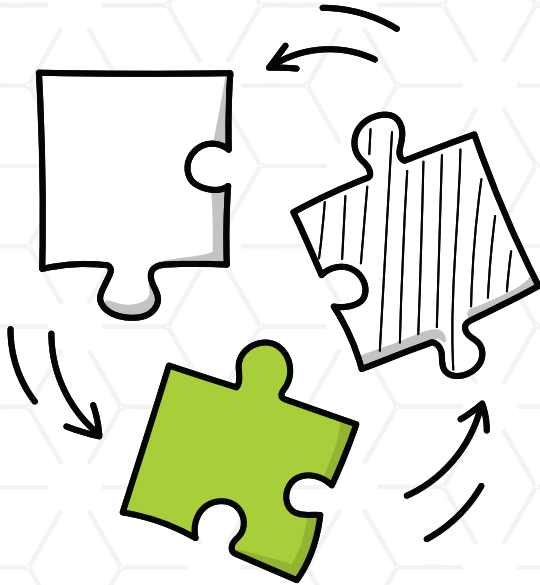


training & education portfolio



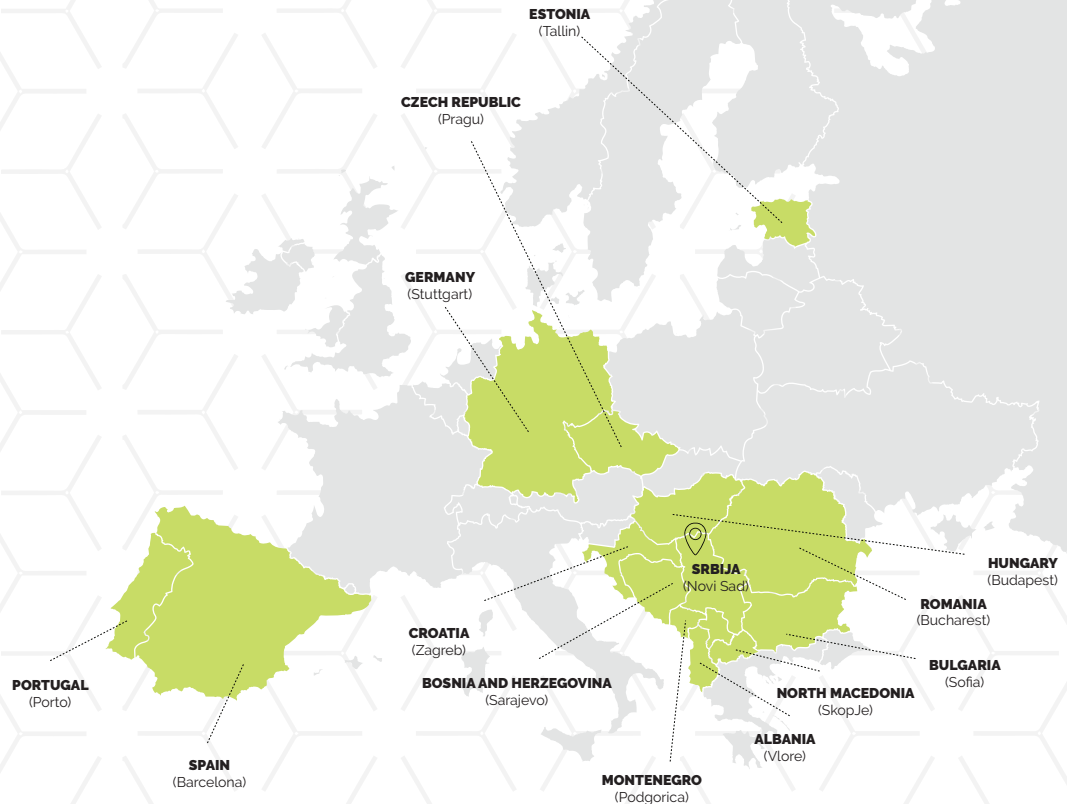


BRIDGE Communications is a company focused on the development of the most successful strategies for individuals and companies. We are partners to our clients in creating their vision.

From our foundation in 2015 our approach has been direct, result-oriented and a little different. Professionalism and focus on the result with a dose of play leads us to learn in the best way.

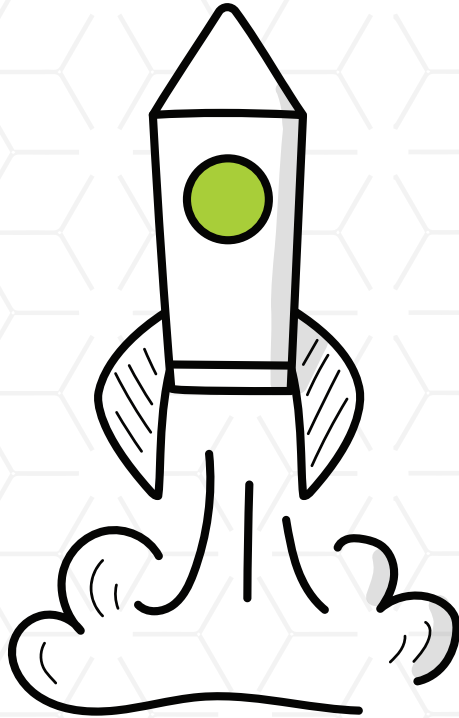
**freedom
focus
optimism
mastery**

where have we worked so far?



we worked with





developing leadership skills

- basic -

The basis of every leader's work is a well-set goal, delegation of the tasks to his team members and constant feedback, in order to learn about himself and the team members.

what does the training look like?

The training brings you experiential learning and concrete examples through which participants work on setting their goals and defining the action steps.

Also, a development should be accompanied by the feedback, and we use this segment to learn more and build the trust with team members.

Delegation as an everyday tool shows you how to empower your team members.

what will you get out of it?

- # Setting goals
- # The learned difference between desire, target and goal
- # Empowering leadership potential
- # Better active listening
- # Learning delegation skills
- # Empowering team members through the delegation process
- # Receiving and giving feedback
- # Building trust with team members

who is it for?

- # For everyone who will step into a leadership role
- # For everyone who is a leader
- # For leaders who want to build relationships among team members
- # For managers looking for additional tools for developing leadership potential
- # For all experts who you plan as the team leads (developers, scrum masters, product owners, salespeople, engineers...)

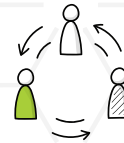
modules that are combined



goals



delegation



feedback



developing leadership skills

- advanced -

Leaders who have been in this role for many years sometimes need an additional set of tools to enhance some segment of their personal development. Advanced tools give us additional confidence, knowledge and concrete tools in various segments.

what does the training look like?

Advanced leadership skills focus on a variety of areas and provide support to leaders and managers.

Here, the focus is on developing better planning and time management, improving teamwork, better quality and creative decision-making, and better stress management.

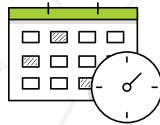
what will you get out of it?

- # Better planning skills
- # Strategic thinking
- # Creativity in decision making processes
- # Strategic decision making
- # Creating a top team
- # Managing team dynamics
- # Stress management techniques
- # Better understanding of the stress mechanisms

who is it for?

- # For everyone who wants to upgrade their leadership skills
- # For the leaders who want to build relationships among the team members
- # For the managers who are looking for some additional tools to develop specific skills
- # For anyone who wants to enrich their knowledge with additional skills

modules that are combined



time management



team work



decision making



stress management



developing leadership skills

- pro -

Some leaders, despite their long experience, encounter obstacles, problems and challenges, and in this segment we have prepared for you a set of skills, knowledge and experiences that will enable you to address the mentioned challenges in an optimal way.

what does the training look like?

The skills you gain in these modules are focused on building long-term trust with your team members, senior management and colleagues.

We also work on the agility that is needed in today's changing conditions of business and work with increasingly unstable team members and with an ever-widening age range.

We also deal with a coaching in the context of creating high-performance teams.

what will you get out of it?

- # Understanding team members and their development positions
- # Adapting the style of leading teams
- # Working on self-awareness and developing components of emotional intelligence
- # Managing emotions and working with team members
- # Agile way of thinking in the context of responding to changes
- # Coaching approach in the context of individual development
- # Building top teams processes of key components
- # Understanding the team decision model

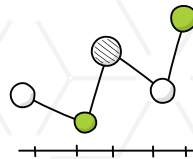
who is it for?

- # For everyone who wants to upgrade their leadership skills
- # For the leaders who want to build relationships among team members
- # For the managers who are looking for some additional tools to develop specific skills
- # For everyone who wants to enrich their knowledge with additional skills

modules that are combined



emotional intelligence



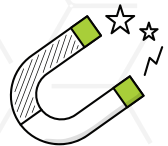
agile teams



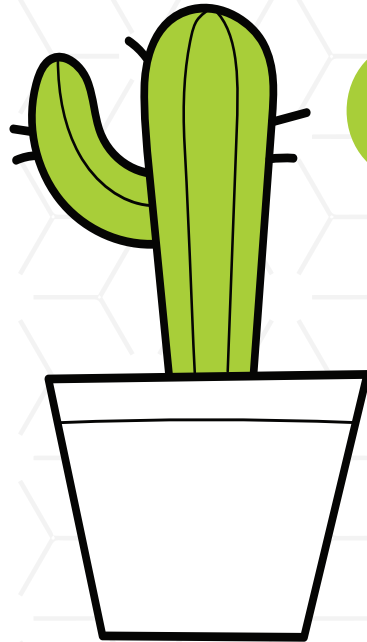
coaching for leaders



change management



building successful teams



developing communication skills

- basic -

From an early age, we start to communicate, initially non-verbally, with movements, facial expressions and slowly move on to inarticulate sounds to concrete words. It is similar when we are adults. If we want to be better at communication, we need to better understand ourselves, the filters in communication and of course our interlocutors.

what does the training look like?

The basic training of communication skills includes the knowledge, tools and the experiences we make related to our communication style, filters in communication and all those situations in which we want to be better in understanding others.

Also, the feedback module provides basic tools on receiving and giving feedback in the best way.

what will you get out of it?

- # Knowledge about our communication style
- # Creating an experience for better understanding of others
- # Building our flexibility
- # Developing empathy in communication
- # Working on the motivation of others

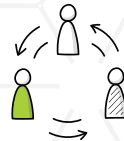
who is it for?

- # For the teams who want to communicate better
- # For the managers who want to be better in understanding their team members
- # For the individuals who are unsure of their communication
- # For all those who consider feedback as a necessary growth tool

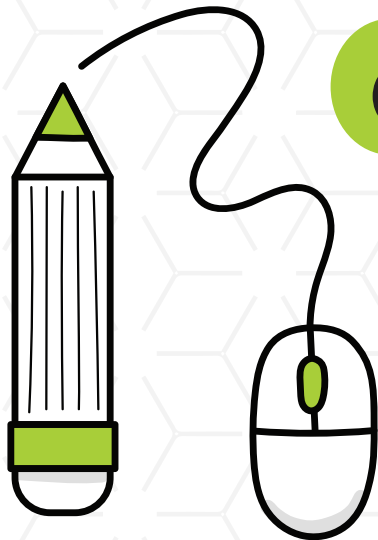
modules that are combined



communication styles



feedback in communication



developing **communication**

skills - advanced -

The teams that have been formed and work together for a long time sometimes think that communication could be better. Also, the teams grow and develop, and thus the need for the additional communication arises. Here we include the advanced communication skills of assertive communication, which give the individuals just as the teams the tools and experiences to build relationships.

what does the training look like?

This training offers participants knowledge and experience related primarily to the positions we occupy in communication and how by changing our mindset we can build quality relationships.

Also, the module is focused on language, language constructions we make and how to make an impact, better understand others and parse their messages.

what will you get out of it?

- # Knowledge about the positions we take
- # Reducing stress
- # Working on diversity
- # Building additional flexibility
- # Learning an assertive approach
- # Working on our beliefs
- # Practicing assertive communication with real examples

who is it for?

- # For the teams who want to build relationships
- # For the individuals who want to reduce their stress level
- # For the individuals who are not confident in their communication
- # For all those who want to build their assertive NO

modules that are combined



assertive communication



language pattern of influence



language precision



developing presentation skills

A great presentation is not only reserved for those who are "natural" at speaking in front of large number of people. It is a learned skill that must also be supported by the individual's internal "drivers". The presentation should tell your story. To capture the emotion of your interlocutor and then prepare the way for the main message.

what does the training look like?

With the presentation we illustrate our work, we strive to interest the audience and convey a certain message to them.

Therefore, this training starts from the basic parts of the presentation and presentation design to more complex segments of keeping attention, telling stories and visual presentation of topics.

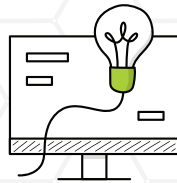
what will you get out of it?

- # Planning a great presentation
- # Defining the goal of the presentation
- # Creating the content of the presentation
- # Visual presentation
- # Metaphors in presentations
- # Adapting to different situations

who is it for?

- # For everyone who wants to improve their presentation skills
- # For the managers, leaders, salespeople who want to make a different presentation
- # For those who are engaged in education and strive to improve their skills
- # For all those who believe that a good presentation is necessary as a growth tool

modules that are combined



presentation basics



presentation design



storytelling in presentations



visual thinking



developing

sales

skills

- basic -

Sales happen all the time. We sell services, goods, we sell an image of ourselves in interviews, to future partners, we sell patterns of behavior to our children... Someone rules sales and everyone can learn it, if they want to, like everything else.

what does the training look like?

Sales trainings are based both on sales skills, through the communication styles, sales processes and all those tools that promote sales, as well as on beliefs that actually dictate sales.

Top salespeople know how to sell, and that knowledge is rooted in the beliefs they carry within themselves.

what will you get out of it?

- # Knowledge of the selling styles
- # Beliefs behind top salespeople
- # What is stopping us in sales?
- # Answers to objections
- # Retaining good energy despite rejection
- # Voice as a powerful sales tool
- # Zones of agreement in the negotiation process
- # Nonverbal communication
- # Selling as a procedure
- # Creativity in sales

who is it for?

- # For everyone who is in sales
- # For everyone who wants to try their hand at sales
- # For the sales managers who want to refresh their sales approach
- # For the pharmacists, doctors and all the other medical professionals who work in sales
- # For the call center agents
- # For everyone who wants to bring their sales to the next level

modules that are combined



sales styles



sales process



tele sales



negotiating



developing

sales

skills

- advanced -

Despite being in sales, sometimes it's time to hear something new and refresh our sales approach. Regarding to this, we present to you 2 powerful programs that generate significant results and boost your sales.

what does the training look like?

The principles of influence are all around us and sometimes we just need to pay a little more attention to them. They are a very powerful tool when the client needs to make a decision about buying your product/service.

Also, the language patterns we process further enhance the client's decision-making process because on an unconscious level, they send a message about your product/service.

what will you get out of it?

- # Strengthening the salesperson's position
- # A richer range of influence principles
- # Concrete situations and ideas for sales promotion
- # Newer approaches in sales
- # Language patterns that make an impact at an unconscious level
- # Shifting the frame and thinking about sales

who is it for?

- # For everyone who is in sales
- # For everyone who wants to try their hand at sales
- # For the sales managers who want to refresh their sales approach
- # For the pharmacists, doctors and all the other medical professionals who work in sales
- # For call center agents
- # For everyone who wants to bring their sales to the next level

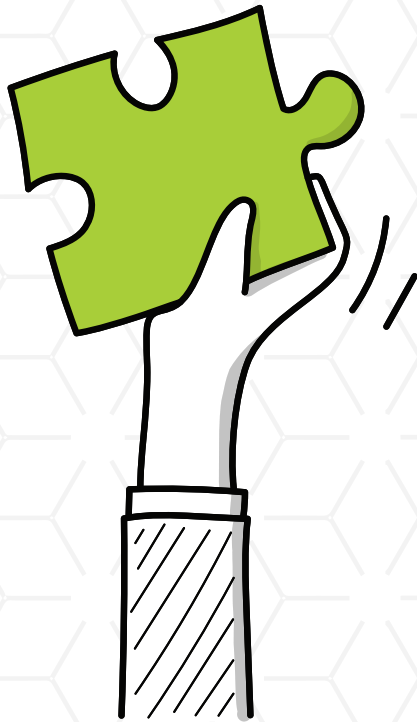
modules that are combined



influence in sales



advanced linguistic patterns in sales



developing training skills

- advanced -

Getting others interested in learning something new, catching their attention, intriguing them, challenging them, making them laugh and ultimately creating new experiences are all challenges that await the trainer.

The job of a trainer includes many segments and approaches that, with creativity and dedication, can move the trainees.

what does the training look like?

On this training, the participants start with the topic of what training is and how it works, where they get to know the assessment of training needs, the structure of training, the methodology of creating scripts, gamification in training, the mechanics of creating exercises and activities, and the evaluation of training and learning from evaluation. Furthermore, participants work on the identity of the trainer, deal with the team dynamics, learn about various approaches in training and create an experience of how to really encourage the development of individuals and groups.

what will you get out of it?

- # Planning and design of the training structure
- # Methodology of creating scripts and materials for trainings
- # Structure and design of the training activities
- # Gamification in trainings
- # Trainer identity and different approaches in trainings
- # Team dynamics
- # Facilitation in trainings
- # Visual thinking
- # Visual presentation of topics
- # Storytelling
- # Humor in training

who is it for?

- # For everyone who wants to become a trainer
- # For trainers who want to upgrade their skills
- # For HR managers, salespeople, engineers and other experts who transfer their knowledge and experience to the others
- # For everyone who wants to enrich their knowledge with additional skills

modules that are combined



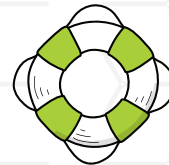
how training works



trainer & team



presentation & storytelling



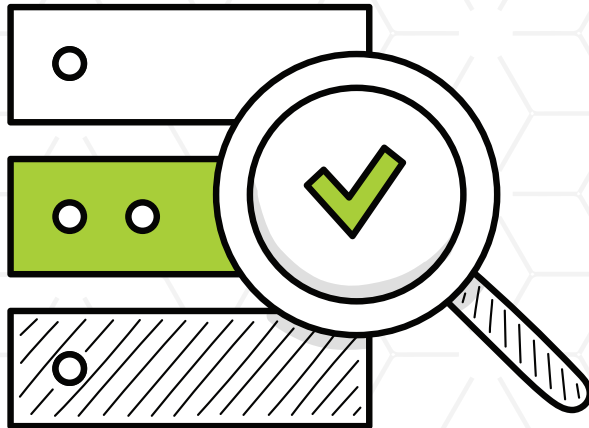
visuals & humor

developing

mng3.0

skills

- advanced -



Management 3.0 Foundation Workshop covers theoretical and practical knowledge of agile management with a strong focus on the tools that you can apply immediately after the training. It was originally created for software development teams, but today it is used by teams from various industries around the world.

what does the training look like?

The two-day Management 3.0 workshop combines theoretical and practical knowledge from agile leadership.

It was originally designed for software development teams, however, today it can be applied to all types of teams in different types of companies.

what will you get out of it?

- # Performance management;
- # Collaboration within the team and project management;
- # Empowerment of the employees;
- # Development of the vision and values within the organization;
- # Hierarchy within the organization;
- # Development of competence;
- # Application of the agile methodologies;
- # Personal organization and delegation;
- # Management of the changes within the organization
- # External vs internal motivation.

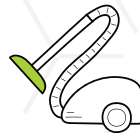
who is it for?

- # For the team leads
- # For the HR experts
- # For the managers who want to upgrade their skills
- # For the change managers, agile coaches and scrum masters and other experts who transfer their knowledge and experience to others
- # For everyone who wants to give their knowledge enriched with different leadership skills and tools

modules that are combined



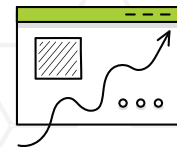
energize people



align constraints



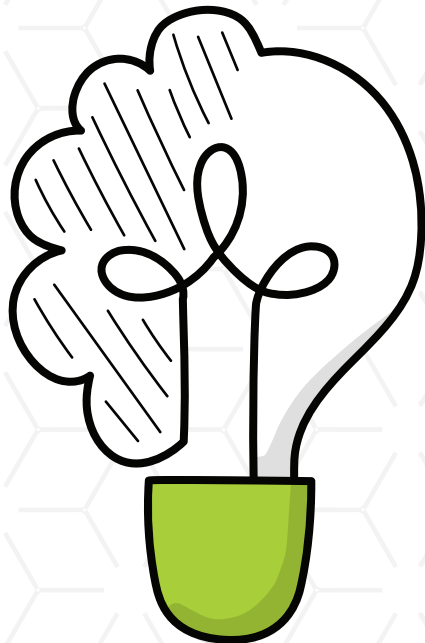
develop competence



grow structure



improve everything



developing **visual** storytelling - advanced -

Over 75% of the neurons in our brain are connected to the visual channel, and therefore we absorb the most information in this way. Visual storytelling is a powerful tool with which we present topics, ideas and all the parts that are important to us and that are an integral part of our training, facilitation, education, meetings... in an interesting way.

what does the training look like?

Visual storytelling is a skill that gives us insights into the parts of how we use visuals to present everything we want to convey to others. In this way, all the ideas that may seem complex at the start, get a different flow with visuals and a better understanding by the listeners.

The training is designed in such a way that, through concrete and practical examples, it guides participants through the world of visuals and creatives that they can use in various situations.

what will you get out of it?

- # Introduction to the basics of visual representation
- # Guide - how to plan and create a drawing structure for your training, education, team meeting or simply an idea you have
- # A way to represent your train of thought with simple shapes
- # The skill to use fonts to highlight important things in your training and thus increase the level of memory of the content
- # A chance to increase your creative potential

who is it for?

- # For everyone who wants to improve their presentation skills
- # For trainers, facilitators, educators and everyone who wants to make a different presentation
- # For those who are engaged in education and strive to improve their skills
- # For the leaders who want to present their plans and daily activities simpler and more sealing
- # For the sellers who would like to supplement their sales tools

modules that are combined



basics of
visual
storytelling



visual
storytelling

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