

A photograph of two women in a studio setting. One woman, wearing a dark green blazer, is smiling and gesturing with her hands. The other woman, wearing a pink blazer, is also smiling. Between them is a black microphone on a stand. The background is filled with large, overlapping circles in shades of orange, yellow, red, and pink, creating a vibrant, modern feel.

Experts
in making
communications
work



Welcome to TCW

With 50 years combined experience, we joined forces to deliver the highest-level communications training for our clients through TCW. We transform how brands and organisations communicate. Our mission is simple - making communications work.

We've formed a team of the best executive coaches in the industry. Our experts join us in delivering bespoke programmes that bring the latest communications techniques, tools and processes to our partners. We help clients develop their communications teams, educate and coach executives on how to improve their communications, deliver stronger messages and prepare to successfully handle any issue or crisis.

From our bases in London and Dubai, we take a global approach to working. We enjoy long-standing partnerships with our clients who describe us as an extension to their teams. We won't sell you something you don't need. Instead, we'll be with you for the long-term, always here when you need additional expertise and a safe pair of hands.

Whatever your challenge, wherever you are in the world, we can create a training programme, system or process that will help make communications work for you and your organisation.

Get in touch today to talk about the challenges you face - and importantly, how our team of experts can help solve them.

Jen Blandos and Elsbeth Smedley
Co-Founders, TCW



Expertise

We bring our collective experience to create the perfect professional development programmes for you and your team.

Consulting

Our specialist consultants audit an organisation's communications process; help restructure and upskill teams and can design and run large-scale capacity building programmes.

Coaching

Expert coaching, one-on-one or in small groups, held online or face-to-face. Coaching sessions range from a few hours to a full day, depending on your needs.

Media Training

Our expert journalists and communications experts help spokespeople prepare for any media interview. TV, radio, print or online – we have you covered!

Presentation Coaching

Great presentations can inspire and educate audiences. TCW's presentation coaching helps everyone from first time presenters to experienced executives.

Crisis Simulations

These dynamic and fast-paced workshops help spokespeople find their strengths and opportunities for improvement when it comes to handling any issue or crisis.

Workshops and Events

Our senior team will design a bespoke communications event or workshop that will transform your team's communication skills.

In-Person or Online

We work in-person or online with our clients around the world delivering coaching, consulting, workshops and events.

Global

We provide global support for our clients in a number of languages including English, French, Arabic, German, Dutch, Spanish and Italian.

Our Philosophy

We know that communicating in today's world can be challenging. People are overloaded with information. Breaking through this noise requires clear and inspiring communications. We coach and train individuals, teams and organisations to unlock their potential and communicate to audiences authentically, clearly and consistently.

Good communications requires an understanding of the theory, tools and techniques and how to apply these practically. Our workshops balance the theory with hands-on activities, so you can hit the ground running, putting learnings into action.

With the right communications you can connect with your audience - whether that be two people or millions

Case Study: Utility Company

A client's large communications team was falling short of delivering against their goals. We assessed team skill sets, developed a competency matrix and career ladder, built individual development plans, defined internal policies, procedures and processes and upskilled team members. Within a year, the team had improved performance and was successfully supporting the management team with more focused communications strategies.



Making Communications Work for our Clients

We work across all sectors and industries including leading brands, companies, NGOs and governments. We're partners from the first time we meet, building meaningful and trusted relationships.



Case Study: Manufacturing Company

Our client has teams presenting at global conferences and trade shows monthly – both online and face-to-face. Prior to each event, TCW's coaches engaged with each team to refine their presentations, ensure consistent messaging comes across and that each presenter is confident, knowledgeable and inspiring.



Case Study: Professional Association

For more than 10 years we've been working with a client who holds a congress in a different country each year. We're the experts that coaches and supports over 50 spokespeople before and during events to deliver the right messages across all communications channels including press events, interviews, onstage and online deliveries, panel discussions and Q&As. The result is more confident spokespeople and consistent messaging across all audiences including international stakeholders and media.



Case Study: Airline

For nearly a decade, we have been supporting a global airline by providing senior counsel to their spokespeople to prepare for important international media interviews and presentations. We work as an extension to the airline's communications team by ensuring messaging is consistent and spokespeople confidently deliver key messages in often challenging media engagements.

Why Partner with TCW?



Quality



Unrivalled expertise with decades of international experience working as journalists, PR professionals, communications advisors and coaches.

Value



Our clients also say that our experts are what make the TCW experience so valuable.

Bespoke



We tailor our offering specific to your business and communication challenges. We don't believe in one-size-fits-all approaches.

Global



Truly global in our approach, we work online using the latest technologies. We understand different market challenges, nuances and can provide support in various languages.



Case Study: Energy Company

With our global energy client, we plan crisis scenarios and with the leadership and communications team, stress-test with a series of simulations and role play exercises. We have identified and adjusted non-performing company protocols and systems so that crisis communications processes are ready and effective. This is revised annually to identify and add incremental areas of improvement allowing them to be prepared for the unexpected.

Let's Get Started

Reach out for a discussion about your communications needs.

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**“No matter how good
you get you can always
get better, and that’s
the exciting part.”**

Tiger Woods

Let's get started.

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