

# Welcome to The Greenhouse

Now enrolling  
for January 2023



## Join us

Dewpoint Communications' signature 12-month, small-group learning experience is designed to support emerging internal communications leaders in breaking out of the day-to-day grind, lifting their gaze, and widening their aperture so that they can measurably increase their impact in, and value to, the business.

When it's time to accelerate your growth and level up in your career, it's time to join us in the Greenhouse.

**DEWPOINT**  
COMMUNICATIONS

Grounded in our leading edge, proprietary methodology, and led by internationally recognized internal communications experts, the Greenhouse curriculum supports its members in moving decisively from tactician to strategic leader through:

- Group Trainings & Workshops
- Hands-on Collaborative Labs
- Private Coaching
- Knowledge Sharing & Community
- Leading Guest Experts

## Contact us

Victoria Dew, SCMP  
CEO, Dewpoint Communications

[greenhouse@dewpointcomms.com](mailto:greenhouse@dewpointcomms.com)  
+1.323.364.1490

[Schedule a call](#)

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

# About the Program

The Greenhouse brings together a cohort of internal communications professionals (max 15 members) to connect and learn nearly every week, over 12-months.

The program offers a powerful combination of highly individualized, private, strategic communications management coaching and group training, knowledge sharing and community.

Members have the opportunity to escape their own echo chamber, gain new skills, broaden their exposure to best practices in other industries and synthesize it all back into their functional role, in real time.

There's no homework in the Greenhouse – members apply learnings immediately in their role, and are then supported in fine-tuning and optimizing their approach.

Greenhouse members begin to realize program benefits from Day 1, and emerge from the experience already well-practiced in making an impact in the business, their function and team.

The program is ideal for experienced communications professionals who are emerging leaders in their teams. Titles vary based in industry and company size and stage, and are likely to include Senior Manager, Director, Senior Director and Vice President.

For more information, please visit the [Greenhouse FAQs page on our website](#).

## Program Elements



### Goal Setting & Alignment

Each new member completes a series of assessments and meets with Program Leaders to establish goals for the program.



### Private Coaching Sessions (10)

Approximately monthly, 45-minute customized, confidential meetings with Program Leader(s) providing real time support with situational, skills-based, personal and interpersonal aspects of the member's role.



### Group Training Sessions

The cohort meets three times each month, via Zoom, for 60 minutes. While regular, live attendance is strongly encouraged, calls are recorded to enable asynchronous learning. Each session has a specific focus:



**Training** – Interactive sessions teach the Greenhouse curriculum.



**Laboratory** – Focused coaching and guidance on a specific current challenge or opportunity, plus Q&A.



**Just-in-Time** – Responsive to current and emerging group needs, these topic-driven sessions may include guest experts, additional training and workshops on emerging and macro trends and issues, member presentations and knowledge sharing.



### The Greenhouse Slack Group

A private, online community to harness the wisdom of the group and provide real-time access to resources, inspiration and ideas.



### Functional Team Workshops

Each member has an opportunity to bring the power of the Greenhouse back to their own teams with up to two 90-minute, customized, virtual workshops facilitated by Program Leader(s.) Specific topics will be determined based on aspects of the curriculum most relevant to the wider team.



### Assess & Elevate

Each member's final private coaching session reviews their program goals, identifies key learnings and determines new goals. Members may also choose to renew their Greenhouse program at this time, or join our alumni community.



### S.O.S Access to Program Leaders

In addition to scheduled coaching sessions, Greenhouse members are welcome to occasionally request a brief, urgent call with a Program Leader for urgent support on issues and challenges as they arise in their role.

**DEWPOINT**  
COMMUNICATIONS

# Program Leaders

The Dewpoint Communications proprietary methodologies taught in the Greenhouse have been developed through decades of global business and internal communications experience across 15+ industries, in organizations ranging from startups with 15 employees to Fortune 50s with 150,000.

We've served as trusted strategic advisors to dozens of CEOs and senior executives. We've built and led teams in senior in-house roles and supported communications functions as consultants through strategic advisory and coaching.

In addition to extensive functional experience, we hold advanced academic qualifications and professional certifications in communications management and coaching.



**Victoria Dew, SCMP**  
Greenhouse Creator, Lead Trainer & Coach

Victoria is the CEO of Dewpoint Communications and has 20+ years of diverse experience as a business and communications leader across more than a dozen industries.

She is a certified Strategic Communications Management Professional (SCMP,) the highest global communications certification available and the only professional communications certification in the world to achieve ANSI ISO 17024.

Victoria is highly regarded as a leading employee experience and future of work expert in the communications profession, is a certified coach and past global chair of the International Association of Business Communicators (IABC.)



**Sharon Menzies**  
Practice Lead & Coach

Sharon is a veteran global communications leader with 20+ years' experience in leading multi-market communications strategy development and building communications teams in diverse industries across North America, Asia Pacific, Europe and Latin America.

Sharon helps Dewpoint clients to see the big picture, navigate stakeholder relationships, extend and expand their impact, and become trusted advisors to the C-suite.

Sharon is particularly passionate about helping emerging communications leaders to make the subtle but critical mindset shift from implementer to influencer to position communications as a truly strategic function.



# Curriculum

The Greenhouse experience is grounded in proven, proprietary methodologies that help members to reimagine their existing skill sets so that they can apply them in new ways. Each training blends the elements below, and our laboratory sessions embed implementation techniques.



## Work Smarter

Members learn how to break the cycle of 'doing for doing's sake,' build social capital and influence, and get the headspace and breathing room to identify ways to make communications deliverables work harder for them so that they can be more strategic.



## Think Bigger

Our focus on innovative approaches, emerging and established best practices in other industries and geographies, and how macro trends present opportunities for communications to create the future of work, gives members a broader perspective on how to leverage their role and function.



## Transform the Business

As every business navigates a world that is Volatile, Uncertain, Complex and Ambiguous (VUCA,) Greenhouse members are ready and able to help lead the business by informing, engaging and activating its people.

# Program Benefits



Real-time, ongoing, training, facilitation and individualized coaching by internationally recognized experts with 40+ years of collective, diverse, global business and strategic communications experience.



A world-leading curriculum designed to help members to accelerate their growth and increase their impact. Participation may contribute to professional certification training requirements.



Access to fresh perspectives and best practices across diverse industries through guest experts, expanded networks, peer knowledge sharing, a just-in-time online platform for questions and resources and a collaborative community.



Forget the forgetting curve – skillsets are embedded and integrated over 12 months, enhancing and amplifying 'learning in the flow of work.'



Renewed optimism and enthusiasm – approaches are designed to restore agency, empowerment and inspiration through new ways of working.



Real-time and asynchronous learning – a completely virtual program designed to both encourage live, weekly participation and support busy schedules through call recordings and an online community.

# Anticipated ROI



Increased Performance, Productivity & Innovation – members learn new skill sets and approaches that can be applied immediately to increase their contributions to delivering on strategic business priorities.



Increased Engagement – improved agency, optimism and effectiveness.



Improved Retention – opportunity to learn and grow within the organization.



Reduced Burnout – members learn how to get out of the 'grind' and find new ways of being effective and successful.



Improved Recruitment – a differentiated offer and expanded access to top talent.



Improved Wellbeing through social connection and greater resilience.

# Program Fees

A number of factors are considered in determining program fees, including the number of enrollees from an organization, payment schedule, and exchange rates. Some program modifications may be made on a case-by-case basis.

If the program could be a good fit for you, or a member(s) of your team, [please schedule time to meet with us](#) – we look forward to welcoming you to the Greenhouse!