

Appendix: Training materials (design and delivery)

Manager Training

- **Developing agile and flexible teams**
Awareness of different thinking styles and patterns, communication, and conflict management (including psychometric tests)
- **Presentation techniques**
To better target one's audience, intention and impact.
- **Preparing spokespeople**
Train managers for conferences and media appearances.
- **Strategic communications**
Helping management to better integrate Communications as a company-wide function.
- **Communication Diagnosis Workshops**
Supporting management in assessing their communication practices and in finding innovative solutions.
- **Intercultural realities**
Awareness-raising and know-how for DEI management.

Technology Adoption

The following workshops include the production of a user's guide, training stakeholders and technical support for greater tool adoption (face-to-face or virtual):

- Train the trainer to multiply the adoption of new tools (extranets, intranets, websites, content management systems, etc.)
- Creation and use of WordPress websites
- Introduction to Photoshop and the basics of graphic design
- Online demonstrations of technological products to current and potential customers

Practical Workshops

- **Taking ownership of key messages**
Mobilizing staff in awareness or promotional campaigns, or to solidify their grasp of the organization's key messages.
- **Developing awareness campaigns**
A five-session course designed to help stakeholders design their own campaigns.
- **Train the trainer: communications tools fundamentals**
Helping in setting up communications teams or functions. Training ambassadors for promotional campaigns.
- **Gender mainstreaming in communications**
On gender-sensitive writing and the inclusion of other gender aspects in communication strategies and materials.
- **Participation in trade fairs**
To enhance customer experience, maximize visibility and achieve business objectives.

Academic Material

- **The psychology of decision-making**
Assistant to a lecturer (HEC and Polytechnique Montréal, Canada).
- **Strategic communications**
Lecturer - Diploma in volunteering management (Rafael Landivar University, Guatemala).
- **Developing a communications plan**
Guest lecturer: REP2300 - External Communications, (Université de Montréal, Canada).
- **Tutoring: French (speaking and writing)**
Private classes with recent immigrants to help them integrate into the regular school curriculum.