ARTFUL COMMUNICATIONS SUITE

By accessing the skills long used to create successful performances, professionals have the potential to capture the attention of any audience. Experts from The University of Melbourne have developed a range of courses enabling your teams to communicate in engaging, objective-driven ways enabling your business to be better represented and achieve greater results.

Master the art of confident communication and connect with any audience

In our content and communication-saturated professional space, to truly stand out and make a meaningful impact requires a different approach.

The Artful Communications Suite draws on the disciplines of creative and performing arts, and their long history of capturing the attention of audiences, to equip your staff to communicate in an engaging, objective-driven manner – no matter the audience or circumstance.

Individuals will be empowered to embrace their inner performer and communicate more effectively and authentically, build more collaborative relationships within their teams and organisation, and better represent themselves and their employer.

Flexible
Designed with flexibility at its core allowing you to package the courses and collaborate with us on delivery and design to best suit your needs.

Future focused
Built on communication and relationship building concepts skills that are critical for innovative and impactful businesses as they deal with future change.

Insights driven
Taught by leading specialists drawing on cutting-edge research and industry insights.
Equipped with skills in presentation, interpersonal communication and relationship building, Artful Communications participants can help your business make greater, more meaningful impact.

---

**Course overview**

The Artful Communications Suite comprises seven courses, designed to be taken as either stand-alone modules or in a selection of your choice.

**Dynamic Presentations** - Public speaking and authentically engaging your audience

**Finding your Persuasive Voice** - Activating negotiation and persuasion skills

**Creative Digital Communications** - Engaging visualisation skills for a compelling presentation

**Collaborative Leadership** - Harmony for a thriving workplace

**Generating Creativity** - Activating ideas generation and advocacy skills

**Digital Storytelling** - Creating compelling and productive narratives for specialist audiences

**Improvisation, Influence and Engagement** - Improvisation and networking, making the most of personal-professional identity

**Professional Boundaries** - Developing productive workplace cultures through safe personal-professional relationships

Each module takes one business day across four workshops. Delivery is to suit your business needs – either face to face or online, and across one or multiple days.

---

**Learning outcomes and benefits**

Whether you take our courses one by one or as a suite – participants will develop real-world skills, knowledge and attitudes for business communications, enhancing their ability to communicate dynamically and persuasively to a range of stakeholders in any setting.

On successful completion of each of the following courses, graduates will have a range of capabilities:

**Dynamic Presentations**

- Understand a range of historical and theoretical contexts for performance
- Select from a diverse range of performance styles for a targeted public performance
- Use appropriate performance skills and techniques for specialist audiences
- Use safe body, voice and communications techniques.

**Finding your persuasive voice**

- Identify and use vocal styles appropriate to context
- Employ critical judgment to curate ideas into a cohesive argument
- Navigate multiple perspectives to enable a shared decision
- Lead through appropriate creative communication styles.
Creative Digital Communications
- Use persuasive narrative styles for digital formats
- Understand content selection and curatorship for greatest impact
- Engage interview and communication skills, tools and techniques
- Use design principles and processes for moving-image projects.

Collaborative Leadership
- Understand a range of leadership styles
- Use collaborative leadership models for a range of contexts
- Enact team-building activities appropriate to the workplace
- Use communication skills that match the workplace ‘beat’
- Employ workplace culture-setting strategies that promote a thriving community.

Generating Creativity
- Use of a range of methodologies for prompting creative thinking and creative outputs, which include precinct, locale and specialised safe environment/s
- Develop the capacity to practice flexible and adaptive thinking skills demonstrated through a range of genre
- Innovate through independent and shared judgements
- Create a professional creative-identity that can advocate new ideas and apply protocols for a sustained practice through resilience and bravery.

Digital Storytelling
- Understand clearly articulated story-arcs including key messages for a specialist audience
- Learn creative and contemporary aesthetic choices outlined through script, sketches and storyboards, music compositions and soundscapes that reinforce key messages
- Demonstrated ability to identify then select the most appropriate technology and/or new media for specialist audiences in documentary contexts
- Develop the capacity to prepare a project plan and budget for a documentary or short series.

Improvisation, Influence and Engagement
- Understand and utilise the power of a well-constructed narrative
- Use a range of targeted, ethical communications modes appropriate to context
- Create text and images for specialised projects
- Use performance-based skills and techniques for networking.

Professional Boundaries
- Develop your own informed judgements regarding appropriate professional behaviours and workplace cultural influences
- Relate with colleagues in culturally safe ways, using various communication techniques
- Exemplify the practice of caring for oneself in the context of others
- Critically analyse workplace scenarios and personal-professional practice(s)
- Apply and appropriately reflect on relevant policy and standards and/or principles and protocols related to fairness, inclusivity, personal safety and interaction with others, associated with workplace settings.
The Artful Communications Suite is delivered by a team of The University of Melbourne experts in the creative arts, psychology, and professional services.

We draw on the academic and research opportunities offered by a world-class university along, leverage our strong industry connections, and use technical expertise to ensure participants are exposed to a wide range of disciplines and provided practical solutions they can use in real-world scenarios.

*The University of Melbourne is the number 1 ranked university in Australia (Times Higher Education World Rankings 2019) and has a strong track record of developing impactful programs for industry partners worldwide.*

Get in touch today
For a confidential discussion about how the Artful Communications Suite could benefit your team and transform your business, please contact:

Emily Kersing  
Business Development  
emily.kersing@unimelb.edu.au | +61390359393