

THEATRICOM

Corporate training that changes behaviour, not just awareness.

Theatricom uses the tools of professional theatre and improvisation to build sharper communicators, more adaptable teams and stronger cultures. Skills become invaluable when people practice them.

THE CHALLENGE

UK companies are throwing so much money at training right now, but the stuff that really counts is the stuff on the job. Things like communicating well, rolling with the punches, working with other human beings and staying cool when things become hectic. This stuff is still the hardest stuff to teach.

Sitting people inside a hot sweaty classroom for a day almost never works, makes staff resent the job, and accomplishes almost nothing. You can information dump all you want, but Monday morning will never ever change. ***And you know it.***

WHAT IS THEATRICOM?

Theatricom is The Working People's Theatre's training arm. It applies improvisation and theatrical technique, the tools that professional actors use to think on their feet, to read the room and communicate under pressure, in a huge variety of workspaces from supermarkets to gyms, to schools and beyond. It's a more inclusive and engaging way to build practical, transferable skills in any workplace.

Sessions are led in person by Theatricom's team of professional facilitators. Rather than sitting employees down and lecturing them about communication or teamwork, participants practice it directly through structured scenarios, live exercises and guided reflection. It's a supportive environment where trying and getting it wrong is welcomed, and improvements are rewarded.

Forget those year-seven drama classes you had at school... this is measurable, behaviour-changing training, delivered by professionals who spend their careers practicing the very things they teach.

WHO IS IT FOR?



CUSTOMER FACING TEAMS: Retail, Hospitality and Leisure staff who need to think on their feet and handle pressure with confidence.

LEADERSHIP & MANAGEMENT: Those looking to sharpen communication, adaptability and build presence in the workplace.

EVOLVING WORKPLACES: Teams navigating change, growing, expanding and wanting new, better ways of working.

DISTINCT & DIVERSE: Learning and development functions wanting ongoing alternatives to those traditional but tired one-off training days.

WHAT DOES THE CLIENT RECEIVE?

Every engagement starts with a full trial session, built around a specific outcome agreed with the client up front. From there, Theatricom is typically delivered as an ongoing programme:

- In-person sessions, 2 hours each, led by Theatricom’s team of professional facilitators, tailored to the client’s business.
- Sessions built around the priorities that matter most at the time, including communication, leadership, conflict resolution, psychological safety and team cohesion.
- No equipment required: Sessions take place in designated spaces of roughly 30m² with groups of 10-25 people.
- An ongoing tangible resource for the organisation, rather than one training day that’s forgotten within weeks.

Here are the key outcomes and benefits when you utilise Theatricom to your advantage:

- Stronger, clearer communication between all teams and departments across your entire business at every location.
- An increasingly adaptable workforce who perform better under pressure and handle the unexpected with ease and confidence.
- A more engaged and connected culture, built through a memorable shared experience, rather than staring at a screen in a classroom.
- Continuous growth and improvement that flexes to the client’s needs, rather than a tick-box exercise.

THE WORKING PEOPLE’S THEATRE

The Working People’s Theatre was founded to close a gap in access to theatre. We help those who lack the opportunity to find their way, and support their next steps into education and employment. ***This is theatre for the community, by the community.*** Commercial success funds social impact, and Theatricom brings that same craft, purpose and believe in what theatre can unlock, to the workplace.

THE EVIDENCE

£22.2bn	£2,000+	92%	57%	6.8m
Lost yearly by UK businesses through under-investment in their employees training and soft skills	Average additional annual profit generated per employee when companies invest in soft skills training	The percentage of the workforce who say soft skills are crucial to their business and career progression	The percentage of UK employers who reported a skills shortage within their company or organisation	UK workers who say they currently lack essential communication skills in their role or department

THEATRICOM IS ALREADY ENGAGING ORGANISATIONS ACROSS FITNESS, SPORTS, RETAIL, FOOD SERVICE AND OTHER PROFESSIONAL SECTORS.

Sources: Skills Builder Partnershi, with CIPD, KPMG & Edge Foundation (2023), Open university Business Barometer (2026), World Economic Forum (2021)

THE NEXT STEP

If you think Theatricom could help your company or organisation, get in touch and we will discuss your requirements and explore whether we are a good fit. We look forward to speaking with you!

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