

- DIALOGUE shows you how, whether written, spoken or
between two people

Good communication – both between members of a company, and between employees and clients – is an essential part of the efficient operations of any organisation.

Many companies take it for granted that employees are competent writers and verbal communicators. Although a lucky few are naturally gifted, most people have room to develop their communication skills, and benefit significantly through practice and training. Improved skills result in huge spin-off benefits for companies – clients are served more professionally, and better internal communication channels between employees improve the overall efficiency of the organisation.

dialogue is a training company that specialises in enhancing writing, speaking and interpersonal skills within organisations, focusing on helping employees to develop (among others) intercultural negotiations, business report writing, team building, mentorship and change management skills. Training is provided in the form of vibrant and interactive workshops that run on average over a two-day period.

“We’re very practical, and customise our package according to the structure and needs of each company,” says Amanda Holt, co-founder of *dialogue*, who looks at organisations as a whole as well as at individual departments within companies to see where communication strengths can be improved. “As soon as you make a change in the overall communication within a company, you empower the organisation. When one person starts speaking more confidently, reacting more professionally and writing with greater clarity, it has a domino effect.”

Personal service

After gaining extensive high school teaching experience, Amanda Holt co-founded *dialogue* in 2000. “We saw the need to get people to communicate more confidently, directly and sincerely within organisations,” says Holt. Since then, she has taken over the running of the company, and has concentrated on building close relationships between herself, her trainers and client companies.

She has kept the organisation small to ensure that clients receive the best possible service available: “We maintain a personal touch with our clients, and there’s a personal touch between the facilitators. We love sharing ideas, there is a lot of cross-pollination going on, which is especially valuable to our clients.”

The company’s ten professional facilitators are highly skilled and experienced educators who are passionate about communication. Facilitators include a drama therapist, educational specialist, writer, lawyer and psychologist who bring a range of experience to the company, enabling it to provide specialist advice on cultural diversity, voice training, presentation techniques and writing skills.



Some of dialogue's dynamos

Holt notes that English first language speakers – as well as many executives – often believe that they do not need communication training, thinking that it is only necessary for lower level management. “We start by making people aware of things that they are doing subconsciously to help raise awareness. When everyone recognises how they need to communicate, it results in conscious communication, which empowers the company.”

Managers are also often not aware of changes in the style of business writing, and need to be taught writing skills to ensure their style and approach is globally up to date and in line with current readability trends. “This gives companies a modern, efficient image, and makes them more professional. If your communication style is outdated, people will assume that the whole company is.”

dialogue's training is outcome based and aligned to National Qualifications Framework levels and Education and Training Quality Assurance standards. It is also accredited by the South African Qualifications Authority in the Services SETA. Clients include Dimension Data, Siemens, the Development Bank and many government departments.

dialogue can be contacted on (011) 442 6572 or visit their website at www.dialogueworkshops.co.za

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