

The Act Like An Agency (ActLikeAnAgency.com) program is a suite of tailored in-house or virtual training workshops packed with brain-stretching workouts that help communication professionals evolve from tacticians to strategic business partners in their organization.

Adrian Cropley, ABC and Cyrus Mavalwala, ABC teamed up in 2009, bringing together two diverse skill sets from opposite sides of the globe. As accredited business communicators, they know how to deliver value to their clients. And they train communication professionals around the world to do the same.



ACT LIKE AN AGENCY: BUILDING YOUR INFLUENCE BY DELIVERING MEASURABLE VALUE

Have you ever wrapped up a campaign that's earned rave reviews, but then had to jump to the next priority – leaving no time to measure and promote your success?

In this session, learn how to effectively measure your business success and transform your research into powerful insights that engage senior management. Demonstrate your business value in a language your C-suite understands. The Seven Steps to Communication ROI Model provides a systematic process to uncover the value being delivered to the organization.

Using activities and new models including The Communicator Client Relationship Model and The Business Model for Communication Professionals, advance your skills to help demonstrate your business value to secure swift buy-in, additional budget and increased credibility.

By working through Act Like An Agency models, participating in activities and reviewing real-world scenarios, this brain-stretching workshop will give you confidence in your team's ability to deliver measurable value to your organization. The systems and processes introduced will help you understand the power of relationships and secure budget for future projects.

WHAT WE WILL COVER:

- › Building your influence by using The Communicator Client Relationship Model
- › Exploring how your relationships matter in gaining credibility and perceived value
- › Understanding how you influence and step-up to the executive table
- › Evaluating and measuring all your communication efforts using The Seven Steps to Communication ROI Model
- › Knowing what insights to bring to the table and how they increase your value

DELIVERY:

Onsite
One day

or

Online
Two, 90-minute sessions

Learn how to Act Like An Agency within your organization to boost your career and improve your communications function. Call now to discuss your in-house or virtual training sessions with two global thought leaders.



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