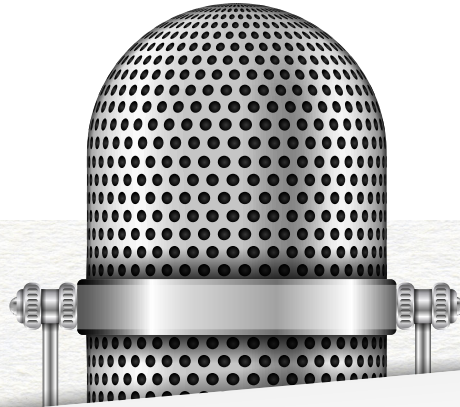


CARLA ROCHA COMUNICAÇÃO

WORKSHOPS . TALKS . ONE TO ONE TRAINING SESSIONS



ON AIR



WORKSHOPS . TALKS . ONE TO ONE TRAINING SESSIONS

THE WAY WE COMMUNICATE
SHOULD REVEAL OUR
POTENTIAL. IT SHOULD TELL
THE WORLD THE IDEAS WE
STAND FOR AND THE PROJECTS
WE BELIEVE IN. IT SHOULD
SHOW CLEARLY WHAT MAKES US
UNIQUE.



COMMUNICATE . INSPIRE . LEAD

A GREAT COMMUNICATOR IS BUILT

I remember the first time I turned on the microphone to speak at a local radio station in Albufeira. It was my première as an announcer and I had been preparing that moment for so long that I knew exactly what I was going to say. I knew the text by heart, word by word. I knew how I should use my voice, the pauses I was supposed to make, I even knew where I should smile. I had everything to do well, I thought. The truth is... it was a disaster. I froze when I turned on the mic, I wanted to speak but my tongue was rolling, I tried to organize a sentence in my head but I could not remember at all what I had memorized.

Yes, it was a disaster that determined all my career. A disaster that enabled me

to grow as a communicator because it made me realize that things were not that easy and I had to work hard until I felt that I was doing great.

I believe that a great communicator is a construction, with effort, dedication and training. And that is exactly what we have to offer: training programs in the field of communication tailored to your needs. As a group, with your teams or in individual sessions with permanent follow-up.

I believe that the power of communication approaches us all, improves our personal and professional relationships and increases opportunities that we would hardly achieve if we could not express ourselves accordingly.

Our goal is helping you to become a great communicator, able to create strong links and to influence positively your teams, partners and clients.

Take part with your teams in the programs that we develop and you will be surprised by the results.

Carla Rocha

WHY DO WE EXIST?

WHY DO WE GET OUT OF BED?

We want to improve the communication skills of people and enterprises with dynamic and innovative methodologies. A creative and happy team.

We organize training courses, workshops and lectures to help structure more effective and transparent messages, capable of reducing conflict, enhance confidence relations and achieve better results.



Improve your communication skills through a personalized training plan tailored to your objectives. Individual training sessions with constant monitoring. We will not let you go until we get great results.

WHAT DIFFERENCE WILL WE MAKE IN THE WORLD?

We want to transform every human being in an excellent communicator, able to reveal all his or her awesomeness in an exceptional and authentic way.



TRAINING

Each training's content is prepared and adapted according to each team's needs and goals. Still, here are some of the routes that we might follow:

– Talk Less, Communicate More - 10 strategies to become a great communicator

Improve the way you communicate. Learn strategies to be more direct and assertive and to have shorter and more productive meetings. Grab the attention and interest of the people around you.

Topics addressed: empathy, simplicity of communication, objectivity, stories, visual language.

Target: The entire organization

– Media Training

Organize your messages and train different ways to present yourself authentically and naturally in the radio or on TV.

Topics addressed: Different means, different approaches; 10 mistakes to avoid on radio and TV; key messages organization; how to deliver.

Target: Communication teams, CEO's, spokespeople

– Communicating with Influence

Learn how to promote your talent, your ideas and projects so that everyone will remember you.

Topics addressed: How to answer the question "So, what do you do?"; Success case studies; Differentiating factor and purpose: what my potential clients need to know.

Target: Commercial teams, managers, CEO's

– Presentation techniques

Going on stage to speak in public does not have to be a scary experience for you or boring and uninteresting for your audience. Create clear and inspiring presentations and discover what you will gain with preparation and training.

Topics addressed: Fear of speaking to an audience, how to organize your speech, what appealing elements could be added, how to start with impact and close smoothly?

Target: The entire organization

– Storytelling in Organizations

Wish to be memorable? Tell a story. Stories can be a great way of influencing teams and with us you will be able to acquire techniques to do so with mastery and naturalness.

Topics covered: Why we like stories; what happens in the brain when we hear a story; Elements of a story; Create your own story database; SPA formula; Training and delivery.

Target: Directors, CEO's and commercial teams

Ask us how,
contact us to know more..



WHAT HAVE WE BEEN UP TO?

WORKSHOPS . TALKS . ONE TO ONE TRAINING SESSIONS



TALK LESS, COMMUNICATE MORE ACADEMY

An academy for all. One at a time.

Because each person has different needs, this academy was created to correspond to those seeking individual training in communication.

What does it consist of?

Two joint training sessions with everyone enrolled in the academy and 10 individual training sessions, with specialized trainers in this area who can help you achieve your goals.

This academy only opens 3 times a year and is designed for a small number of trainees. This way we are sure that we are able to help everyone.

See academiacarlarocha.pt to find out how and when to enroll.



PROJECTS AND CLIENTS THAT ARE PART OF OUR DNA

EDP University

Individual communication training

Public speaking course voted 4th most satisfactory training in the EDP courses ranking

Deloitte

98% in the overall assessment of our course presentation techniques

Portuguese Olympic Committee

Athletes Speakers program coordination

Trained dozens of athletes to become speakers in schools, universities and companies

Banco Santander Totta

Team training

Presentation techniques and public speaking

Talk Less, Communicate More Academy

Started by **Carla Rocha, Comunicação**

Individual communication training program over 90 days



ON AIR

SOME OF OUR CLIENTS





ABOUT CARLA ROCHA

Renascença Radio's morning show presenter. Has been at the forefront of leading audience radio shows in Portugal, such as "Café da Manhã" at RFM with José Coimbra and "Rocha no Ar".

Throughout her career, she has interviewed hundreds of people coming from different areas and is known for her ability to talk about any topic in a simple and laidback way. She argues that there are no boring topics, because it all depends on the perspective you choose to take and the way you communicate.

She lectures at the Communication Science degree in the European University and delivers training in the field of communication in several Portuguese companies.

She started her own company (Carla Rocha Communication) with the aim of developing this competence in entrepreneurs, managers and

companies, helping them to improve the way they communicate with their teams, partners and customers.

She coordinates the "Athlete Speakers" program, developed by the Portuguese Olympic Committee where she trains and guides Olympic athletes such as Telma Monteiro, Jessica Augusto or Naide Gomes, helping them to impact audiences with their presentations in schools and companies.

She holds a degree in Communication Science and a postgraduate in Marketing Management, Communication and Media at the Superior Institute of Economics and Management (ISEG), having participated in several communication talks and conventions, like the National Speakers Association in the United States (Philadelphia 2013, San Diego 2014, Washington 2015, Phoenix 2016 and Orlando 2017).

She is the author of the book "Speak less, communicate more- 10 strategies to become a great communicator "(Manuscrito, 2016). She wrote several papers on communication, which have been published in books and specialized magazines from different areas.



Ten strategies, exercises to practice, advice for presentations and tips for effective communication; this manual is essential to become a great communicator.

ABOUT THE TEAM

Marta Moncacha - **the pacifier**

Demonstrates how communication is the key tool in conflict prevention and management.

Ana Margarida Oliveira - **the defender of correct Portuguese**

How the good use of the Portuguese language and the choice of words creates more impactful communication.

Carla Cristina Rocha - **the "decomplicator"**

Attract customers, produce content and communicate simply, avoiding complications, on a stage or on social media.

Teresa Martins - **the Windbreaker**

Arranging, organizing and separating what is essential from what is accessory. Because all communication needs solid and key messages to be able to shine.

José Pedro Pereira - **the Wizard of Sound**

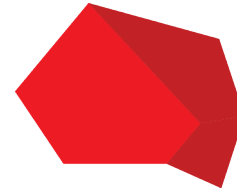
Audio content producer. Transforms any team into radio stars in a business environment where employees are reporters, broadcasters and commentators for a day.

Maria João Pote - **the golden touch**

Designer. Gives life and colour to any presentation, making communication more "visual". Helps to show what we want to communicate in a unique way and tailored to the needs of each client.

COMMUNICATE . INSPIRE . LEAD

TESTEMONIALS



Training new communication techniques is essential to improving and perfecting the way we convey a clear and accurate message. Stopping to think, structure, define the focus of communication, plan and prepare interventions will make a difference in the success and effectiveness of communication with teams. And involving teams is essential to raise the levels of motivation and a winning spirit towards the success of the organization.

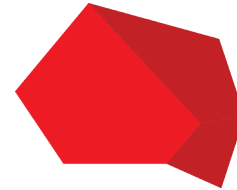
When training with Carla Rocha, in a quiet environment and in a subtle and insightful way, we are led to think about how we are, how we proceed, how we communicate, identifying personal skills that can be improved. Carla's know-how on communication, her natural approach, telling stories with appropriate comparisons... all of this makes it worth the time you dedicate to training with her.

Thank you, Carla!

Nuno Marques Neves
(Portuguese Post Company)

COMMUNICATE . INSPIRE . LEAD

TESTEMONIALS



The balance between concepts and the practical reality of enterprises, going through the many challenges faced by someone who exposes an idea, a purpose, a plan, is so comprehensive that a professional vision and commitment is highly appreciated.

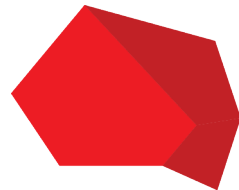
With the same enthusiasm and the same passion that we should all have in a presentation, Carla Rocha was proficient and very objective, developing techniques (and reasons why) for an effective and efficient presentation. One day at a time, but this day will remain forever in my memory!

Joaquim Filipe

(Santander Totta Smart Sales Department)

COMMUNICATE . INSPIRE . LEAD

TESTEMONIALS



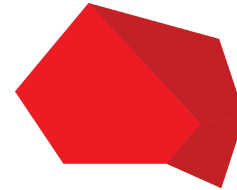
I met Carla at the Athletes Speakers training, organized by the Portuguese Olympic Committee. I always thought public speaking was easy for me and that I conveyed my message the way I wanted to. However, working with Carla made me realize that many times our posture, our tone of voice, our gestures or even our eye contact conveys a different idea from the one we want to pass on when we communicate, and that was exactly what was happening to me.

Being part of this training gave me the tools and confidence to communicate better. I realized that it does not matter how good we are at what we do, because if we do not know how to communicate clear and effectively, we will not be able to convince anyone.

Telma Monteiro
(Judo Olympic athlete)

COMMUNICATE . INSPIRE . LEAD

TESTEMONIALS



Athletes and their stories are great examples of how someone is able to overcome and incorporate values in the quest for excellence – and they are true life mottos.

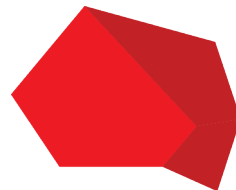
Helping athletes to communicate these experiences, valuing their life paths and opening their careers to society, has been a path of undeniable success for Carla Rocha.

José Manuel Constantino

(Portuguese Olympic Committee President)

COMMUNICATE . INSPIRE . LEAD

TESTEMONIALS



I heard Carla Rocha's voice on the Radio for years and I was a true fan of her. But I never thought that one day I would have the pleasure of meeting her in person and have the pleasure of taking one-to-one training in the field of communication.

Whatever our job is, and even in our personal relationships, we can improve the way we convey our message. Keeping it simple and clear is an art.

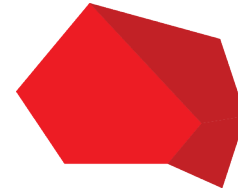
This art is not only mastered by Carla, but is also accessible through this book, with all its practical tips – it is a precious instrument of personal and professional improvement.

Paula Carneiro

(EDP Group Corporate HR Director)

COMMUNICATE . INSPIRE . LEAD

TESTEMONIALS



It was an enriching experience. I learned that life is a book of stories that we all should remember to tell. I have acquired presentation techniques that I will keep forever with me and I also learned from the experience of all the people present in that room.

Catarina Figueiredo
(Communication student)

I changed 300% of the way I am, I am much more confident and I am now able to create positive experiences for the people I have professional meetings with.

Orlando Cordeiro
(Businessman)

CARLA ROCHA COMUNICAÇÃO

WORKSHOPS . TALKS . ONE TO ONE TRAINING SESSIONS

If you have any questions, contact us.
We are waiting for your queries.

Send us an e-mail:
info@carlarocha.pt



www.carlarocha.pt



www.facebook.com/CarlaRochaRFM



www.twitter.com/carlasrochas



CARLA ROCHA

COMMUNICATION TRAINING