

## English Skill: “Promote and explain your own ideas”

Used in the workplace at The Communication Troubleshooter:  
Provider of communications training and troubleshooting for business.



**Penelope Newton-Hurley, Director  
The Communication Troubleshooter**

*“As a communications business owner I continually have to promote and explain how my services can help to improve someone’s business. I need to be able to step into their shoes and identify what their business problem is. It’s then essential that I very clearly explain and promote the specific benefits that my service can provide.*

*I’m a communications expert, so to run a successful business I need to lead by example. This means that every single communication has to be precise, clear and targeted. Whether it’s via an email, a social media campaign, a phone conversation or networking event, I always need to be able to promote and explain my ideas.”*

### About The Communication Troubleshooter

The Communication Troubleshooter helps other businesses to improve their business engagement and performance through Mindful Communication techniques. They are skilled at finding out what’s holding back businesses and creating bespoke solutions to drive them to success. Services include communication troubleshooting, communication training and coaching, and mediation and conflict management for business. Based in Stroud, they help businesses locally, nationally and internationally.

### Who do The Communication Troubleshooter Employ?

As well as the Director, an Operations Manager and regular Associates work on a project basis for this business.

**Range of Salaries:** Internal communications graduates start on c£20k per year, rising to c£75k or beyond at Director level. Salaries vary according to the size of company, location and whether working on a permanent or freelance basis.

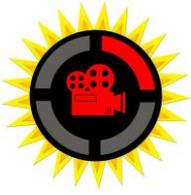
**Skills Shortages:** It’s essential to have a solid command of the English language and to be able to apply grammatical rules in all communications. This is sometimes lacking with new entrants to the business. People working in this industry also need to have great emotional intelligence themselves. A willingness to build on your self-awareness and personal development can help to improve your emotional intelligence.

### Useful Links

[www.thecommtroubleshooter.co.uk](http://www.thecommtroubleshooter.co.uk)

[www.iabc.com](http://www.iabc.com)

[www.monster.co.uk/career-advice/article/marketing-communications-job-description](http://www.monster.co.uk/career-advice/article/marketing-communications-job-description)



**See the accompanying film production for more on the use of this skill**

Video summary: it's essential that Penelope can promote and explain her ideas at Communication Troubleshooter so that ...

- She can very clearly explain how her services can meet her client's needs
- She can promote her business and reach potential new customers through lots of different channels, such as social media, networking, email and presentations
- Clients have confidence in her ability to help them and their business, through demonstrating excellence in all communication methods.