


The background of the entire page is a photograph of three business professionals in a meeting. A man with glasses and a beard is seated at a table, looking at a laptop. A woman is leaning over him, pointing at the screen. Another woman is seated further down the table, looking towards the others. The scene is overlaid with a semi-transparent orange filter. The text 'About the Centre for Strategic Communication Excellence' is centered in white over the lower half of the image.

# About the Centre for Strategic Communication Excellence

Official Member





**Sia Papageorgiou  
FRSA, FCSCE, SCMP  
and Adrian Cropley  
OAM, FRSA, IABC  
Fellow, SCMP**

## About us

This dynamic duo own and operate the Centre for Strategic Communication Excellence (CSCE) – a multi-award-winning global communication professional development and insights organisation, trusted by some of the world’s highest profile organisations, including Nokia, BHP, and Unilever.

Together they’re on a mission to build strategic communication excellence in individuals, organisations and the global community.

Between them, they’ve won more than 70 local, national, regional, and global awards, including the prestigious Rae Hamlin Award three times – awarded by the International Association of Business Communicators (IABC) in recognition of their exemplary service in advocating the Global Standard of the Communication Profession and evangelising the power and possibility of communication. The IABC has named the CSCE Boutique Agency of the Year, for six years running since 2017.

## About the CSCE

With decades of experience in the industry, we've mastered the ability to teach effective communication techniques to working professionals in any industry.

We build strategic communication capability in organisations by:



### We offer in-house, face-to-face, virtual, and on-demand courses in:

- Strategic communication management (Levels 1, 2 & 3)
- Measuring internal communication
- Environmental, social and governance (ESG) communication
- Change communication
- Act Like an Agency (developing an agency mindset)
- Powerful presentations
- Leader and manager communication skills
- Emotional capital assessments, coaching and workshops
- Business writing skills (essentials and advanced for business and government)
- Practical communication skills (for business and government)
- Artificial intelligence

## Let us help you deliver on your purpose

You benefit through communication that is grounded in the business strategy, employees who understand your purpose, mission, vision, and priorities, leaders who understand their role as communicators, and increased collaboration and alignment.

## The Bottom Line Impact of Effective Communication

Strategic Communication

Better Understanding

Engaged Employees

Happy Customers (Stakeholders)

Improved Business Performance

More Revenue

Increased Shareholder Value

Stronger Social Impact

## Join the CSCE and increase your strategic communication competence

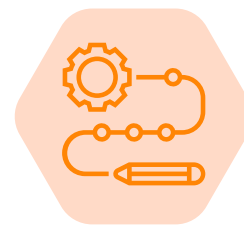
Get instant access to knowledge, expertise, and insights from global thought leaders across all communication disciplines.



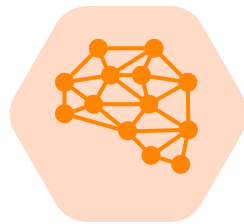
Insights



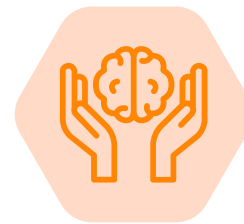
Podcasts



Toolkits



Communicating AI



Mental Health & Wellbeing



Webinars



Career Evaluator



## Become a CSCE member and save

### Professional Membership

Individual communication professionals can connect with a global community to grow their careers. There are three levels of professional membership, each with a range of tremendous benefits, including:

- Access to research, toolkits, templates, eBooks, whitepapers and more
- Access to quarterly events on the latest issues and topics in communication
- 20% discount on all in-person, virtual and self-paced training
- Access to the Career Evaluator™ to help you understand your career path and highlight training needs
- Access to the Member Centre for forums, Comms Chats, and networking – fabulous ways to chat with people around the world facing issues and opportunities just like you!
- And more!

### Enterprise Membership

For corporate teams, this membership offers the best value. Access highly skilled, executive communication leaders from around the world. CSCE's faculty has decades of experience in strategic communication leadership, crisis communication, change programs, employee communication, media relations, marketing and more. Here's what a corporate membership includes:

- Advisory support to corporate communication leaders, 48 hours/year
- Coaching and mentorship, 20 hours/year
- Access to research, toolkits, templates, eBooks, whitepapers and more
- Access to quarterly events on the latest issues and topics in communication
- 20% discount on all in-person, virtual and self-paced training
- Access to the Career Evaluator™ for team members
- Access to the Member Centre for forums, Comms Chats, and networking opportunities

Become a Centre for Strategic Communication Excellence member today.

# Our global faculty

## Senior communication professionals in:



## Some of our clients





## Aligned to global standards



### career evaluator™

Assess your knowledge and skills



The [Career Evaluator Self Assessment](#) is used prior to, during and at the conclusion of all programs to help you track your development journey and help you:

- Identify your strengths and gaps in each area of strategic communication competence
- Highlight your priority professional development needs
- Hold informed discussions with your manager, mentor or coach
- Prepare your continuing professional development plan
- Plan your career path

All our training is aligned to the [Global Standard of the Communication Profession](#). Training also achieves Continuing Professional Development credits across most association certification/accreditation requirements. Certificates are issued for all courses and aligned to the [IABC Career Roadmap](#).

The CSCE is a member of the Global Alliance for Public Relations and Communication Management – a confederation of the world’s major PR and communication management associations and institutions, representing more than 360,000 global members.

# A sample of our training programs

Discover our comprehensive communication training programs, designed to empower employees, leaders, and communication professionals alike. Elevate your skills, drive impactful results, and thrive in today's dynamic business landscape with our expert-led courses.

## Strategic Communication Management for the Communication Professional (SCM1)

**Build your value as a strategic communication professional.**

This two-day course teaches communication professionals how to plan and implement communication initiatives grounded in business thinking that adds greater value to stakeholders and deliver business results. From analysing the business environment to defining needs, segmenting audiences and delivering measurable outcomes, you'll walk away with the tools and techniques to build your credibility as a trusted in-demand communication professional.

### What to expect:

- Develop your strategic planning and execution skills
- Align your communication efforts with business outcomes
- Build measures and develop ROI for your communication efforts
- Develop a clear understanding of what drives value for stakeholders in today's communication environment
- Increase your perceived value within the organisation

**Who should attend:** Professionals working in strategic communication, corporate communication, internal communication, external communication, corporate affairs or public relations. Those leading teams, projects, or having to influence others within the organisation.

**Career Level:** Foundation, Generalist/Specialist, Strategic Advisor

### What others say

*"It's honestly been a while since I've felt so energised about learning. The past two days have had a real impact on me. I think as I'm in a very green and relatively entry role, it is easy to fall into the trap of thinking I don't necessarily add a huge value to the business (succumbing to the thoughts of "anyone can do comms!") but your instruction and the course content has solidified that I do add value, and I can add more. I'm so excited to make my voice heard and to implement the strategies we covered."* – Employee Communication and Sustainability Specialist, Real Estate Client



## Strategic Communication Management for the Strategic Advisor (SCM2)

**Continue to build your value as a strategic advisor and explore how you influence the business and those around you.**

This one-day course continues to build your value as a strategic advisor as we explore how you influence the business and the people around you. Build your listening, advising and insight abilities with a number of useful tools and templates. The course covers a multidisciplinary approach to communication.

### What to expect:

- Step up your strategic approach in a changing stakeholder environment
- Understand and develop your leadership capability
- Build great relationships and get the best out of people
- Step up your consulting skills
- Influence others and build your strategic advisory skills

**Who should attend:** Professionals working in strategic communication, corporate communication, internal communication, external communication, corporate affairs or public relations. Those leading teams, projects, or having to influence others within the organisation.

**Career Level:** Generalist/Specialist, Strategic Advisor, Business Leader

### What others say

*"The trainer (Sia) was outstanding in providing relevant real time solutions to current leadership issues in a communications workplace. Her knowledge and friendly presenting manner encouraged relevant discussion around course units. This course was the most fun I have ever had in a course in my communications career. Thank you Sia!"*  
– Communication Advisor, Pharmaceutical Client



## Strategic Communication Management for the Business Leader (SCM3)

**Demonstrate your business acumen by ensuring your communication strategy delivers on the business strategy.**

This one-day course is designed for communication professionals who currently occupy, or want to occupy senior leadership roles within organisations, and those who want to gain a better understanding of business strategy. This course builds on senior communication knowledge and skills, providing additional development for change management, negotiation and influencing skills, advanced strategy planning, budgeting and financial management, and coaching skills.

### What to expect:

- Explore business and communication strategy
- Measure your strategy and apply business acumen
- Get your stakeholders on board
- Put it all into practice by building your own strategy

**Who should attend:** This course will be of interest to those with a number of years of experience in the communication profession who occupy senior roles.

**Career Level:** Strategic Advisor, Business Leader

### What others say

*“Adrian Cropley is one of the most accomplished facilitators and trainers I’ve ever worked with. I’m an experienced communicator (and a former lecturer in the subject) and still learnt a lot from Adrian. Relevant, practical and current, his training is easy to apply to the workplace. It’s also a lot of fun, which makes it stick. I’ve invariably left class at the end of the day with more energy than I had when I arrived.”* – Communication and Marketing Manager, Information and Communication Technology Client



## Postgraduate Diploma in Strategic Communication Management

**Build your expertise in strategic communication management to make your next career move with confidence.**

The Postgraduate Diploma in Strategic Communication Management equips candidates with the knowledge and tools to apply strategic communication management principles and approaches to the function of internal/corporate communication. It will explore contemporary strategic communication in an ever-changing landscape and how the role of a communication professional contributes and aligns with organisational engagement and bottom-line outcomes.

It will build competency in strategic advisory and leadership, as well as key consulting and strategy development skills. The diploma is taught by industry experts and focuses on the practical application of learning through lived experience. It also supports candidates in preparation to take the next step in applying for certification through the [Global Communication Certification Council](#) or other certification and accreditation programs.

The Postgraduate Diploma is made up of Centre for Strategic Communication Excellence programs:

- Strategic Communication Management 1 – Communication Professional (Modules 1-4)
- Strategic Communication Management 2 – Strategic Advisor (Modules 5-6)
- Strategic Communication Management 3 – Business Leader (Modules 7-8)
- Assignment 1 – Internal Communication plan development and execution (set after module 4)
- Assignment 2 – Internal Communication strategy evaluation, research topic and recommendation (after module 8)

All modules are 90-minute virtual modules with a small task between modules, or you may choose to attend a face-to-face classroom session, depending on your learning preference. Those candidates who have already gained certificates in SCM1, 2 or 3 will get recognition of prior learning (RPL). RPL is also assessed against other industry qualifications.

This Postgraduate Diploma is achievable in as little as 8 months, although 12 months is allowed to complete all modules and assignments.



## Measuring Internal Communication

**Communication research and measurement are fundamental inputs and outputs to developing a communication strategy and delivering business results.**

In this one-day course, learn how to use research to inform strategy and how to measure the impact of your work returning great ROI to your organisation.

### What to expect:

- Benchmark your current state across internal communication
- Explore a variety of research methodologies and determine the effect your key messages have on stakeholder awareness, understanding and behaviour
- Analyse the information you gather and use it to inform your strategies
- Use insights to deliver measurable results and demonstrate the impact of your work
- Measure your effectiveness and create insight for the business including demonstrating ROI
- Everything you wanted to know about focus groups and writing questions

**Who should attend:** Internal communication, strategic communication or corporate communication professionals.

**Career Level:** Generalist/Specialist, Strategic Advisor

### What others say

*"Sia is nothing short of inspirational. As soon as the course began I was incredibly engaged and fired up to learn. The course struck a wonderful balance of engaging but not stressful. Constant reassurance that this was a learning opportunity, not a time for criticism or "wrong answers" meant that I felt comfortable sharing my ideas for feedback. It was really enjoyable, and I am leaving feeling more capable, and excited to implement all that I've learned."* – Internal Communication Manager, Manufacturing Client



## Taking Charge of Change

**Engage people, build key relationships and minimise the impact on business, productivity and reputation.**

This one-day course will help you understand the context and psychology of change in a way that helps you take charge of a communication approach that engages people, builds key relationships and minimises the impact on business, productivity and reputation.

### What to expect:

- Understand the context and psychology of change and its impact on people
- Explore the factors associated with change resistance
- Learn practical tips, and gain access to tools, processes and models
- Identify and engage with various stakeholder groups in a planned way
- Understand the strategic approach to change communication
- Understand the role of leaders and how to build their change competencies
- Understand and measure the impact of change on the business

**Who should attend:** Professionals working in strategic communication, corporate communication, internal communication, external communication, corporate affairs or public relations. Those leading teams, projects, or having to influence others within the organisation.

**Career Level:** Generalist/Specialist, Strategic Advisor, Business Leader

### What others say

*“Adrian is a skilled and talented facilitator and works well with people at all levels. He’s great speaker and his knowledge of people, change and organisational relevance in today’s marketplace is spot on.”* – Head of Marketing, Health Client



## ESG Communication

### How to plan and implement communication programs that communicate about environmental, social and governance (ESG) initiatives.

This two-day course reinforces the importance of developing and implementing purposeful communication and teaches communication professionals a number of practical ways they can improve the way they communicate their organisation's social impact and performance. Explore how to communicate with stakeholders more openly and build trusted internal and external relationships.

#### What to expect:

- Align your communication efforts with ESG outcomes
- Build measures and develop ROI for your ESG communication efforts
- Increase your perceived value within the organisation
- Understand what drives societal value for stakeholders in today's communication environment

**Who should attend:** Communication professionals working in corporate social responsibility, government relations, issues management, strategic communication, corporate communication, internal communication, external communication, corporate affairs or public relations. Those leading teams, ESG projects, or having to influence others about ESG within the organisation.

**Career Level:** Foundation, Generalist/Specialist, Strategic Advisor

#### What others say

*"Sia was obviously an expert communications professional with a wealth of experience. Not all trainers are like that! I also found her to be very inspirational."* – Senior Marketing Manager, Insurance Client



## Act Like an Agency

### Act like an agency.

This program is designed to increase the effectiveness of communication professionals by teaching them to think like agency executives, aligning business needs with communication solutions, focusing on audience needs, asking the right questions and delivering measurable results.

#### What to expect:

- One day 'Boost your credibility by bringing business to your communication'. Download the [brochure](#).
- One day 'Branding you, the team and selling in your ideas'. Download the [brochure](#).
- One day 'Build your influence by delivering measurable value'. Download the [brochure](#).

**Who should attend:** Professionals wanting to develop a consulting mindset and teams of communication professionals transitioning to an agency model.

**Career Level:** Generalist/Specialist, Strategic Advisor, Business Leader

#### What others say

*"This course changed the way I thought about communication and delivered on its promise to give me the skills to become a confident strategic communication practitioner. What I learned not only filled those gaps but helped me to recognise and value the skills I already have and taught me how to promote myself as a communication professional."* – Media and Communication Advisor, Broadcasting Client



## Powerful Presentations

**Deliver messages that engage your audience and shift perceptions.**

Whether you're speaking with a large audience or a small team of people, your ability to clearly communicate and influence awareness, understanding and support is critical. This one-day course will prepare you to deliver messages, engage the audience and shift perceptions.

### What to expect:

- Identify and analyse your audience and their needs and expectations in ways that will connect with individuals on an emotional and logical level
- Explore how to use the power of three and neuro-linguistics that provide insights to how the human brain thinks and how you can use it to your advantage
- Engage the audience with compelling visuals and meaningful language
- Explore different types of presentations ranging from the traditional to the newest kids on the block, using the same basic rules
- Discover insider presentation tips before you take your masterpiece out for a test drive

**Who should attend:** Professionals working in strategic communication, corporate communication, internal communication, external communication, corporate affairs or public relations. Those leading teams, projects, or having to influence others within the organisation.

**Career Level:** Generalist/Specialist, Strategic Advisor, Business Leader

### What others say

*"Adrian is experienced, genuine and thorough. His numerous clients, speaking engagements and overseas presentations are testament to his experience and skills. He's a talented and entertaining speaker and facilitator, able to teach at all levels. And apart from all that, Adrian is a pleasure to work with: fun, engaging and caring."* – Senior Communication and Stakeholder Engagement Consultant, Graphic Arts Client



## Emotional Capital

**Driving peak performance in individuals, teams and companies by helping people gain and benefit from greater emotional capital**

Emotional Capitalism represents a new and very powerful approach to contemporary business and leadership. It is founded on three simple ideas:

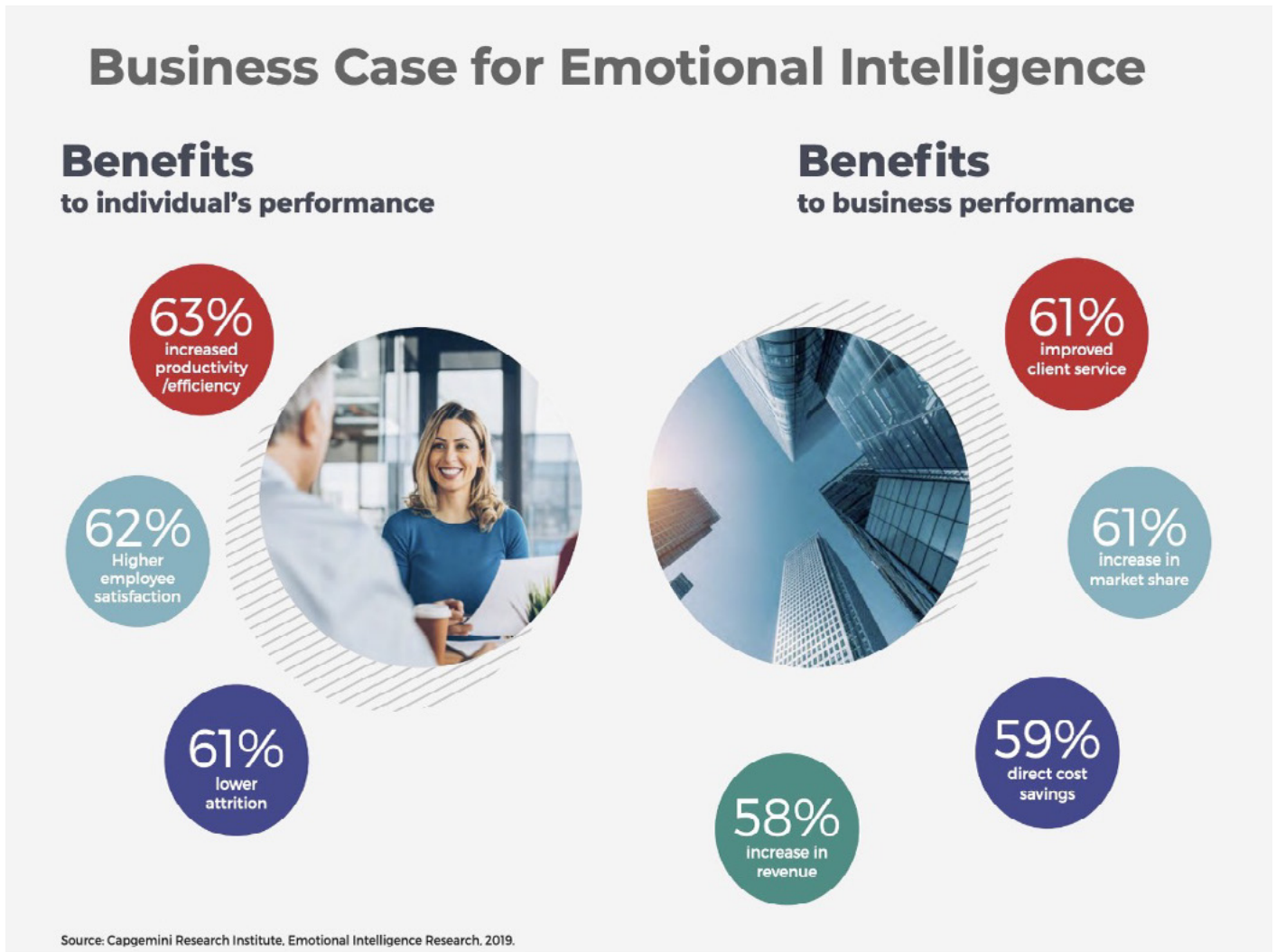
1. The first is that real value in any business is the by-product of emotions and the values they are based on.
2. The second is that these emotions are valuable because they create strong positive relationships between organisations and their customers, employees, and all stakeholders. And this creates the only real source of collective advantage for any business.
3. The third is that these emotions and their associated behaviours can be developed and practiced intelligently to solve problems, create products, deliver superior service and dramatically boost personal and professional performance.

The Emotional Capital Reports (ECR) are the world's most advanced assessments for measuring and developing Emotional Intelligence.

- The ECR & ECR 360 represent the most recent development in scientific thinking on how you measure and develop EQ.
- Underpinned with analysis of 142+ scientific papers and the largest normative sample of more than 180,000 profiles of the highest performing leaders.
- Written in the language of business for all levels of leadership within an organisation.
- Proven to significantly improve a person's self awareness of this fundamental element of human behaviour.



## Developing emotional capital for leadership programs



**Jump in** to emotional capital looks to support individual contributors, first time managers or anyone looking to begin the journey of developing emotional Intelligence.

**Accelerate your Emotional Capital** takes people a stage further in developing their emotional intelligence. It is expected that participants would likely already have a level of leadership responsibility and perhaps even be identified as a high potential leader.

**Master your Emotional Capital** takes people to the deepest level of understanding of emotional intelligence and its impact on your role, colleagues and across the organisation. It is expected that participants would be part of the executive and senior leadership teams.

## Professional Writing Skills for Business

### Foundations for effective business writing in today's corporate environment.

This one-day program will equip you with the tools and expertise needed to elevate your everyday business writing. In today's environment, the key challenge is comprehending your audience's requirements and capturing their interest. Mastering the art of effective and efficient writing is crucial for establishing a meaningful connection and achieving your desired business goals.

#### What to expect:

- Improve your connection with your audience through written communication
- Align your written communication efforts with business outcomes
- Build your confidence to write clearly and concisely
- Understand the common mistakes and pitfalls and how to avoid them
- Tailor your writing to your audience and engage them with your key messages
- Understand the tools that can help you become a more efficient writer

**Who should attend:** Business professionals who wish to gain more confidence and become more effective and efficient writers.

**Career Level:** All career levels

## Professional Writing Skills for Government

### Foundations for effective business writing in contemporary government communication.

This one-day program will equip you with the tools and expertise needed to elevate your everyday government writing. In today's environment, the key challenge is comprehending your audience's requirements and capturing their interest. Mastering the art of effective and efficient writing is crucial for establishing a meaningful connection and achieving your desired business goals.

#### What to expect:

- Improve your connection with your audience through written communication
- Align your written communication efforts with business outcomes
- Build your confidence to write clearly and concisely
- Understand the common mistakes and pitfalls and how to avoid them
- Tailor your writing to your audience and engage them with your key messages
- Understand the tools that can help you become a more efficient writer

**Who should attend:** Government professionals who wish to gain more confidence and become more effective and efficient writers.

**Career Level:** All career levels

## Advanced Writing Skills for Business

**Master advanced business writing to communicate with impact.**

This one-day program will build on your writing skills to become more effective and time efficient. You will learn how to take a strategic approach to your written communication, engaging with AI and other supporting technologies to assist you.

### What to expect:

- Take a strategic and analytical approach to your writing
- Improve your editing and proofreading skills
- Use fact-checking and credible sources of information
- Explore the difference between misinformation and disinformation
- Explore the AI tools that can help you become more efficient

**Who should attend:** Business professionals who wish to gain more confidence and become more effective and efficient writers.

**Career Level:** All career levels

## Advanced Writing Skills for Government

**Master advanced government writing to communicate with impact.**

This one-day program will build on your writing skills to become more effective and time-efficient. You will learn how to take a strategic approach to your government communication, resulting in fewer necessary edits.

### What to expect:

- Take a strategic and analytical approach with your writing
- Improve your editing and proofreading skills
- Use fact-checking and credible sources of information
- Explore the difference between misinformation and disinformation
- Explore the AI tools that can help you become more efficient

**Who should attend:** Government professionals who wish to gain more confidence and become more effective and efficient writers.

**Career Level:** All career levels

## Practical Communication Skills for Business

**Get the buy-in and support you need through effective communication.**

Discover the art of fostering effective communication within your business and get the buy-in you need. Mastering the skill of defining, engaging, and delivering tailored communication to your target audience in their preferred manner is the key to achieving successful communication outcomes. This program is designed to enhance your communication strategies within business contexts.

### What to expect:

- Effective communication and why it's important
- Explore the 4Ms Model and how to plan your communication
- Ask the right questions and listen to understand
- Learn how to segment your audience
- Produce clear and compelling messages
- Apply the right approach to your communication
- Understand how to measure your communication outcomes

**Who should attend:** Business professionals who want to boost their confidence and enhance their communication effectiveness and efficiency.

**Career Level:** All career levels

## Practical Communication Skills for Government

**Get the buy-in and support you need through effective communication.**

Discover the art of fostering effective communication within your department and get the buy-in you need. Mastering the skill of defining, engaging, and delivering tailored communication to your target audience in their preferred manner is the key to achieving successful communication outcomes. This program is designed to enhance your communication strategies within government contexts.

### What to expect:

- Effective communication and why it's important
- Explore the 4Ms Model and how to plan your communication
- Ask the right questions and listen to understand
- Learn how to segment your audience
- Produce clear and compelling messages
- Apply the right approach to your communication
- Understand how to measure your communication outcomes

**Who should attend:** Government professionals who want to boost their confidence and enhance their communication effectiveness and efficiency.

**Career Level:** All career levels

## AI Bootcamp

### Mastering AI for efficiency: communicate smarter, not harder

In an era where communication is paramount, yet time is scarce, Artificial Intelligence (AI) emerges as a powerful ally. The “Mastering AI for Efficiency’ – AI Bootcamp” is designed to unlock the potential of AI in enhancing communication efficiency and effectiveness. This course, divided into two 3.5-hour modules, guides participants through the landscape of AI tools and techniques that can revolutionise the way we create, understand, and engage with content and each other. From writing assistance to speech recognition and beyond, discover how AI can transform your communication strategies, making them more impactful and effortless.

#### What to expect:

- Gain an understanding of artificial intelligence and its role in contemporary communication.
- Recognise how AI technologies are transforming the landscape of digital communication.
- Identify and explore a variety of AI tools for writing assistance, speech transcription, email and social communication.
- Learn practical applications of AI in creating engaging content, including blogs, articles, and multimedia content.
- Gain hands-on experience in integrating AI tools into personal and organisational communication strategies.
- Understand the ethical implications and considerations of using AI in communication.
- Learn strategies for responsible use of AI, including maintaining human oversight, ensuring data privacy, and addressing bias in AI algorithms.
- Engage in interactive discussions and workshops to foster collaborative learning and innovation.

**Who should attend:** All professionals wish to gain more confidence in using AI for efficient communication efforts.

**Career Level:** All career levels

#### What others say

*“I am equal parts fascinated and overwhelmed by the choices, innovation and discussions surrounding AI. Over the last couple of weeks, I had the wonderful opportunity to participate in Mastering AI For Efficiency, a Virtual Bootcamp hosted by Adrian Cropley. What I found helpful about this course was the ability to distil all that noise about AI and make it relevant to me as a communication professional.”*



## Leadership Communication for Managers

**Become a high performing communicator and boost your leadership skills.**

Poor manager communication skills is consistently one of the top barriers to employee communication being a success. When managers communicate well with employees, the organisation benefits through timeliness, clarity, relevance and consistency of messages. This course will equip you with the essential skills you need to become a high-performing communicator, capable of empowering and engaging your team and contributing to the overall success of the business.

### What to expect:

- Communicate the right message to the right people at the right time, to ensure understanding and motivate action
- Ensure key messages resonate at every level and function, for clear strategic context and line-of-sight
- Anticipate and lead change to keep initiatives on-track
- Build effective working relationships and boost organisation-wide collaboration and productivity
- Reinforce business priorities and identify barriers to success using real examples from your daily work.

**Who should attend:** Leaders and managers who want to improve their communication skills to empower and engage their team members and build high-performing teams.

**Career Level:** All career levels

### What others say

*"Sia Papageorgiou is exceptional at what she does. As the CEO for a not-for-profit with at times limited resources, it was crucial that I improved some key strategic communication skills to drive results in the business. Sia provided some incredible resources and framework that will assist me in how I deal with stakeholders and my approach to communication in general. I am thrilled for the opportunity to work with Sia, her knowledge is extensive, and she has a wealth of information to share."*





## Our values

We're **confident** that communication has the power to be a force for good in society.

Communication connects people from all walks of life and can make a significant difference to the world we live in.

We're **passionate** about developing communication professionals and organisations.

Sharing our strategic communication knowledge, expertise and insights drives us and sits at the heart of everything we do.

We're **opinionated** about what our profession can achieve.

Communication is critical to the success of any organisation, institution or individual and should be treated with respect.



## Contact us



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