



CASE STUDY

# King's College London: Three Cohorts, 60 Professionals, One Standard

Communication and Presentation Skills Masterclass delivered to three cohorts of staff at KCL, training approximately 60 professionals across the university, from senior change managers to programme officers and data leads.

**60**

Professionals trained across three full cohorts

**94.1%**

Found the programme helpful in addressing their learning goals

**100%**

Would recommend the programme to colleagues

## THE CHALLENGE

Staff across King's College London were using communication skills daily, leading meetings, presenting to senior stakeholders, facilitating discussions and negotiating key decisions. But pre-course assessments revealed a significant gap: 87% of participants rated their public speaking confidence as low or moderate. The most common challenges were nerves and self-confidence, difficulty structuring thoughts under pressure, and fear of speaking in front of senior stakeholders.

## THE SOLUTION

A practical, interactive masterclass built around the B.I.G. Framework, combining communication psychology with live practice under pressure. Participants worked through real scenarios, received direct feedback from LCG trainers, and developed structured frameworks for thinking and communicating clearly in high-stakes moments. The programme was refined and re-delivered across three cohorts with continued demand from the university.

“

*Building the communication confidence that professionals need to lead, influence and inspire. 9.4 out of 10 average rating. 9.6 out of 10 average facilitator rating. 82.4% can apply skills in real-world situations immediately.*