



communicate  
**POWERFULLY**

## *Your team is capable but too often, can't get things done* **without drama?**

▶ We get it. You have good people but projects all too often turn into a relationship issue.

We give them the tools to address issues directly instead of avoiding them.

They'll be able to solve problems in real-time without the fall-out, get more done and enjoy working together.

**If your team avoids hard conversations, building communication confidence is the right only decision.**



## *Why we do this*

▶ People often ask how this all began. It started because Carly (Shorter) kept seeing the same thing break good teams: they just couldn't communicate when it really mattered.

After 14 years in radio across NZ and Australia, then stepping into leadership and doubling the size of a national organisation the hard way, she realised every big win came down to how people communicated. Especially in moments of pressure, disagreement, and uncertainty. That's where teams either came together or fell apart.

So a random conversation on the sideline of a kid's hockey game turned into Communicate Powerfully - a growing team of facilitators and licensed trainers (CPLTs) delivering high-impact communication development across Aotearoa NZ and beyond.

We built the tools teams needed but didn't have. Now, organisations develop confident, self-aware communicators who take ownership of their impact and build strong relationships at work. Not just when it's easy. When it counts.

The result? Teams that handle pressure without the drama. Work that moves. People who actually want to show up. Our facilitation is playful, purposeful, authentic, real, high-energy, and deeply human - because ticking a box never created change.

**That's what gets us up in the morning. If you know your team needs this**  
*you're exactly where you should be!*



# What people say



We wanted to cover effective communication at our team development day. Having never met our people before, Carly had us all sitting up and taking notice within seconds. She maintained our energy and engagement throughout the session with tools and stories that absolutely hit the mark. I'm already booking her for more work with our team.



**Susan Jamieson - General Manager People & Operations**

I feel so much more confident in myself, my communication, my work - 'Communicate Powerfully' has given me so much more than I ever hoped for.

**Rachelle Young | Property Coordinator**

This course, was the most beneficial programme I have ever attended. This completely changed the way I do things.

**Stuart Kokaua | Health & Safety Coordinator**



We engaged CP to support our executive team. We wanted an engaging and informative session that would establish the foundations of trust within the group. Understanding the different communication styles was a fascinating and insightful experience that provided many moments of clarity, understanding and empathy. Carly is a talented facilitator, and we will be working with her again.

**Emlyn Hatch | General Manager People & Engagement**



We brought CP in for training with the wider leadership team which was invaluable! The content was tailored specifically to our group and their needs - Carly was highly competent, flexible and engaging in her delivery. The whole room went jointly up in their self rating of confidence after the training. We strongly recommend Communicate Powerfully.

**Ina Werner | Workforce Development & Quality Manager**



TOMPKINS | WAKE



**"The practical tools are immediately useful, and I could see their impact right away."**

Stella Nguyen  
Waikato Regional Council

**"We have people waitlisted for over a year for this programme."**

Sonia Appleby-Maine  
Tauranga City Council

**"Thanks so much for the great sessions you've run for us on communicating as our true selves. I both enjoyed and got a lot out of it."**

Ben Fitchett  
Zespri International



# Workshops and modules



*You don't need all of this at once.*

**We help you start where the conversations are currently breaking down - and build from there.**

All workshops can  
be delivered as:

**2.5 HOUR  
SESSIONS**

**HALF DAY  
SESSIONS**

**FULL DAY  
SESSIONS**

Mix & match from  
the topics below

1

## EFFECTIVE COMMUNICATION

- Define effective communication
- The impact of your communication - Above/Below the Line framework
- The art of listening and the four communication styles.

Creating shared language, clarity, and a baseline for behaviour change.

2

## THE POWER OF MINDSET - YOUR INTERNAL COMMUNICATION

- The impact of mindset on confidence
- Building self-belief
- Fostering positive self-talk using evidence-based learning psychology.

3

## COMMUNICATION STYLES

- The four communication styles
- Understanding your dominant style - strengths and challenges
- Use this information to build understanding, empathy, and adaptability

4

## THE ART OF LISTENING & ASKING GREAT QUESTIONS

- The impact of Active & Distracted listening
- Listening styles
- Questions that unlock thinking — grounded in cognitive science and LXD principles.

5

## THE POWER OF VOICE & BODY LANGUAGE

This workshop explores how to use your greatest tools to influence.

- The impact of tone, pace, volume, posture, movement, and expression so people sound confident, grounded, and intentional.

6

## WRITTEN COMMUNICATION

- Understanding your written communication style.
- Email management tools and strategies.
- A simple four-step writing process to eliminate confusion (without AI)



7

**ASSERTIVE COMMUNICATION & CONFLICT**

- The impact of avoiding tough conversations
- A framework for preparing and having Vital conversations well
- How to give and receive feedback respectfully

8

**VITAL CONVERSATION & FEEDBACK**

- The difference between Assertive, Passive, Passive Aggressive and Aggressive communication.
- Understanding the value of conflict
- The L.A.S.T Technique for managing conflict in the moment

9

**STORYTELLING AT WORK**

- The brain science behind the power of stories
- Types of stories for the workplace and when to use them
- A simple storytelling framework and principles for effective storytelling

10

**DEVELOPING EMOTIONAL INTELLIGENCE**

- The benefits of developing emotional intelligence
- Ways to identify and regulate emotions at work
- The toxic four behaviours and how to create safer more productive conversations

11

**POWERFUL PRESENTING**

- Discover a framework to become an A.C.E presenter
- Tools to ground your nerves and connect with your audience
- Learn how to create engaging content and delivery ideas

12

**COMMUNICATE POWERFULLY - THE PROGRAMME**

Our flagship in-house training programme - the one clients repeatedly book and waitlist for.

Delivered across 8, 10, or 12 fortnightly modules (2-2.5 hours each), Communicate Powerfully is a full learning journey designed to create real behaviour change. Across the programme, your people will:

- Build deep self-awareness and practical communication capability
- Apply tools in real conversations, every session and between sessions
- Strengthen relationships, confidence, and influence
- Learn how to have the conversations they've been avoiding — earlier, more clearly, and without damaging trust

It's robust, science-backed, and built from real-world experience. Trusted by organisations including Tauranga City Council, Waikato Regional Council, and Whakatāne District Council for over six years.

*We don't just teach - we design learning that sticks.*



# Why organisations choose us



You've probably invested in training before and watched it disappear the moment people got back to their desks.

We get it - you need something that actually sticks and changes how people work, not just what they know.

## Clients choose Communicate Powerfully because:

➔ **The tools are practical and simple - people can use them immediately.**

➔ **The delivery is energetic, real, safe, and human - because real change doesn't happen in boring, sterile training environments.**

➔ **Programmes are grounded in learning science, positive psychology, and real-world leadership - this isn't guesswork, it's what actually works.**

➔ **People actually change their behaviour - not just during the workshop, but back at work where it counts.**

➔ **The experience sticks - and people genuinely love it and rave about it long after we've gone.**

If you're done with training that evaporates by Monday morning,  
*this is exactly what you've been looking for!*



*Let's chat*

**Carly Shorter**  
**Communicate Powerfully**

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