



# DAVID FIRTH

Communication  
that elevates  
your leadership  
and empowers  
your business.





# High Performance Communication

David Firth's work is the direct path to enhanced business results  
and higher employee engagement.

The approach creates stronger empathy, authenticity, and connection in the service of a  
bigger shared contribution to desired outcomes.

It can be expressed in a number of shifts:

From 'Talking about stuff'  
From Information  
From Creating Understanding  
From Me/You  
From Telling/Explaining  
From Having to...

to 'Talking so that stuff happens'  
to Action  
to Generating Commitment  
to Us  
to Co-creating Futures  
to Wanting to...

The following 4 programs make the shifts a reality...



# 1: Communicating for Impact

Maximize your potential and engage with others to shape results.

## Ideal for Fast Developing & HiPo Leaders

- Discover new skills and processes for shaping compelling communication for any audience, any context and any channel, including the virtual world.
- Develop your capabilities to engage with people at the level of heart as well as head; align with others across vision, purpose and collaborative strategy.
- Craft and tell your own stories that enhance your leadership presence & impact to bring about team development and project success.

### Learning Highlights:

#### The Z Model

A tool for gathering, structuring and delivering any content to any audience.

The Z Model addresses important questions such as: 'How do I isolate and underline the Key Idea so people don't walk away with something else? How do I keep people wanting to listen to me? How do I call them to action effectively?' We will make applications of the Z Model not just to presentations, but also emails, online meetings, workshops etc. We are communicating all the time, and we need to ensure that the quality and clarity of our communication is high across all channels.

#### The MOSAIC Approach to Influencing

Most of all, people listen and trust what's going on inside their own head, no matter what you are saying or how well you are saying it.

MOSAIC allows you to put yourself in your listeners' shoes and ensure that what they are hearing from you aligns with what you have to say.

#### Storytelling

Being able to convert key areas of your communication into stories that help them to see and feel what you mean.

Many times we can get our audiences to understand what we mean, but then are left wondering why they don't act on what we say. Leaders use stories to drive engagement and action.

#### Being Yourself

Managing the internal dialog that causes nerves or anxiety.

Communication is an inside-out game. Nerves come from what we are thinking. This is a powerful exercise to identify exactly what we are feeling and why - and to do something about it so we feel relaxed and comfortable in all situations.

#### The Shadows Model

Best practice in influencing upward.

Sometimes we prefer to communicate to peers or direct reports, but something else blocks us from being our best when communicating to senior leaders. This model shows what's going on, and what to do about it.



# 2: Communication: The Leadership Imperative

From 'talking about things' to speaking so that things happen.

**Ideal for established leaders, C-suite executives, and decision-makers.**

- Develop more presence and authenticity as a senior executive; instill more confidence in the people around you to listen, understand and act on your expertise and authority.
- Move from me/you to we, and generate shared purpose, alignment and commitment.
- Co-create and reaffirm your organization's story and ensure it is aligned with the stories that the key stakeholders are sharing in their day-to-day realities.

**Learning Highlights:**

## **Understanding Three Levels of Communication as a Leadership Imperative.**

Leaders are always - consciously or not - shifting between three levels of communication.

This model allows you to identify why they matter, how they impact you and others - and then how to apply those insights to current business challenges.

## **The Hero's Journey Methodology**

A tool for leading with vision and purpose.

Myths have been inspiring people for thousands of years - and they follow the same core structure. In this program, this approach will help you craft the best story of yourself, your project or initiative - and the future you are leading for.

## **The 7Cs Story Structure**

This is about mastering storytelling for different contexts to capture hearts and minds.

It is an easy tool for taking any anticipated communication you have - virtual, email or face-to-face - and quickly bringing it to life so that others will listen.

## **Left Pillar/Right Pillar**

Utilizing Language that Causes Action.

There are ways of speaking that are important - such as explanation, discussion and debate - but which don't actually cause people to act. Here you will master the Language of Action, and as a result dramatically reduce time lost by re-visiting decisions you thought had already been made and acted upon.

## **Eliminating the need for 'Difficult Conversations.'**

Best practice in influencing upward.

The only reason we ever need to have a 'difficult' conversation is because we weren't habitually having strong conversations before it. This process looks at the key elements of making every conversation you have authentic, honest and effective in terms of outputs.





# 3: Communicating Our Expertise

## Excellence Applied.

### Ideal for Engineers, Digital & IT professionals and any other technical disciplines.

- Develop Collaborative Empathy: a natural ability to understand the problem as your client sees it first, before deciding what solution is best.
- Be able to translate complex and technical solutions into language that optimizes the buy-in and inspires a decision to proceed.
- Bring storytelling together with your technical advice to gain a shared view of the problem solved and the solution implemented.

### No matter how technical it might seem, change is always a human journey.

There are ways of guiding our peers, customers and clients through change projects effectively. Unfortunately, there are also ways of doing that which only reinforce the very barriers we are trying to overcome.

This program focuses on applying specialist expertise in the wider business to facilitate effective and efficient change management. We don't just need to be seen as the expert. We need to get our expertise acted upon.

### Learning Highlights:

#### Master the Art of the Exec Summary / Elevator Pitch

Know what to say to capture attention, and how to structure and deliver your Pitch so your client says 'Tell me more...'

#### Employ Excellence in Listening

Deepen understanding of business client needs and deal with how those needs might change over the course of a project.

#### Present Data in Compelling Visual Ways

Your clients see what the need to see and not get bogged down in the detail.

#### Grow your Skill as a Storyteller

Be able to communicate the excitement and possibility of your project; draw your clients in with the drama of options and potential barriers so that they want to act.

#### Develop Effective Internal Consulting Skills

Execute technical projects on time and in budget, build trust and credibility fast, and know how to keep clients on-board and calm over the shifting realities of complex projects.



# 4: Teamwork Accelerated with Powerful Communication

Our methodology applied to your team.

**Ideal for intact teams or functions who want to make an immediate step-change to their team's performance, impact and results.**

This program is different from others in David's curriculum in that it is not a 'training course' but could be used as a complement to existing team development interventions such as Five Dysfunctions, Belbin or personality profiling.

## **In These Workshops**

We dive directly into the current work and activity of the team, to boost communication there.

The tools we offer are instinctive and easily-applied, and so we can start making a difference to the performance of the team before we end the first intervention.

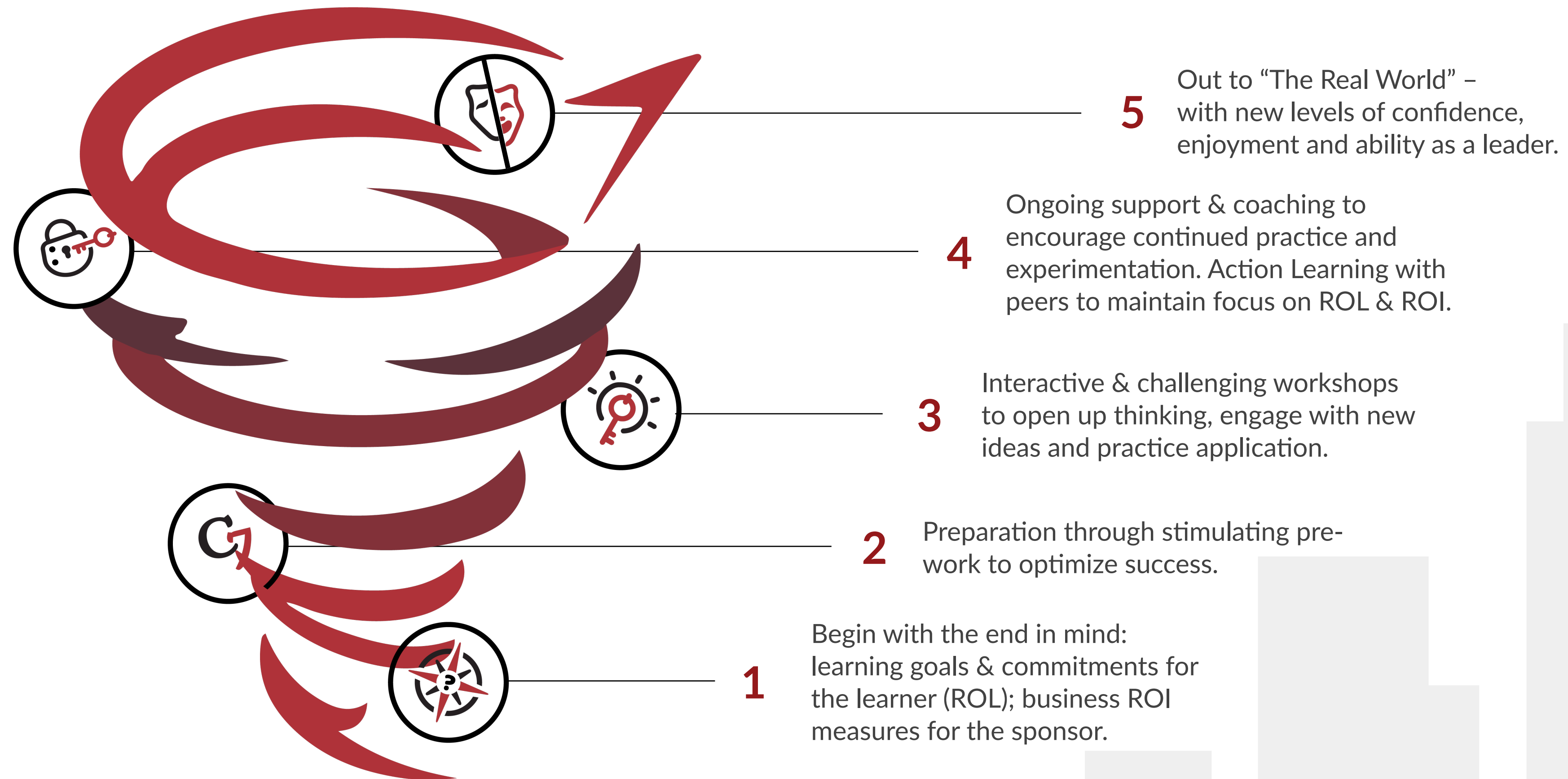
## **For example:**

- Utilize a tool that diminishes misalignment and accelerates shared vision.
- Identify quickly and safely any causes of distrust; solve them directly and openly, with a focus leveling up to shared commitment.
- Improve communication downward, outward and upward so that your network of stakeholders is clear on what you are promising and how they can help.

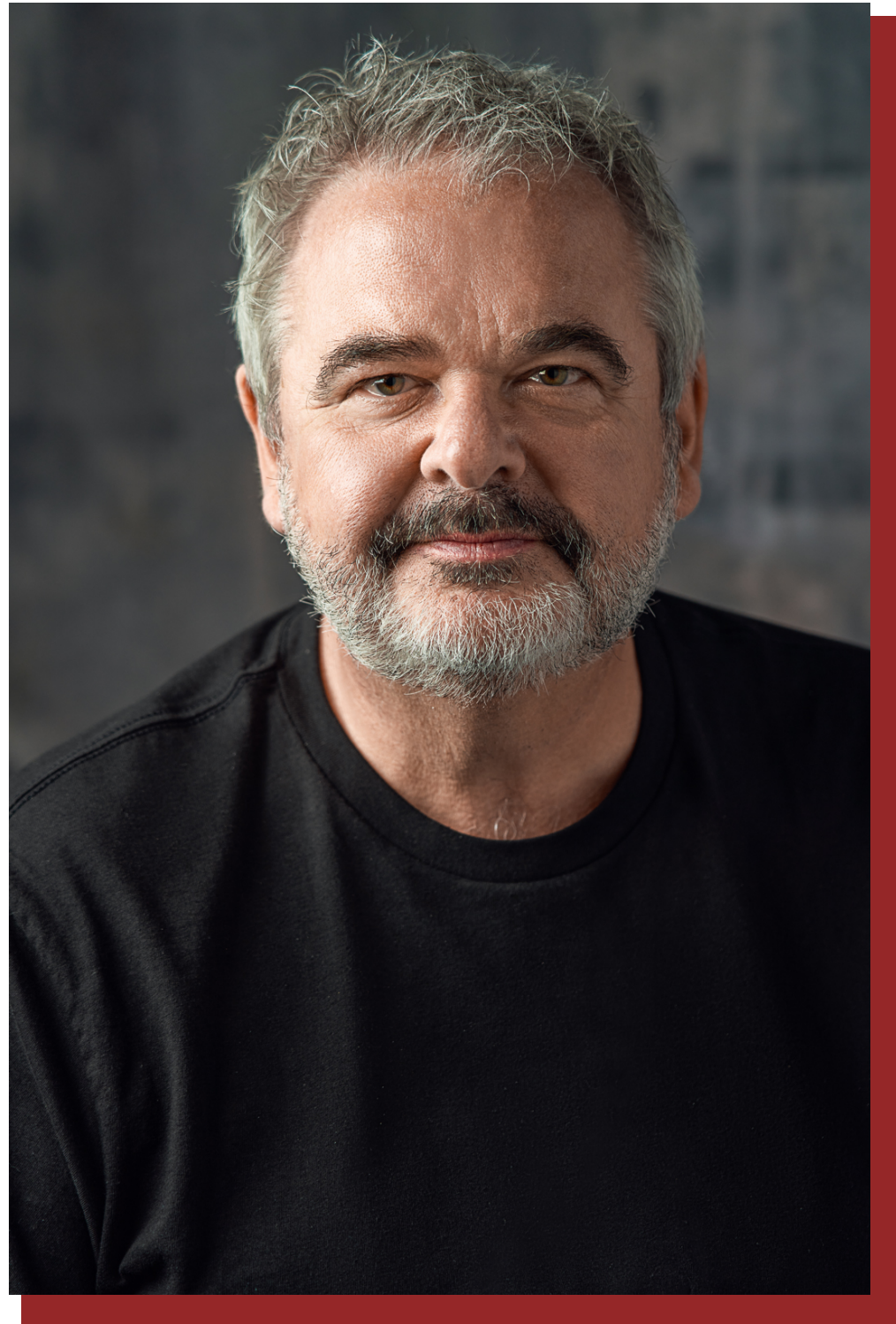
**DAVID  FIRTH**

# The Upward Spiral

How Our Approach Creates ROI for you.







## Communication should cause change, not just talk about it.

David Firth helps you discover the true and empowering nature of communication, so you can create an efficient workplace, fulfilling culture and profitable business.

**It all starts with a conversation, so reach out today.**

Tell me about the communication challenges you're facing. I'll help you see them differently. Then, if we decide to collaborate, together we can make something powerful happen for you, your team, or your organization.

[Book Discovery Session](#)

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