

Actor training brings business success

Bruce Wooding, Central School of Speech and Drama, UK

Bruce Wooding AMInstKT explains how learning from the stars of stage and screen can give you the winning edge.

Laurence Olivier, Vanessa Redgrave, Judi Dench, Cameron Mackintosh and Harold Pinter... and, more recently, Andrew Garfield, Graham Norton, James Nesbitt, Dawn French and Jennifer Saunders - all are alumni of the Central School of Speech & Drama, an internationally renowned centre of excellence for training in theatre arts and a specialist college of the University of London.

Within Central, the School of Professional and Community Development transfers the application of theatre and performance techniques to businesses, providing communication skills training to enhance employment skills and productivity at work.

Central's repertoire extends to local, national - public and private sector - and international businesses and communities. These include Russia, Moscow, India, Jordan and Iraq. Its work has been featured in the Daily Telegraph, Times, Daily Mail, Radio 4, Radio 2, Evening Standard, BBC Online News, BBC1 News, BBC4, BBC Radio London and ITV2.

Over the past 20 years Central has trained royalty, barristers, CEOs, civil servants, journalists, charity fundraisers, TV presenters, IT specialists, hair stylists, fashion designers, PAs, preachers, best men, teachers, politicians, financiers, doctors, dentists and HR managers on the importance of effective communication at all levels of their professional careers.

Innovative training using dramatic techniques ensures that individuals can make an impact at any stage of their careers. Poor communication skills can prevent success and create misleading outcomes and incorrect assumptions.

Your body and voice expose your emotions and opinions to the world. Awareness of how you use your body and voice gives you flexibility. Through practice and experience you can communicate with clarity, conviction and emotion to inspire, sell and gain results.

Awareness is the starting point for self-discovery, learning and personal development. Often what you think you are expressing may be interpreted differently by your audience. In any context or situation you must be able to translate all communication signals directly and effectively, and connect with what you are saying on an intellectual as well as emotional level.

Central's training in Confident Communication Skills helps to ensure success in the workplace and assist with creating confidence in interviews, boosting performance, developing new and existing relationships, managing, leading staff, staying calm in stressful situations and combating nerves.



As unemployment rises in the UK, individuals require a competitive edge. Possession of life skills is essential - these are the skills that schools and businesses generally do not provide. However every sector benefits from an individual who is not afraid to put themselves forward, think on their feet and have confidence in selling themselves and their skills.

Fernanda Fain-Binda, Arts and Media Liaison Officer at King's College London discuss her experience of working with the School of Professional Development at Central:

"It provided a fantastic experience for young adults to learn how to judge and develop levels of transferable skills. Participants worked on awareness of body language, how first impressions can be strengthened, and how to be sensitive to professional practices in the UK. Participants learnt group work in a way that the academic classroom doesn't provide, but which the professional sphere demands.

"Participants learned how to create rapport and judge status, essential skills in interviewing or networking. I am confident that the skills imparted by Central's fantastic team will have benefits throughout these professionals' careers and look forward to working with them in the future".

Bruce Wooding AMInstKT is the Head of the School of Professional and Community Development Central School of Speech and Drama

Tel: 020 7559 3960 www.cssd.ac.uk