

## SRGB BUSINESS COMMUNICATION CONSULTANCY

Business communication consultancy service division of SRG Bangladesh Limited (SRGB) is specialising in providing solutions to the client on face-to-face communication issues. Our aim is to help the client learn and apply the power of persuasion.

We use a simple, three-phase process:

1. **Identify** communication issues and develop a strategic solution
2. **Implement** the strategy through work-in-progress consulting and practical, tailored communication-skills training programs
3. **Measure** the effectiveness of the solution and provide reinforcement strategies and tools to ensure ongoing communication-skill development.

Once we have diagnosed your communication issues, SRGB consultants will create benchmarks and then facilitate a communication strategy to address each issue.

Our face-to-face communication programs cover business needs in the following areas:

- Presenting
- Negotiating
- Selling
- Dealing with the media
- Tailored programs to address any communication issues an organisation may be facing.
- Pitching and new-business development
- Leadership Communication
- Facilitation Skills
- Training to trainers (ToT)

SRGB's consulting services provide real-time in-situ coaching on communication solutions: optimising new-business development processes; pitching for new and existing business; developing and critiquing key messages; designing and delivering high-stakes communication; diagnosing internal and external communication processes; and focusing on delivery effectiveness.

To ensure the recommended communication strategy delivers on the proposed outcomes, SRGB will measure the effectiveness of the solution in relation to the established benchmarks, and will provide reinforcement strategies and tools to ensure your organisation gains long-term benefits. SRGB's programs meet individuals at their current level of expertise. Our unique approach to transforming individuals and organisations helps people unleash and craft their own communication style.

For over 20 years, SRGB's persuasive communication material has undergone constant development and evolution, to become what it is today – a unique set of applications that truly help individuals change their behaviour and be more successful in high-stakes communication situations. By engaging SRGB, individuals and organisations can perform more effectively in business-communication situations, no matter what type of audience or issue.

All SRGB's consultants are drawn from key industry areas, which gives them unmatched expertise derived from both the SRGB experience and real-world business experience in their industry or profession. Our consultants talk the language and understand the key issues paramount for individual companies. As a result, we are able to meet the communication needs of clients from all industries, including advertising and media; IT and telecommunications; professional services; banking and finance; minerals and energy; consumer goods; property; construction and infrastructure; manufacturing; healthcare; and government.

For more information, please contact us.



Centre For Research &  
Management Consulting  
SRG Bangladesh Limited