



CASE STUDY

# Building Communication Capability Across NatWest Group

Equipping over 130 client-facing and commercially accountable professionals to communicate with clarity, confidence and influence in high-stakes conversations.

**130+**

Professionals trained across NatWest Group

**10/10**

Average score for confidence in the programme's positive impact

**100%**

Would recommend the programme to colleagues

## THE CHALLENGE

NatWest Group professionals were technically strong, but in high-stakes conversations confidence and clarity dropped. This led to inconsistent articulation of value, reduced influence with senior stakeholders, and slower decision-making in unscripted, client-led discussions where commercial outcomes were at stake.

## THE SOLUTION

A targeted communication programme focused on performing under pressure, structuring messages to land with decision-makers, projecting confident presence and handling spontaneous client and stakeholder conversations. Every exercise was anchored in real commercial scenarios drawn from delegates' day-to-day work.

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*Technically strong professionals, equipped to lead high-stakes conversations with the clarity and confidence that drives commercial outcomes.*