



# MAKING THE DIFFERENCE ... **WITH TRAINING AND CONSULTANCY**

OUR CONSULTANTS CAN SUPER-CHARGE YOUR  
EXPERTISE THROUGH THE POWER OF WORKSHOPS  
WITH AN ALL-IMPORTANT DIFFERENCE

**We offer a range of premium training and consultancy packages run by experts for companies who want to work smart and stay ahead of the game.** Whether that means investing in the professional development of employees or parachuting in additional brainpower when supplies in-house are running dangerously low ... the choices are as varied as they are effective.

The common thread running through all of the packages outlined overleaf is our **commitment to quality and expertise**. We seek to understand your specific challenges and needs, so a genuine expert in the field can draw on years of experience at the front-line to create relevant, interactive and engaging content that imparts immediately deployable skills.

## TRAINING PACKAGES

The Connector  
The Orator  
The Scribe  
The Amplifier

## CONSULTANCY

The Brain Gain  
The Facilitator  
The Consultant  
The Visionary  
The Coach

We can tailor workshops to your precise specifications in terms of content, duration, location, group size and budget. Just give us a call to discuss.

Get in touch by phone  
or drop us an email:

**+44 (0) 3302 230 646**

**[hello@thedifferencecollective.com](mailto:hello@thedifferencecollective.com)**

**[www.thedifferencecollective.com](http://www.thedifferencecollective.com)**



THE  
**DIFFERENCE**  
COLLECTIVE

## THE BRAIN GAIN

**The opposite of a 'brain drain'.** We can mobilise some serious brainpower to help you supercharge your strategy, power up your pitch proposal or crystallise your campaign. We take the time to fully digest the challenge in advance, so when we come to facilitate the face-to-face or virtual Zoom brainstorm we have plenty of inspiring ideas up our sleeve to help fuel the fire. A tried and tested formula, this is an 'off-the-shelf' package that delivers serious bang for your buck.

If you're a charity, you can apply to win a FREE one-hour virtual brainstorm – take a look:

[www.thedifferencecollective.com/health-charity-comms](http://www.thedifferencecollective.com/health-charity-comms)

## THE CONNECTOR

**Demystifying social media.** Are your trusted communications executives struggling to move with the times? Is social media an ill-conceived bolt-on to your marketing plan or not on your radar at all for fear of making an irreparable mistake. We will explain the rules of engagement and break the process down into manageable chunks, so future campaigns are insight-driven, analytical, compliant and, most importantly of all, effective.

## THE ORATOR

**Writing and delivering presentations that pack a punch.** Fed up of slogging for weeks on a beautiful presentation and then falling at the final hurdle when the words fall flat or, even worse, won't come at all? As comfortable training employees as we are key opinion leaders, our facilitators are experts at removing the fear factor and bringing presentations to life with passion and verve.

## THE FACILITATOR

**Bringing structure and purpose to the unruly art of collaboration.** We bring highly adaptable facilitation of advisory boards, roundtables, discussion panels, plus ideation, strategy, messaging and crisis sessions, combining innovative formats with a dedication to consensus. We know how to jump right in, establish an objective, create an interactive format, and lead groups of all sizes toward constructive solutions.

## THE CONSULTANT

**Mentor, advisor, short-term consultant, sounding board.** Sometimes you need someone who can bring a healthy dollop of experience, impartiality and common sense to help you see the wood from the trees. Whether an ongoing challenge or a one-off short-term assignment, let us help you get to the heart of the critical issues that are keeping you awake at night. You might be preparing for sale/acquisition, planning your new business strategy for the year ahead or prioritising talent growth and retention ... whatever the challenge, our counsel will provide an experienced and steady hand.

## THE SCRIBE

**Unleashing the power of the written word through first-class copywriting.** Our words seek to inform, inspire and invoke action, whether targeted at medical specialists or your proverbial Joe Bloggs. We have seasoned medical writers who can impart advice and guidance for those happiest immersing themselves in the most complex of scientific principles. Conversely, we have ex-national newspaper journalists who can teach how to write a winning press release - from an attention-grabbing headline to a killer quote.

## THE VISIONARY

**Clever creativity.** As advocates for evidence-based creativity, we tackle society's greatest health challenges and help businesses succeed, developing visual identities and branding that resonate with target audiences on a whole other level. We can help you find clarity and consensus in what is a notoriously subjective field, using an interactive process that challenges and inspires in equal measure. Whatever your creative challenge and whatever the desired medium, we can help you crack it.

## THE AMPLIFIER

**How to think, feel and act like a journalist to achieve your dream coverage.** How better than to learn what journalists want than from the ex-health editor of a leading national newspaper? How to write standout press releases, avoid common pitfalls, cultivate a media contacts list to die for and pitch like a pro ... we cover every aspect of media relations in a friendly/non-judgmental format, so you not only take away key learnings, insider tips and advice, you'll also have the confidence to put it into practice.

## THE COACH

**To help you spin those plates with courage and conviction.** Our coaches know more than most about the different challenges and opportunities that business and culture face at key growth milestones. Fully qualified in Performance and Executive Leadership Coaching, they will help you and/or your team realign priorities and achieve personal goals with clarity, conviction and purpose through senior management mentoring and team coaching.

## WANT SOMETHING DIFFERENT?

Look no further for quality, tailored training and consultancy with a Difference!

Get in touch by phone  
or drop us an email:

+44 (0) 3302 230 646

[hello@thedifferencecollective.com](mailto:hello@thedifferencecollective.com)

[www.thedifferencecollective.com](http://www.thedifferencecollective.com)



THE  
**DIFFERENCE**  
COLLECTIVE