



The Superstar Communicator™

Workshops and masterclasses for your Next Generation Talent

Delivered by
SuperStar Communicator



Telephone: +44 (0) 1438 718509 enquiries@superstarcommunicator.com
www.superstarcommunicator.com [@superstarcomms](https://twitter.com/superstarcomms)



SUPERSTAR™
COMMUNICATOR



The Superstar Communicator™ About us

Our specialization is to ensure everyone makes a positive impact in all business conversations. We are leading experts in spoken communication and have supported businesses and individuals globally with their spoken communication skills.

SuperStar Communicator empowers individuals and businesses to speak with impact, influence, credibility and confidence in all business conversations. This ranges from public speaking, presentations, pitching, meetings and leadership communication.

We have created the SuperStar Communicator™ Methodology; which highlights the key skill areas essential for being an excellent spoken communicator. We deliver a range of workshops, masterclasses, speeches, coaching and online courses to support clients. Our delivery is online or face to face at some locations.

We have delivered online workshops to attendees from over 80 countries. Our clients include Pfizer, AstraZeneca, Hewlett Packard Enterprises, Invesco, Deloitte, professional associations and organisations globally.

We have selected specific topics to develop the 'Power Communication Skills' for employees who have recently joined your organisation. These skills will support their professional development and to work more efficiently.

We are always delighted to discuss different workshop and masterclass options. Do book a [call here](#) if you would like to discuss your training requirements.

Telephone: +44 (0) 1438 718509 enquiries@superstarcommunicator.com
www.superstarcommunicator.com [@superstarcomms](https://twitter.com/superstarcomms)



SUPERSTAR
COMMUNICATOR



The Superstar Communicator™

Watch the SuperStar Communicator [video here](#)



Telephone: +44 (0) 1438 718509 enquiries@superstarcommunicator.com
www.superstarcommunicator.com  @superstarcomms





The Superstar Communicator™

Feedback

"This was an amazing session. Thank you Susan!" **Lorraine Eyers Greater London Authority**

"Susan is one of the most genuine, professional and dedicated people that I know. Her particular brand of coaching, presentation skills and mentoring has led to numerous participants who have taken her courses, being able to present the very best version of themselves in the workplace. Susan is the 'real deal'. Believable, easy to connect with and easy to learn from. All of my business dealings with her have been positive. I would certainly recommend the Susan Heaton-Wright Superstar Communicator philosophy to companies and individuals alike. She can make a difference for you. Especially right now"

Keith Sammels CEO Law Creative

Susan, You were fantastic! We have received such positive feedback about not only the content you delivered, but about how you presented it. Very interactive, very engaging. We all loved it! Well done!

Michelle Connolly Pfizer

Thank you so much for today! You did brilliantly and everyone enjoyed the session. Love how you were able to tie it in a relate it to current news. **Sylvia Wajszczyk Invesco**

Susan has a plan. This makes it very easy to work with her. Her content & tips are chunked "easy to digest" and even more important: they all make sense and are easy to apply. Did I mention that she is fun and entertaining on stage (live and virtually)? Saying this as a communication expert - Susan is communicative gold. **Katja Schleicher Public Speaking & Media Coach at Impact! Communication Coaching**

Telephone: +44 (0) 1438 718509 enquiries@superstarcommunicator.com
www.superstarcommunicator.com [@superstarcomms](https://twitter.com/superstarcomms)





The Superstar Communicator™ Time Management Skills

We are all time poor; and are expected to deliver more work for others. “I have too much to do” and “I don’t have time” are complaints we are all hearing. Being able to manage your time and work more effectively and efficiently is a skill we all need to acquire. In this interactive workshop, we will share practical ways to manage your time and work more efficiently. Delivered by Susan Heaton-Wright

Outcomes:

- Understand how we as individuals work
- Identifying where we waste time and where we work efficiently
- Using the Time Management Elements to ensure we work efficiently
- Introduction to a range of APPS and tools that can assist in using your time effectively
- Creating systems for more efficient working
- Developing skills to set boundaries with your work load
- Applying the techniques to working remotely and in the office
- Using good communication skills to build boundaries about our work and if necessary to be assertive about work loads

Telephone: +44 (0) 1438 718509 enquiries@superstarcommunicator.com
www.superstarcommunicator.com [@superstarcomms](https://twitter.com/superstarcomms)



SUPERSTAR™
COMMUNICATOR



The Superstar Communicator™

Virtual Presentation Skills: Be seen: be heard: make an Impact

Overview: With these changing times, we are all being forced to communicate virtually: conference calls, webinars, phone calls, as well as emails. In this interactive workshop, I use the principles behind the Superstar Communicator™ methodology to find specific techniques to ensure you are making an impact when communicating virtually.

Learning Objectives: The aim of this course is that you will go away with knowledge and practical ways to be seen, be heard and make an impact when they speak. This includes:

- Understanding who you are speaking to and 'what's in it for them'.
- The variety of virtual platforms you could be speaking on
- Creating clear, concise, focused messages
- The importance of preparation and ideas for preparing
- How non-verbal communication (body language) play a part in any speaking - even on line
- How we can make it as easy as possible for others to listen to us, by using our voices effectively, particularly virtually.



The Superstar Communicator™

Resilience and looking after yourself in challenging times.

Overview: Many of us are used to working with others in an office or visiting clients face to face. Having a daily routine and being able to live fulfilling lives meeting others and participating in hobbies. As our working and home lives are being changed drastically, we need to look after our physical wellbeing even more - and that of our families. This is focused on your physical, emotional and mental wellbeing. This is an interactive workshop with a workbook and a chance to ask questions and share good practice.

Learning Objectives: The aim of this course is that you will go away with knowledge and practical ways to improve your resilience in these challenging times. This includes:

- Explore what causes you stress and the effects it has on you.
- Share ideas and practices to protect you from the effects of stress, balance with feel good chemicals and to 'recharge your batteries'.
- Techniques to access positive thoughts and emotions to develop your energy and resourcefulness
- Accessing exercise and hobbies virtually in our current world.
- What you can do to help and support others



The Superstar Communicator™ Facilitating and contributing to conference calls and meetings

Overview: Conference calls and virtual meetings are now the norm. It is an opportunity for individuals to raise their credibility by facilitating and managing meeting effectively, as well as contributing in an impactful way. We all have experiences of conference calls that haven't been run well or efficiently. We can change this!

This masterclass includes innovative ways to engage and maintain focus on meetings, in addition to facts about concentration in virtual meetings. It also supports individuals who are less confident or inexperienced in using virtual meeting platforms, how to prepare and make a positive contribution in remote meetings.

Learning Objectives: The aim of this course is that you will go away with knowledge and practical ways to facilitate and contribute in virtual meetings with confidence : This includes:

- Setting clear boundaries on how to behave in meetings and conference calls
- How to lead effective meetings.
- Tips on managing time
- Facilitate valuable discussion where everyone can contribute whilst being in a virtual environment.
- How to ensure everyone is focused whilst in the virtual 'room'.
- Tips for structuring a good virtual meeting: including recommendations of content structure and features to use

The slide features a decorative design with three stars of varying sizes on the left side and a large, thick, red curved line that starts at the top right and sweeps down towards the bottom right. The text is centered and uses a mix of bold and regular fonts.

The Superstar Communicator™

Manage your fear and turn up with confidence

There are situations where we are affected by fear; this could impact on our performance, or we could avoid taking up opportunities that could progress our career. In this powerful masterclass, Susan shares techniques to understand and manage your fear so you can present the very best version of yourself in business situations. Using proven knowledge from Neuroscience as well as her experience as a professional musician, Susan delivers invaluable content.

Learning Objectives: The aim of this course is that you will go away with knowledge and practical ways to manage your fear in specific business situations. This includes:

- Understand what fear does to your body.
- Creating a safe psychological zone, to ensure you are able to self care.
- Creating awareness of occasions when you are fearful and creating a framework of how to manage this
- Techniques to manage your fear and ensure you are in a calmer state
- Reframe your attitude to fear, and discover how you can use this in a positive way to increase your confidence
- Recognise when you are self sabotaging to avoid the fear



The Superstar Communicator™

How to Raise your Visibility for Career Success

Overview: How is it that some people rapidly climb the career ladder whilst others - who might be equally as good, remain at a lower level? Having studied very successful people; watching their behaviour, actions and attitudes, I have identified key engagements these successful people do in order to be visible to decision makers. And in this time where cuts are being made, you want to be the go to person; the person who is positively noticed - and I don't mean the loudest person: the last person standing when difficult decisions are made.

Learning Objectives: The aim of this course is that you will go away with knowledge and practical ways to improve your visibility so you are noticed: This includes:

- Participants will have a plan in place of activities they can do in order to raise their credibility, profile and visibility within their organisation and industry.
- Plenty of ideas for raising their visibility: virtually - without this being exclusively about social media.
- Permission to 'blow your trumpet' and tell people your successes and achievements
- Decide what is newsworthy and find the right channels to ensure others notice this
- How working hard is not enough to be noticed in a positive way
- How to build and utilise an invaluable network

Telephone: +44 (0) 1438 718509 enquiries@superstarcommunicator.com
www.superstarcommunicator.com [@superstarcomms](https://twitter.com/superstarcomms)



SUPERSTAR
COMMUNICATOR™



The Superstar Communicator™

Superstar Communicator Interview Skills

Overview: Interviews are being conducted virtually. Even when we are able to meet face to face again, recruiters indicate that there will be a combination of virtual and face to face interviews. There are a number of communication techniques to help you nail an interview: performing with credibility and impact. This virtual workshop shares techniques for being interviewed. But it is an invaluable workshop for interviewers too.

Outcomes:

- Tips on how to prepare for an interview
- Techniques to manage your nerves before an interview
- Creating impactful and focused answers to interview questions
- The importance of non-verbal communication to build trust, presence and credibility



The Superstar Communicator™

Superstar Communicator Presentation Skills

Overview: Presenting, whether for pitching for investment or ideas; presenting to clients, stakeholders or senior management is an essential skill for any ambitious individual. It is an opportunity to develop credibility and raise your profile. In this virtual workshop I share the secrets of presenting “Superstar Communicator” style.

Outcomes:

- How to prepare for a presentation so you will make a positive impression
- The Why? The purpose of your presentation and how you engage your audience
- What to say and how to say it. Structuring your presentation with simple Superstar Communicator techniques
- Tips on the performance side of your presentation
- The power of using stories in your presentations and how to use this technique successfully
- Managing your nerves before presenting.

Telephone: +44 (0) 1438 718509 enquiries@superstarcommunicator.com
www.superstarcommunicator.com [@superstarcomms](https://twitter.com/superstarcomms)





The Superstar Communicator™

Say what you want, say what you mean, Assertiveness Skills

Overview: Many people are worried about being assertive: they believe they are coming across as aggressive. Yet everyone has the right to express their needs. Being assertive is an essential skill for anyone. Developing excellent assertiveness skills makes you a better colleague, team player and human being.

Learning Objectives: The aim of this course is that you will go away with knowledge and practical ways to improve your assertive skills. These include

- Knowing and understanding the difference between being assertive, aggressive and non-assertive/passive aggressive
- To challenge the misconceptions and current myths around assertiveness
- Learn and develop the skills to challenge your existing emotional blocks and values, so you can be more assertive
- Learn the essential skills to empower you to say what you want and mean
- Learn and develop your ability to use the key steps to being self assertive
- And finally - giving you permission to be assertive



The Superstar Communicator™

How to have difficult conversations at work

All leaders and managers have difficult conversations at some point in time. Having difficult conversations may never be easy, but there are ways to make those conversations both productive and as painless as possible. In this interactive masterclass I share ways you professionally lead a difficult conversation.

Learning Objectives: The aim of this webinar is that you will go away with knowledge and practical ways to be more effective This includes:

- Techniques on how to be specific in these conversations
- Avoiding being personal when having these conversations
- The power of listening and different listening techniques to use in different conversations
- How the language you use impacts the success of the conversation
- Offering solutions rather than allowing a comment or conversation to 'hang'



The Superstar Communicator™ Network for success

Networking is an essential skill if you wish to raise your profile professionally and/or move your business forward, yet it is something many people dread. Being able to create and maintain a strong network is crucial.

This interactive virtual masterclass provides the audience essential skills in face to face and online networking. Including meetings strangers, having interesting conversations, when to move on; following up and keeping in touch with your network. This masterclass will focus on virtual networking for the foreseeable future.

By the end of this session, delegates will be able to:

- Learn why networking is crucial for personal career success and business success
- How to create a plan and prepare for a networking event
- Planning your network; recognising where there are gaps and how to fill them with valuable contacts
- Discovering which network events - and other events that will be appropriate and valuable for you to attend and invest money in
- Having conversations and knowing when to move on to a new conversation
- The essential part of networking: the follow ups and keeping in touch with people
- Networking online: some clear tips



The Superstar Communicator™

How to demonstrate and develop credibility

There are situations in business where we need to demonstrate your credibility or personal impact. This gives clients, prospects, stakeholders, colleagues and senior staff more confidence in your abilities. It also assists in the “Building Trust” part of business development. In this workshop I share key characteristics of credibility and how to use it in an authentic way in business conversations. I also build your awareness of how your presence and confidence plays a role in credibility, even when you are not speaking.

Learning Objectives: The aim of this course is that you will go away with knowledge and practical solutions to use gravitas and personal impact authentically. This includes:

- Understand what credibility is and how to demonstrate it
- Become aware of how you respond to questions and requests from others
- Discover how positive body language can positively increase your credibility.
- Create a positive first impression
- Improving your communication skills so that you show credibility in different business settings.

The slide features a decorative design with three pink stars of varying sizes on the left side. A light pink curved line arches over the top text, and a thick red curved line arches over the bottom right text. The main title is in a bold, black, sans-serif font.

The Superstar Communicator™

What is included:

Includes: Blended learning materials for participants who are interested in more information, accessed via the Superstar Communicator APP (free and you do not need to register to access this).

The virtual workshops and masterclasses are available as 60 minute interactive learning session. The slides are available afterwards, and CPD certificates are available to participants.



The Superstar Communicator™

CPD Accredited Virtual Workshops & Masterclasses

Our virtual workshops and masterclasses are CPD Accredited; the content, structure, delivery and learning outcomes have been rigorously assessed by an independent organisation. This ensures the quality and value of the webinars is of the highest standard. The workshop are accompanied by workbooks; are interactive with participation from attendees and access to additional learning resources after the workshop. We also tailor the workshops to the client's requirements, and the service includes a pre-training meeting, blended learning material to support the topic and creating a unique workshop for your company or team.

Telephone: +44 (0) 1438 718509 enquiries@superstarcommunicator.com
www.superstarcommunicator.com [@superstarcomms](https://twitter.com/superstarcomms)



THE CPD STANDARDS OFFICE
CPD PROVIDER: 50157
2021-2023
www.cpdstandards.com

The logo features a red five-pointed star to the left of the text "SUPERSTAR" in a large, bold, serif font. Below "SUPERSTAR" is the word "COMMUNICATOR" in a smaller, all-caps, sans-serif font. A red swoosh underline is positioned beneath "COMMUNICATOR".

The Superstar Communicator™

About Susan

Susan Heaton-Wright is a multi award winning impact, communications and speaking expert for emerging leaders and the creator of the Superstar Communicator™ methodology. She is an international speaker; the MD of award winning music company, Viva Live Music, podcaster and a former prize winning international opera singer. She is an expert in virtual communication; is a remote speaker and delivers CPD accredited webinars and coaching virtually. Susan studied on the Neuroscience Professional Development Programme accredited by the British Psychological Society, enabling her to deliver high quality content with reference to a real understanding of how individuals' brains impact individuals' behaviour.

She has delivered seminars, workshops, webinars and individual training for many companies including Astra Zeneca, Shell, Microsoft, AXA, Deloitte, RBS, Invesco, the NHS and Quintiles. As a CPD accredited speaker and virtual speaker, she regularly delivers speeches and seminars to lawyers, accountants and finance professionals, as well as leaders and emerging leaders in organisations. Many of her clients go on to be interviewed on Sky News and BBC as well as speaking at industry conferences. She is regularly interviewed on BBC Radio Five Live; BBC2, local radios and international podcasts. Susan has contributed to articles in Forbes, The Guardian, Huffington Post, Thrive Global, The Scotsman and trade publications. In 2020, she was named as an #also 100 top inspirational female entrepreneurs in UK.

Susan is a Fellow of the Royal Geographical Society, The Royal Society of Arts and the Incorporated Society of Musicians. She leads a project of musicians in Greece annually, to deliver music workshops to refugees in Athens as part of the 'Love without Borders' charity.

Telephone: +44 (0) 1438 718509 enquiries@superstarcommunicator.com
www.superstarcommunicator.com [@superstarcomms](https://twitter.com/superstarcomms)



SUPERSTAR
COMMUNICATOR™



The Superstar Communicator™

Contact Us

We would be delighted to discuss your virtual training requirements. Please call +44 (0) 1438 718 509 or email

Enquiries@superstarcommunicator.com

Book a call through our [calendar](#).

Twitter: @superstarcomms

Linkedin: www.linkedin.com/in/susanheatonwright

Podcast: [Superstar Communicator](#)

Youtube: [Superstar Communicator](#)

Telephone: +44 (0) 1438 718509 enquiries@superstarcommunicator.com
www.superstarcommunicator.com [@superstarcomms](#)



SUPERSTAR™
COMMUNICATOR