled coach to help participants recognize and build on their natural strengths and prioritize working on weaknesses.



✓ Small Class Size

Building communication skills requires step-by-step experiential learning, feedback, and coaching.

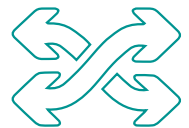
These processes take time and must be conducted in a safe environment. Keeping classes small is necessary in order to achieve success.



✓ Blended Learning

Communication skills must be introduced, developed, and reinforced for learners to be successful back on the job.

A blended learning approach should be used so that learners have access to pre-work, course materials, and skill-reinforcement tools when and where they need them.



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