CEiL

Be interested, not interesting.

Intensive training for team leaders in holding a room: attention, visualisation, message, emotion and objections, practised under rising pressure with individual attention for every participant.

FORMAT
2 days for 4 people, 3 days for 6

AUDIENCE
4 or 6 team leaders

SETTING
In person

Communication Essentials in Leadership

CEiL trains team leaders: management teams, project teams, supervisors, any group small enough that everybody knows everybody. You learn to hold the room and speak to each person in it, rather than to a mass. Inspiration alone sends some people into a wall; CEiL trains the interaction that leaves them able and willing to act.

Every Exercise Has Three Seats

While one participant trains, the others give feedback. Then the speaker takes it again. Everyone sits in each seat, so you also learn to give useful feedback and to spar with a colleague.

- **Speaker.** You get your message across while three colleagues watch.
- **Receiver.** You feel how a message lands, and say when it bored you or when the speaker looked unsure.
- **Observer.** You watch the message travel between two other people and see what made it work.

Why the Group Stays Small

Each participant gets individual attention in every step, and that takes hours. Thomas sets the time to the result: two full days for four people, three for six. If you need to, you can split the days into four-hour blocks.

Seven Steps, Each One Harder

1. **The groundwork.** A short pass through the theory, so the exercises that follow make sense.
2. **Attention.** You learn to see the audience while you talk, and to forget yourself in your interest in them.
3. **Visualisation.** You see what you are talking about, almost like a hologram in front of you, and describe it to the room.
4. **Under stress.** Thomas makes it harder step by step, until you hold attention and the picture while you think on your feet.
5. **A one-minute message.** You design a complete message and bring it alive, instead of reading it out like a checklist.
6. **Emotional range.** You test which emotion carries the message, and widen the range you can use.
7. **Any objection.** Comments, objections, personal attacks. You handle them without flattening the attacker, and turn that person into an ally.

By the top you own your position. Nobody can knock you off it, and the skill stays once you have it.

Next Step

A question to bring to the first conversation:

“Where does our leadership communication become least effective when the stakes rise?”

DIRECT ENQUIRY
hello@thinkwaredesign.com
thinkwaredesign.com

Start a confidential conversation with Thomas Bothe about CEiL. There is no financial obligation.

Feature Profile

Six scales describe how CEiL is set up: why, how and with what results. Each runs between two poles, numbered 5 to 2 towards each pole, with a single 1 at the centre; there is no zero. Filled cells show where the intervention sits; each group carries its own colour.

Why

Aim

Whether the intervention sets out to build a skill or to inspire. The band leans towards skill, with some reach into inspiration.



Area of usefulness

Where what you take away is meant to be used. The band leans towards professional life, with some reach into private life.



How

Where we go into detail

Whose part the intervention looks at closely. The band stays with your own responsibility.



Method

How the intervention works with you: mentoring alongside you, or training. The band leans towards training, with some reach into mentoring.



Results

Learning

Depth of understanding or breadth of knowledge. The band leans towards depth of understanding, with some reach into breadth of knowledge.



Confidence

The kind of confidence the intervention aims for. The band leans towards presence, with some reach into presumption.

