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**Communication AMMO acquires
Face2Face Communication Learning Program
from Joe Williams Communications**

Sean Williams to again lead innovative communication training program for managers

CLEVELAND and BARTLESVILLE, Okla. (July 23, 2015) – Communication AMMO has added an innovative, proven manager communication training program to its portfolio of services. For decades, Joe Williams Communications' Face2Face Communication Learning Program helped Fortune 500 clients improve organizational performance through improved communication, a tradition continuing now under the leadership of Sean Williams, M.A., owner of Communication AMMO.

“A crucial part of my practice has been coaching managers and others in communication effectiveness, so Face2Face expands our capabilities significantly in a vital area,” Sean Williams said. “I am grateful to Joe for this wonderful opportunity to expand and enhance the program, and look forward to marketing it to our respective client bases.”

The F2F program is a half-day workshop that features three simple, intuitive tools that help managers know what to communicate, how to communicate, and how to listen effectively -- the "Core," "4 P's," and "HEAR." Participants spend most of the workshop practicing use of the tools on business issues tailored specifically to their organization. Up to 16 managers can participate in a session, and typically organizations schedule two sessions per day of training, making F2F highly cost effective.

Joe Williams developed F2F based on research among literally thousands of employees, setting the program on a firm foundation. Sean Williams further refined the program during his tenure with Joe, teaching F2F for companies including First Energy Corp., John Deere, Millennium Pharmaceuticals, Pharmacia (now Pfizer), KeyCorp, Lucent (now Alcatel-Lucent), Quintiles and Prudential.



"With Sean acquiring the program it will free me to develop other business opportunities I've had on the back burner for several years," said Joe, "such as authorship, teaching, book publishing and some different business mixes outside corporate communications. We still plan to continue our popular week-long Dialogue in the Desert Strategic Communication Leadership Workshop, a program we've done for the last 30 years.

"It speaks well to the power of the program that it consistently rates as the No. 1 training course in just about every company that employs it, whether in the U.S., Canada, or overseas. I am thrilled that it will continue under Sean's stewardship," Joe said.

Why managers need communication training

Organizations that communicate effectively perform better than their less-effective peers, according to ongoing research from consulting firm Towers Watson. The latest edition of the TW study (<http://bit.ly/1CA3IXI>) says that four actions differentiate such organizations, and all four rely to a great extent on good manager communication:

- **Understand culture and behavior to improve effectiveness** -- the culture of an organization emerges either with or without the management team's active participation, which depends on communication.
- **Build a compelling employee value proposition and deliver on it** – employees often judge the value of their jobs via their relationship with their managers and supervisors.
- **Manage change well by leveraging manager effectiveness** -- the ability to manage change requires highly effective listening skills, as well as the ability to determine what information is most crucial to performance.
- **Cultivate a culture of community and information sharing** -- managers set the tone, from senior leadership throughout the management team, for fostering and supporting shared purpose, vision and learning.



Communication AMMO can evaluate your organizational communication, including manager communication skills and effectiveness.

Since its founding in 2009, Communication AMMO has worked with organizations including EY (Ernst & Young), Western Financial Group (Canada), the Federal Reserve Bank of Cleveland, Avery Dennison, Western Reserve Academy, University Liggett School and Ketchum Pleon Change to improve communications and measure the results. Sean Williams, owner, is past chair of the PRSA Employee Communications professional interest section; a member of the Institute for Public Relations Commission on Research, Measurement and Evaluation and the Association for Measurement of Communication, and is a graduate of the University of Washington and Kent State University, where he is an adjunct instructor in public relations. Connect with Sean at 216-333-1615, at SeanWilliams@CommunicationAMMO.com, via Twitter @CommAMMO, and on the web at CommunicationAMMO.com.

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