COURSE BROCHURE | ERASMUS+ TRAINING

Communicating with Impact

Communicate with greater clarity and influence through purposeful message design, audience awareness, listening, assertiveness, storytelling and feedback.

LOCATION	LANGUAGE	FORMAT	DURATION	COURSE FEE
Multiple Locations	English	On-site	5 days	€400

5-day programme in **Albufeira, Azores, Cadiz, Faro, Krakow, Lisbon, Madeira, Malaga, Porto, Poznan and Wroclaw**. See the course page for current fees, inclusions and dates.

Course description

Educational professionals communicate every day to explain decisions, invite participation, lead meetings, present ideas, give feedback and build trust. Impactful communication is not about speaking louder or persuading at any cost; it is about aligning purpose, audience, message, channel and delivery.

This course develops purposeful message design, audience awareness, active listening, assertiveness, constructive feedback, storytelling and presentation skills for educational contexts. Participants will practise adapting tone and non-verbal communication, communicating across cultures, selecting appropriate channels and making complex ideas clearer and more memorable.

Through realistic scenarios, rehearsal and peer feedback, participants will refine a professional communication challenge and create a personal improvement plan. The course supports clearer, more empathetic and strategically appropriate communication with students, colleagues, families and international partners.

Who the course is for

For educators

Teachers, trainers, school leaders, coordinators and other education professionals who want to communicate ideas, decisions and initiatives more clearly and persuasively. The course is particularly relevant for participants who lead meetings, present projects, give feedback or communicate with students, colleagues, families and international partners.

At a glance

Course level: Basic to Intermediate Professional Literacy

Prerequisites: Participants should have in mind a real professional communication challenge they would like to develop.

Working language: English. Please **contact the team** if you are unsure about the course level or working language.

CURRICULUM FOCUS

Purposeful Messaging & Audience Adaptation / Assertiveness, Feedback & Relationships / Storytelling & Presentation Impact

View the course, current editions and fees

02 / INTENDED LEARNING OBJECTIVES

Learning outcomes

The following learning outcomes describe the course's intended direction and objectives. The trainer adapts activities, examples and participant work to the group's goals, experience and learning needs.

01 **Purpose & Audience Analysis** - Define a communication objective, analyse the audience and identify the key response, understanding or action the message should support.

02 **Clear Message Design & Channel Selection** - Structure concise and memorable messages and select an appropriate communication channel, format, tone and level of detail.

03 **Active Listening & Relational Presence** - Use attentive listening, questioning, paraphrasing and non-verbal presence to strengthen understanding and trust.

04 **Assertiveness & Adaptive Communication** - Express viewpoints, expectations and boundaries clearly while adapting language and style to different professional roles and audiences.

05 **Constructive Feedback & Difficult Conversations** - Give and receive specific, respectful feedback and approach sensitive conversations in ways that preserve dignity and working relationships.

06 **Storytelling, Presentations & Non-Verbal Delivery** - Use narrative structure, voice, body language and visual or verbal emphasis to deliver engaging educational presentations and contributions.

07 **Communication Development & Institutional Application** - Evaluate personal communication strengths, refine a real professional message and prepare a realistic development and application plan.

08 **European Peer Exchange & Institutional Transfer** - Compare communication practices with European peers, exchange professional approaches and identify strategies that can be adapted to participants' own institutions.

Transfer to practice and intended impact

The programme supports participants in connecting the course learning with their own professional context. Participants consider how relevant approaches, activities or tools could be adapted to their learners, priorities and institutional settings.

1. **Identify a relevant professional need:**
   Consider which learner need, classroom challenge or institutional priority the course learning could help address.
2. **Adapt the approach to your setting:**
   Select the activities, tools or approaches that can realistically be incorporated into your own professional context.
3. **Decide what progress would look like:**
   Consider how changes in practice, learner engagement, learning outcomes or another relevant result could be recognised.

03 / COURSE PROGRAMME | DAYS 1-3

Learning Activities & Training Schedule

MONDAY - FRIDAY (DAYS 1 - 5)	08:30 - 13:30	TRAINING HOURS 5h scheduled per day (25h total)	ⓘ *This is a typical timetable, subject to the provider's discretion.*

DAY 1

Purpose, Audience & Communication Strategy

- Define communication purpose, desired response and professional context.
- Analyse audience knowledge, needs, expectations and possible concerns.
- Identify the central message and remove unnecessary complexity.
- Compare channels and formats for meetings, email, presentations and school communication.
- Assess personal communication strengths and development priorities.

DAY 2

Active Listening, Non-Verbal Presence & Intercultural Adaptation

- Practise attentive listening, open questions, paraphrasing and clarification.
- Explore voice, pace, posture, gesture, eye contact and relational presence.
- Identify assumptions and cultural differences that influence interpretation.
- Adapt tone, examples and level of directness to different audiences.
- Apply the skills through educational and international communication scenarios.

DAY 3

Assertiveness, Feedback & Sensitive Conversations

- Distinguish passive, aggressive and assertive communication.
- Express expectations, disagreement and boundaries clearly and respectfully.
- Give specific feedback focused on behaviour, impact and future action.
- Receive feedback with curiosity and clarify what is useful or actionable.
- Rehearse sensitive conversations while maintaining empathy and professional responsibility.

04 / COURSE PROGRAMME | DAYS 4-5

Learning Activities & Training Schedule

DAY 4

Storytelling, Presentation & Memorable Delivery

- Use narrative structure to connect information with purpose and audience relevance.
- Develop openings, key messages, examples and conclusions for educational communication.
- Practise voice, body language, pacing and emphasis for confident delivery.
- Adapt communication for meetings, project pitches, presentations and group settings.
- Deliver a short contribution and refine it through structured feedback.

DAY 5

Integrated Communication Challenge & Development Planning

- Select a real educational message, meeting contribution or presentation challenge.
- Prepare and deliver the communication using the full course framework.
- Observe audience response and receive structured peer and trainer feedback.
- Refine the message, delivery and follow-up communication.
- Create a personal application plan, complete course evaluation and certification.

ADAPTABLE TRAINING

This programme is a planned framework. Specific activities, sequence, exercises and timings may be adapted by the trainer or provider to each group/edition.

COURSE RECORDS

Daily summary and attendance sheets record the schedule and a short account of each day's work, validated by the trainer and signed by the participants.

Edition-specific evidence: Learning Together maintains signed daily training and attendance records. This brochure describes the course framework; additional verification can be based on the records of the particular edition.

05 / LEARNING APPROACH & METHODOLOGY

Learning Together Methodology

Learning Together courses combine guided input supported by presentations and multimedia resources with practical experimentation, creative workshops, case-based learning and hands-on tools. Participants connect the learning to their own professional situations and progressively develop an applied outcome, which may take the form of a presentation, project, session plan, action idea, reflection or another relevant output.

Peer / trainer feedback supports refinement throughout the process, while European exchange encourages participants to compare practices, perspectives and approaches across different educational contexts.

Methods applied in this programme

Purposeful Message Design & Audience Analysis

Participants define communication goals, analyse audiences and structure clear messages for different educational channels, roles and contexts.

Scenario Practice, Listening & Feedback

Realistic conversations and structured feedback exercises develop active listening, assertiveness, relational presence and constructive responses in professional interactions.

Storytelling & Presentation Rehearsal

Participants shape narratives, practise delivery and refine presentations or meeting contributions through repeated rehearsal, observation and peer feedback.

Collaborative learning, peer exchange and reflection

Participants work with European colleagues, compare professional contexts, exchange approaches and reflect on how the learning can be transferred to their own institutions.

> **Illustrative example: Designing an Impactful Message for a School Community**
>
> Imagine an educator preparing to communicate a new initiative to students, colleagues or families. Participants clarify the purpose and audience, structure the main message, select an appropriate channel and use story, tone and delivery to support understanding and engagement. They rehearse the communication, collect feedback and prepare a suitable follow-up. This illustrates one possible professional application; actual activities may vary.

An adaptable learning experience

Learning Together courses are delivered by trainers with relevant professional & pedagogical experience, **who are fluent English speakers**. The trainer may vary by edition, adapting the activities to the group's professional context and learning goals.

Meet our trainers and explore our approach

06 / PRACTICAL INFORMATION & SUPPORT

Everything you need for your training

Your course materials and participant work

Participants receive access to course materials, including slides, presentations, worksheets and exercises made available for the sessions, through a dedicated online folder.

Depending on the activities, groups may also develop action plans or presentations. The output varies with the programme, trainer and group.

Materials to bring: None

Course package

Includes training sessions, digital materials, practical resources, administration and course-week support, welcome kit, coffee breaks and course documentation. Cultural activities and an orientation session **depend on the edition selected** (flights, accommodation & other personal arrangements are not covered).

Check fees and inclusions for your selected course.

Documents & certification

We issue Certificate of Attendance, invoice and support agreed Erasmus+ mobility documents, including Europass Mobility records. Certificate issuance follows the attendance conditions.

Send any additional school forms to our team in advance. Explore document guidance.

Provider & quality

Learning Together operates through registered organisations in every country where services are provided, each with its own Erasmus+ Organisation ID (OID). Our programmes combine clearly defined learning outcomes, participatory methodologies and practical activities, with participant evaluation & feedback at the end of the training.

Provider OIDs: Portugal E10201112 · **Spain** E10417947 · **Poland** E10419682

FROM INTEREST TO A CONFIRMED BOOKING

01
Pre-enrol

Share your course & preferred dates. Pre-enrolment is non-binding; wait for written confirmation before making non-refundable travel bookings.

02
Confirm your place

Our team will confirm availability by email. Complete final enrolment and billing details to secure your place.

03
Plan your travel

Once your booking is confirmed, you can plan your travel. Before travelling, check materials required, timetable and activities in your selected edition.

YOUR NEXT STEP

Ready to plan your course?

Check the current dates, duration, fee and edition status on the course page, then start your pre-enrolment or contact us!

View course & editions ↗ | Pre-enrol ↗

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