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A – Z
Training
Directory
2023

Classroom and Virtual Learning



M A R C U S B O H N
A S S O C I A T E S

Tel: +44 (0)1438 718071
sales@marcusbohn.co.uk

www.marcusbohn.co.uk



A – Z Training Directory

This brochure gives you an overview of our key areas of specialism: Separated into the following core areas: **Sales, Management, Customer Service, Business and Communication and Personal Performance skills**. There is also a section on **Virtual Training**, which details workshops specifically designed for virtual learning.

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Each module can be run as an individual workshop, or a number of topics can be chosen to link together as a bespoke programme to meet your specific training objectives. Within each core area, the subject modules are arranged alphabetically. Marcus Bohn has an unsurpassed track record of success, service and client support, training more than 195,000 delegates worldwide since 1976.

***For further information please contact us on: 01438 718071
or email: sales@marcusbohn.co.uk***

Virtual or Classroom Learning

All of our workshops can be run either In-Person at your premises or external venue or Virtually on a number of platforms. including Zoom and MS Teams.

Classroom workshops are usually run by the full day whilst Virtual workshops are run as shorter one-off or modular programmes from 90 minutes to 4 hours with a break. MBA are flexible in their approach to meet your logistics and timing requirements.

Bespoke Training & Application Sessions

All of our workshops are tailored to meet your specific objectives, taking into consideration company culture, terminology and strategy. Individually designed case studies and exercises can be designed to support the learning back in the workplace and make the learning immediately relatable. We can also develop individual training programmes from scratch following a detailed brief. Many of our workshops can be followed up with ‘Application Sessions’ which review how the learning from the workshops is being applied, the successes achieved, challenges encountered and provide further support, coaching and input from our skilled facilitators.

One-to-One Coaching & Executive Coaching

One-to-One Coaching can be offered as part of a modular programme following group workshops to support and embed learning through confidential one-to-one support. This may be a mixture of face-to-face, virtual and telephone coaching.

Executive Coaching is proven to be the most effective and successful way of developing talent within a business at senior level and involves working on a regular basis with individuals on their strengths and development areas to fulfil their potential. This is a catalyst for enhanced performance for the individual and their teams. Please ask for more details.



Sales Skills

Develop Successful Sales Teams with a Bespoke Training Course Trained & Ready For Sales Success

When competition is fierce and every call or meeting counts, your salespeople, whether selling in-person, over the phone or virtually, need to be prepared and trained to maximise every sales opportunity for the best chance of success. Investing in training for your sales team can mean the difference between keeping and losing a customer.

From introductory level, with our Principles & Practices of Selling, through Telesales, Advanced Sales & Negotiation or Account Management, we have a course to meet your needs.

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Account Management

Having formed general strategies and developed their sales technique, salespeople must be able to design effective strategies for each account or sales opportunity. This requires an understanding of each account's Aims, Objectives, Strategy and Tactics. This module shows how to differentiate between and effectively use these four stages of the strategic process to be more effective and successful in developing your accounts. The workshop also covers core communication, planning and sales skills to develop and manage successful long-term Accounts.

Advanced Sales Skills

The 'partnership' approach to selling is the foundation for this intensive sales programme. As competition becomes even fiercer, so working harder is not enough. Even experienced salespeople need to learn new strategies and sales styles to make the most of fewer opportunities. The focus of this programme is on starting and developing strong relationships with customers along with the sophisticated sales and communication skills and techniques that this requires. This module incorporates advanced communication skills, benefits selling and advanced negotiation skills.

Advanced Sales & Negotiation

This programme builds on core sales skills and structure giving delegates new ways of winning business and being more effective. The programme delves deeper into understanding communication skills and customer types, buyer's needs, negotiating tactics and structure to maintain performance.

Advanced Strategic Account Management

A follow-up to Strategic Account Management, this two-day programme shares the challenges and issues faced in handling accounts and applies core planning tools to individual accounts whilst considering industry, market and customer drivers which can lead to opportunities, process mapping of buying and decision making process, stakeholder analysis, developing multi-level contacts, using the Value Curve to put together a business case and aligning approach with the account's objectives and customer's strategies.

Aiming High Negotiation

A two-day workshop for experienced salespeople covering the Negotiation Process and stages involved, integrating these with delegates planning and sales activities, understanding the balance of power and leverage, positional and interest-based negotiation, establishing BATNA and utilising these and other strategies in real-life negotiations during the workshop to develop skill and confidence.

Appointment Making

Making appointments with new prospects can be difficult in itself. Making effective appointments with the right prospect requires planning and persuasive skills of a high order. Yet the task of telephone canvassing can be mastered more easily than almost any other aspect of selling, if salespeople follow the rules. Covering a core process and key communication skills this module builds skill, confidence and ultimately results.

Buyer Negotiation / Negotiating With Trained Buyers

Negotiation begins where selling ends and should promote a win/win relationship between buyer and seller. Its main purpose is to trade concessions to achieve optimum profit for both sides. The buyers have agreed that the seller's product will satisfy their needs. They are now concerned about securing the best terms and conditions. Buyers need to understand why and how salespeople think and behave so they can maximise their own position. This module focuses on planning, anticipating the needs, strengths, weaknesses and likely strategies of the other party, and the employment of the right techniques in the right framework to ensure a successful outcome.

Closing the Sale

This highly interactive and practical module covers how to obtain agreement to ideas and actions throughout the decision-making process without appearing to pressure the buyer. It also demonstrates a wide variety of closing methods to overcome difficulties caused by competition, political situations and the psychological needs of the prospective customer.

Closing & Winning More Business

A practical workshop designed to provide delegates with proven techniques and strategies to help them in their selling roles. From the 'what', 'when' and 'how' of closing, overview of the 5 Stage Sales Process to matching benefits, effective negotiation and building long-term relationships.

Cold-Calling

Conducted skilfully, a telephone account-prospecting programme is a highly efficient and cost-effective means by which to open new business relationships. Delegates learn the structure, skills and techniques for planning and approaching new accounts from scratch, with skill, control and confidence. Essential performance measures for maintaining quality and consistency in approach styles across a team of account prospecting professionals are also covered. Recorded role-plays with feedback are included to increase confidence and continuously improve approach and style.

Consultative Selling

Historic approaches to selling were largely focused on achieving the 'sale' in completing a single transaction. Transactional selling is characterised by focusing on a single sale with orientation on product features. They tend to take place over short time scales with little customer contact and little measurement of customer satisfaction. In Consultative Selling the emphasis moves from 'transaction' to 'relationship'. The characteristics of relationship selling are focused on customer retention over a long timescale with high customer service emphasis, high customer commitment often with multi-level customer contact. This module looks at the interpersonal and communication skills needed to build stronger, more effective and longer-term relationships with your clients.

Driving Sales Through Service

To win in today's market, organisations need to improve and/or maintain relationships with their key customers, deliver exceptional levels of customer service, rapidly grow sales, manage high-level sales calls and successfully negotiate and close deals. A critical need is to move the traditional focus from selling individual products and services to building relationships and offering solutions. This workshop has been designed to maximise the effectiveness of service and service personnel and managers to achieve the vision and sales strategy set by the business. It will offer the techniques, skills, processes and motivation to drive sales for the business.

Elite Sales Skills

This practical two-day workshop is designed to enable your Sales Teams to achieve their core business objectives. In essence, driving profitable sales. Focusing on getting the mindset right, then covering planning and preparation; tactical, consultative and strategic selling; decision making teams, maps, criteria and process; sales value propositions, objection handling and closing; its highly practical approach prepares those attending to win more profitable business.

Finance for Salespeople

Every business is governed by its ability to use people and money to make profits. Salespeople and managers can benefit from a sound knowledge of business finance in two ways: a) They can show customers how a product or service can improve their profitability; b) They can negotiate to improve their own performance in terms of profit as well as volume. This module covers what a salesperson needs to know or learn in an entertaining way, designed to appeal to those of us who regard finance as a forbidding subject.

Influencing & Negotiating

A practical workshop designed to enable individuals to identify how to cultivate relationships at work in order to increase their ability to get results when they don't have direct authority, use communication to build rapport, identify how to build credibility and use listening and questioning techniques to enhance your level of communication.

Key Account Management

The world of buying and selling is evolving rapidly, and many suppliers may have been slow to recognise what is happening with their customers. The trend is to select fewer preferred suppliers and to build open, collaborative, strategic alliances with them. This trend can mean growth and prosperity for those suppliers who can respond appropriately. Investing resources in strategic alliances with carefully chosen Key Accounts is a practical route to achieving corporate objectives in terms of growth and profitability. This programme looks at what is considered a key account in your business and how to develop more long term, strategic and profitable relationships with those clients.

Lifting the Sales Performance of Your Team

Sometimes there isn't a 'one tool fixes the job' approach to improving performance across a team. Different people need different approaches and support. This workshop looks at the difference between coaching and mentoring, utilising linguistic techniques for supporting changes in behaviour and attitudes, the importance of having a flexible approach to a wide range of opportunities for improving performance and assessing the reasons for under performance.

Managing Difficult & Demanding Customers

A beneficial course for those who experience difficult situations and customers, both over the phone and face-to-face on a regular basis. The trainer covers the skills required to understand what causes customers to be demanding, how to diffuse the situation, how to not take criticism personally, manage the situation effectively linking to understanding different types of customers through Behavioural Analysis and build the confidence to deal with unacceptable behaviour.

Maximising Sales Opportunities at Exhibitions

An Exhibition is a wonderful opportunity for a company to present its products or service, not only to existing clients, but also to new clients, new contacts, and new markets. This module covers the types of potential customers you may communicate with and how best to modify your individual style to be successful. It also incorporates questioning and listening skills, presentation of products, closing, follow up and a brief overview of the sales structure.

Negotiating Price Increases

In today's market of driving down costs and prices, your people need to have a strong understanding, approach and process to implementing price increases. This one-day workshop focuses on how to let the other party believe they have reached the bottom line and gives the tools to negotiate effectively.

Negotiating Profitable Sales

Many salespeople identify with their customers' problems, rather than those of the company that employs them. So, when a customer says, 'your prices are too high' the reaction of most salespeople is to think about reducing prices, rather than defending the company pricing structure. This programme gives a core structure of how to negotiate from planning, strategy, dealing with professional buyers, implementation, to achieving win-win situations.

Negotiating With Trained Buyers / Buyer Negotiation

Negotiation begins where selling ends and should promote a win/win relationship between buyer and seller. Its main purpose is to trade concessions to achieve optimum profit for both sides. The buyers have agreed that the seller's product will satisfy their needs. They are now concerned about securing the best terms and conditions. Buyers need to understand why and how salespeople think and behave so they can maximise their own position. This module focuses on planning, anticipating the needs, strengths, weaknesses and likely strategies of the other party, and the employment of the right techniques in the right framework to ensure a successful outcome.

Objection Handling

We all have difficult customers to deal with at one time or another and how we deal with their objections may be the deciding factor in whether they decide to do business with us or not. Our Trainers will work with you to compile an objection handling template offering solutions for every scenario that your people can take away and use on their return to the workplace. It will also motivate teams who have to deal with difficult scenarios on a regular basis and enable them to make the next call with a fresh slate rather than sour taste. An interactive programme with role-plays and tailored case studies to make the training immediately and readily applicable to your business.

Partnership Selling

Historic approaches to selling were largely focused on achieving the 'sale' on completing a single transaction. Transaction selling is characterised by focusing on a single sale with orientation on product features. They tend to take place over short time scales with little customer contact and little measurement of customer satisfaction. As part of a sales process, communication skills and long-term relationship building are key to success. This module is incorporated into most sales programmes.

Presentation Skills for Sales

A sales presentation or demonstration must prove that the product or service we are recommending fulfils the customer's needs better than any alternative solution. Ideally, all presentations should be designed around a summary of the wants, needs and concerns of the customer. They should highlight the advantages and minimise the perceived disadvantages. Presentations are usually competitive, and they deal with comparisons. This programme gives delegates 'on their feet' experience and practice to gain confidence and understanding of the effects of structure, body language, tone and content to make their presentations successful, whatever level and audience they are presenting to. This course can be sales or non-sales focused.

Price, Presentation & Negotiation

This workshop has been designed to aid salespeople in two main areas: Firstly, when presenting a proposition to customers it is essential that we have understood the salient areas of their needs. In turn this will allow you to highlight the areas of your proposal that have been specifically designed to benefit your customer. Secondly, where concessions have been offered to customers, these should be emphasised in the context of why they have been offered and what your company expects in return. This provides a clear basis to start the negotiation and will help to counter price negotiation tactics to help maintain margins and achieve win-win.

Principles & Practices of Selling

The first aim of the programme is to clear away the myths of selling and show delegates how a structured approach to each call can bring success more often. It covers each stage of the selling process in a logical sequence moving through each technique at a pace to suit the audience. The programme does not just talk about the generalities of selling; the programme director is skilled in helping each delegate devise words and phrases to suit their business and become successful salespeople. Content includes behavioural analysis, communication skills, features, advantages and benefits, handling objections and closing.

Proposal Writing

The written word continues to make an impression upon the reader long after face-to-face contact at a meeting. Your letters and proposals remain a permanent advertisement for you and your company. A one-day programme to enable you to write what you mean effectively and succinctly, enabling you to win more business.

Prospecting by Telephone

In a tough economy, it's hard to keep sales up – customers are reducing orders, demanding you lower your price, and sometimes going away entirely. For companies that compete on value, not price, having a proven prospecting strategy in place is essential. This programme covers how your sales team generates and qualifies leads, gains entry, and differentiates on value that can mean the difference between great or little success.

Relationship & Account Management

Many suppliers may have been slow to recognise their customer's trend to select fewer preferred suppliers and to build open, collaborative, strategic alliances with them. Investing resources in strategic alliances with carefully chosen Key Accounts is a practical route to achieving corporate objectives in terms of growth and profitability. The skills and disciplines necessary to build these strategic alliances and to make Key Account Management work are substantially different from traditional selling techniques. This module provides delegates with a logical structured and disciplined approach to each stage of the key account planning and penetration process.

Sales for Non-Sales

We are all salespeople. Almost all of us have to persuade from time-to-time. So when, for example, we send a technical salesperson out to meet a customer of course we want to maximise on the opportunities of customer contact. This one-day workshop helps non-salespeople to understand the sales process and see how they can influence a sale. Naturally non-salespeople will be reluctant to push a deal, so we consider how we can develop a sale organically by asking questions and developing needs, rather than by forcing a close.

Sales Masterclass

Would your sales team benefit from more proactive sales activity? Do they lack formally 'trained' sales skills? If your answer to either of these questions is 'Yes', this masterclass will equip your people with sales methodology and win-win sales techniques at the same time as motivating them to add more to your bottom line. This programme focuses on sales planning, developing effective communication skills, differentiating your proposition, identifying the component elements of a compelling solution, selling the features, advantages and benefits of your product effectively, understanding buyer behaviour, dealing with resistance and gaining commitment.

Sales Performance – Lifting Your Team

Sometimes there isn't a 'one tool fixes the job' approach to improving performance across a team. Different people need different approaches and support. This workshop looks at the difference between coaching and mentoring, utilising linguistic techniques for supporting changes in behaviour and attitudes, the importance of having a flexible approach to a wide range of opportunities for improving performance and assessing the reasons for under performance.

Sales Planning & Territory Management

The amount you sell, in the medium to long term, is directly related to the number of customers, or potential customers that you contact. Sales techniques help us to become more proficient in sales; however, ratios exist that can help us predict how much sales activity (input) is required to achieve a certain level of sales (output). By utilizing these ratios for customer contact higher yields can be achieved. This module looks at effective planning and monitoring methodology and how to make it best work for you.

Sales Presentation Skills

A sales presentation or demonstration must prove that the product or service we are recommending fulfills the customer's needs better than any alternative solution. Ideally, all presentations should be designed around a summary of the wants, needs and concerns of the customer. They should highlight the advantages and minimise the perceived disadvantages. Presentations are usually competitive, and they deal with comparisons. This programme gives delegates 'on their feet' experience and practice to gain confidence and understanding of the effects of structure, body language, tone and content to make their presentations successful, whatever level and audience they are presenting to. Delegates will make presentations to the group, benefit from their comments and then receive tuition from an instructor, designed to develop the skills that suit his or her personality.

Sales Through Service

To win in today's market, organisations need to improve and/or maintain relationships with their key customers, deliver exceptional levels of customer service, rapidly grow sales, manage high-level sales calls and successfully negotiate and close deals. A critical need is to move the traditional focus from selling individual products and services to building relationships and offering solutions. This workshop has been designed to maximise the effectiveness of service and service personnel and managers to achieve the vision and sales strategy set by the business. It will offer the techniques, skills, processes and motivation to drive sales for the business.

Securing Customer Appointments in a Virtual World (NEW)

Even when business returns to pre-Covid levels, it is forecast that up to 40% of sales transactions in the future will be completed virtually. This practical workshop develops salespeople's skills in the 'new normal' virtual world to build confidence, knowledge and skill to enable them to transition from relying on face-to-face sales meetings to securing and facilitating appointments virtually.

Selling in a Virtual World (NEW)

A practical workshop to develop a best practice sales approach for virtual sales meetings and appointments. From understanding how to use new platforms, such as MS Teams or Zoom, to your advantage, to developing an individual's assertiveness skills to build greater success and confidence, this workshop helps to develop a stronger 'virtual' sales approach.

Selling in Tough Times

This one-day programme covers the core sales skills process in the context of selling in tough times to prepare delegates with an edge and solid process from which to gain sales success.

Selling Through Distributors

Key to successful Channel Management and Selling is an understanding of the different skills and processes required from direct selling. Content includes understanding the sales process, influencing channel partners, planning, setting and achieving short, medium and long-term objectives, successful communication skills, handling objections, making successful presentations and managing the territory effectively.

Selling With NLP

The purpose of the programme is to give delegates a basic knowledge and understanding of NLP, some of the techniques and their applications in producing more profitable sales. Delegates will learn how people relate, make decisions and prefer to be influenced. This programme can be run at different levels for sales, sales managers and product managers.

Strategic & Key Account Management Skills for Sales Success

Within business-to-business sales the cost of the sales force is significant. Therefore, to maximise the ROI on the salespeople, companies need to ensure that their sales teams are operating as effectively as possible. It might be tempting to treat each customer the same, however, this is impractical. Not all customers grow, some may shrink. Smarter sales organisations recognise the need to identify potential major accounts and handle them appropriately. This requires a different approach and further skills to the sales fundamentals. This two-day workshop is a very practical approach to keep participants involved throughout. After some exploration of the key principles behind any form of account management we will cover a range of tools and methods for analysing and assessing accounts and market situations, developing plans for accounts and how to apply them. Delegates work on their own situations and accounts throughout the workshop rather than dealing in theoretical scenarios. At the end of the workshop, individuals will leave with at least one, and possibly two, account plans for their own customers, which they can begin to implement immediately.

Strategic Account Management (Advanced)

A follow-up to Strategic Account Management, this two-day programme shares the challenges and issues faced in handling accounts and applies core planning tools to individual accounts whilst considering industry, market and customer drivers which can lead to opportunities, process mapping of buying and decision making process, stakeholder analysis, developing multi-level contacts, using the Value Curve to put together a business case and aligning approach with the account's objectives and customer's strategies.

Successful Appointments First Time

Occasionally we all come off the phone and think 'That didn't go quite to plan!' Sometimes our words just don't flow like they usually do and sometimes the person on the end of the phone didn't seem to take an instant liking to us, like most of our clients do! This workshop, takes your communication and interpersonal skills to the next level, introducing behavioural analysis, calling with confidence, dealing with objections and learning how to win more qualified appointments each time.

Tele-Marketing Strategies

This module provides a practical and relevant approach to this increasingly important business activity. Effective telemarketing requires its own skills and expertise, and these are fully explored on this comprehensive and interactive module, which will provide delegates with proven techniques and strategies in both telephone and face to face situations, which will inspire those who are looking for new ways of achieving positive results.

Telephone Account Prospecting

Conducted skilfully, a telephone account-prospecting programme is a highly efficient and cost-effective means by which to open new business relationships. Delegates learn the structure, skills and techniques for planning and approaching new accounts from scratch, with skill, control and confidence. Essential performance measures for maintaining quality and consistency in approach styles across a team of account prospecting professionals are also covered. Recorded role-plays are included to increase confidence and continuously improve approach and style.

Telephone Selling Skills

A practical and relevant approach to this increasingly important business activity. Telephone selling demands its own skills and expertise, and these are fully explored on this comprehensive and interactive programme. The programme focuses on providing delegates with techniques and strategies that are proven and will inspire those who are looking for new ways of achieving success. Content includes structure, questioning and listening skills, communication, building profitable relationships, dealing with resistance, closing and negotiation.

Telephone Techniques

It is a well-known fact that behaviour breeds behaviour and that the way in which we deal with our customers on the telephone will affect their behaviour towards us and whether they would like to buy our services or not. It only takes 15 seconds to make a first impression. This course highlights the importance of excellent customer service, improving telephone communication skills through examining various questioning and listening techniques that teach us how to create the right impression each and every time and how to structure and control the call. It looks at consistent professional introductions, the verbal handshake, creating rapport with different customer types, objection handling, taking messages and leaving the perfect voicemail. An interactive session with an opportunity to listen and feedback on recorded calls.

Territory Management

The amount you sell, in the medium to long term, is directly related to the number of customers, or potential customers that you contact. Sales techniques help us to become more proficient in sales; however, ratios exist that can help us predict how much sales activity (input) is required to achieve a certain level of sales (output). By utilising these ratios for customer contact higher yields can be achieved. This module looks at effective planning and monitoring methodology and how to make it best work for you.

Time Management

Continual pressure to achieve short-term objectives leads inevitably to 'crisis management'. We become dominated by problems of the moment and our long-term goals are neglected. In the long run, the pressure will become even more intense, as we are forced to tackle symptoms rather than the causes. Delegates begin by identifying the barriers to and benefits of good time management and identifying key tasks that need to be completed in relation to key objectives. By the end of the programme, they will be able to use methods of assigning priorities to each activity and allocating the maximum time to the most important, whilst identifying what needs to be delegated through task and priority management.

Value Added Selling

Value Added Selling is a way of presenting a company, brand or product, which distinguishes it from the competition. Once considered the province of the marketing department, it is now a key process for sales representatives and account managers who wish to gain advantages over the competition by deciding position for individual customers and also giving strength to negotiation. This module can be incorporated into most sales programmes.

Value Based Selling

Do we always think about the 'Value' of the service or product we provide from the customer's perspective? This workshop looks at understanding what we and our customers perceive as 'Value', the difference between what clients want and what we can offer, consideration and understanding of the buying cycle and how as sellers we can manage the pipeline more effectively and utilise key triggers to gain greater sales success.

Working in a Changing Environment

All organisations are continually experiencing significant change at all different levels. This includes changes in products, production processes, processes and systems, structure, legal changes etc. It's no longer feasible to think of change as a "one off" or temporary condition. Organisations that remain resistant to change or change too slowly will not be able to meet the massive challenges of the future. Change at work can be stressful, worrying and disruptive but also exciting and vital for both the company and its employees to grow and succeed. It involves adapting to new working practices/procedures, environments and personal circumstances, all which require understanding and development. This practical one-day course provides advice, tools and techniques on how to plan for change, be involved in some of the decision making and how to work with your Manager to successfully implement the change. The course will help you see change as natural, something to be welcomed and as an opportunity to enhance your skills and knowledge in this important aspect of the 21st century workplace.



Management Skills

Improve Your Management Skills to Lead Your Business to Success Develop Successful Managers & Leaders

Develop your Supervisors, Team Leaders and Managers to enable them to lead and manage by example, communicate effectively and build and motivate their teams to work together more proactively to deliver more successful results for your business.

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- Assertiveness for Managers & Supervisors
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- Business Strategy
- Business Success: The People Dimension
- Change Management/Managing Change
- Change Management: A Complete Introduction
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- Coaching Skills
- Conducting Effective Meetings
- Conflict Management
- Conflict Management Through Assertiveness
- Counselling Skills
- Delegation Skills/How to Delegate Effectively
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- Developing a Strategic Management Approach
- Developing High Performers – How to take People from 'Good to Great'

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- Effective Meeting Management
- Effective Self-Management
- Empowering Female Leaders
- Empowerment / Building Empowered Teams

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- Essential Skills of Managing People
- Facilitation Skills
- Feedback / How to Give Effective Feedback
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- Finance for Non-Financial Managers
- First Time Manager/Supervisory Skills
- Fundamentals of Management
- Handling Difficult People & Situations

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- How to Give Effective Feedback/Delivering Effective Feedback
- Improve Your Influencing Skills
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- Intelligent Risk Taking
- Interviewing & Staff Selection
- Interview Techniques for Interviewers
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- Leading & Developing High Performing Teams
- Leading & Implementing Change
- Lifting the Sales Performance of Your Team
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- Project Management for Non-Project Managers
- Recruiting & Interviewing
- Running Effective Meetings
- Sales Management
- Self-Management
- Strategic Leadership
- Supervising Inbound Sales Teams
- Supervision Skills
- Team Building & Team Leadership
- Time Management & Delegation

Appraisal & Performance Review

Staff appraisal should be a festival of motivation. It is not a vehicle for criticism, but a problem-solving exercise in which two people learn through interaction. Because it is a major corporate activity, it requires a wide variety of communication skills and problem-solving techniques. Above all, appraisal is an integral part of management and should be a continuous process. This programme covers the performance review and appraisal process and the communication skills needed to make it effective and positive.

Assertiveness for Managers & Supervisors

Supervisors and Managers need to be able to get the best from staff quickly and without creating negative feelings. Not all of us feel we naturally have the necessary confidence to inspire those around us to act on our messages. Furthermore, assertiveness becomes an all-important tool for Managers when we need to handle difficult staff and situations. This programme addresses the language we use in such situations and the importance of the non-linguistic cues we give to staff to help managers increase their assertiveness. This module can also be incorporated into sales training and communication skills programmes.

Building Empowered Teams

A one-day workshop to develop understanding of the concept of empowerment using strategic tools to create, develop and empower teams to demonstrate enhanced enthusiasm and motivation. The differences between being empowered, empowering yourself, and empowering others, as well as key aspects of empowerment including: autonomy, centrality, involvement, control, influence, resources and climate. Delegates discuss and use a framework for understanding and developing an empowered team whilst considering the importance of organisational culture and finish the workshop by developing an empowerment plan to produce a plan for implementing the core ideas back in the workplace.

Business Strategy

This two-day workshop is designed to allow senior managers to work 'on' the business for 2 days, rather than 'in' the business. The first day concentrates on seeing the business from a competitor's point of view. So where are you vulnerable and where are you strong? We then move on to consider the business from a customer's perspective: What are their choices and where and when might their needs change? We also consider this from an employee's perspective: What skills do they have and how are they utilised? The first day concludes by identifying key 12-month goals. On day two we plan how we are going to get there. Exposing the business challenges to simple Process Mapping Tools we define and allocate monthly objectives to Senior Managers, whilst planning contingencies to ensure implementation.

Business Success: The People Dimension

A one-day practical workshop designed to develop the skills of managers, team leaders and others in handling successfully the day-to-day management of people. Business Success: The People Dimension explores a range current issues in the workplace, considering motivation, practical leadership, communication with employees and managing change.

Change Management / Managing Change

Change at work can be stressful, worrying, and disruptive, but also exciting and vital to grow and succeed. It involves adapting to new working practices/procedures, environments and personal circumstances, all of which require understanding and development. This practical one-day course aimed at all employees in an organisation provides advice, tools and techniques on how to plan for change, make the correct decisions, and how to work with your organisation to successfully implement the change. The course will help delegates to see change as natural, something to be welcomed, and as an opportunity to enhance their skills and knowledge in this important aspect of the 21st century workplace. (See also our Working in a Changing Environment course.)

Change Management: a Complete Introduction

This two-day course provides delegates with an overview of change management and how it is used to guide and transition individuals, groups and organisations to a desired future state following a structured approach. Today's businesses continuously face the need to change – whether it be for internal departments or the entire business. Therefore, the skills to manage and adapt to organisational change is essential in any modern workplace. The course incorporates learning how to recognise and plan for identifiable stages as changes grow and develop, whether planned or unplanned and how to cope with changing conditions using innovation, creativity and flexibility to assist successful delivery. This course helps develop the skills and knowledge required to promote the use and implementation of innovative work practices to effect change and manage changes, so there is minimal workplace disruption. Linked with understanding stakeholders, how to communicate and lead change effectively will reap dividends.

Coaching & Mentoring

One of the key responsibilities of a Manager is to boost employee performance, and an essential way to do that is through coaching and mentoring. Developing your skills as a coach and mentor will help you solve existing performance problems and develop employee capabilities. This course will help you understand what coaching is and learn how to do it right. Available as a one or two-day course.

Coaching Effectively

A one-day workshop to enable delegates to establish when coaching is the appropriate method to aid learning, understand and use the GROW model to conduct effective coaching sessions, apply active listening and questioning techniques to encourage an individual to apply their own learning and give effective feedback to encourage improvement.

Coaching for High Performance in (Sales) Teams

“People improve productivity, not organisations.” The challenge for every manager is to develop the people working for them to make the most of their potential and skills. This can be achieved by making coaching a normal activity and creating an environment where it is an integral part of the way things are done. However, many managers find it a real challenge to do this. The reasons are many and varied although they are often an excuse to hide the real one – they are concerned about not knowing how to coach and think there is some mystique around it. This workshop takes away these concerns. Delegates are shown why it is so important to make time to start coaching people; and given the underpinning knowledge and awareness to enable them to feel more confident about beginning coaching; and be given the tools and skills to carry out coaching. This two-day workshop is highly interactive and practical. Coaching is a skill best learned through practice. Although there will be some theory and self-assessment, there will be many opportunities to practice the skills you will learn.

Coaching Skills

Coaching is a process in which a manager, through direct discussion and guided activity, helps a colleague or team member to learn to solve a problem or to do a task better. Effective coaching calls for dedication and commitment and is undoubtedly time consuming if it is to be done well. It also provides the dedicated manager with a tool of real worth for developing their staff and building bonds and relationships with their people. Coaching is potentially one of the most rewarding managerial activities. Coaching programmes can be delivered at a variety of levels including Team and Management Coaching.

Conducting Effective Meetings

Have you attended meetings that have lacked focus, lacked direction, over-run and when you left felt like you had achieved very little? By attending this programme, you will increase your confidence, develop a robust, practical structure and importantly, when people attend your meetings, they will be both uplifted and motivated and feel it was time well spent.

Conflict Management

A practical one-day workshop with demonstrations throughout, which enables attendees to understand why conflicts occur, how best to deal with them, when to concede and when to push-through. Looking at individual's levels of assertiveness and cooperativeness and how this impacts a conflict situation before identifying and learning how to adapt your personal style when faced with conflict.

Conflict Management Through Assertiveness

A one-day conflict-handling workshop designed to encourage delegates to become more assertive in all aspects of their work (and private) life increasing knowledge and skills on how to handle conflict more successfully, improving relationships with customers/clients, peers, managers, directors/senior managers and distributors by being more assertive as opposed to passive or aggressive.

Counselling Skills

Counselling may be defined in many ways. Ideally, it should be a continuous process based upon the needs of your staff. It may involve giving advice or helping others to find their own solutions to their problems. Successful counsellors must have knowledge of leadership and communication styles and the ability to choose the best for each individual and situation. They need communication skills of a high order. Above all, they must be able to analyse problems and guide their people to find effective solutions. This may be a standalone one-day programme or module as part of a management development programme.

Delegation Skills / How to Delegate Effectively

Delegates learn to understand the value of empowering others through delegation and understand how, who and when to delegate and the pitfalls to avoid. These techniques are then applied to daily delegation whilst being able to recognise internal and external influences on delegation. Delegates leave with the skills to develop a more balanced approach to work and personal life balance.

Delivering Effective Feedback / How to Give Effective Feedback

A workshop created for individuals to understand why giving feedback is such a crucial business skill and to learn the techniques to deliver feedback effectively, whilst being clear about the components of high impact feedback and understanding the potential reactions to feedback.

Developing a Strategic Management Approach

A one-day workshop for new or existing managers looking at Leadership v Management, Strategic v Operational Leadership, Why Strategy Matters and the fundamental elements in a Strategic Plan. Delegates assess themselves in the qualities of a leader and work through the elements of creating the plan from tools, techniques, templates and external assessments, to ways to implement and use the plan.

Developing High Performers – How to Take People from ‘Good to Great’

High performers are a key asset to any business. Recruiting, developing and retaining talent has become a focus for many as being able to develop high performers from within the business is a highly effective and valuable way of improving business performance. This one-day interactive and engaging workshop explores and understands the relationship between individual, team and organisational performance and how they link together. It will give strategies, tools and techniques to enhance performance, including developing a high-performance mind-set, improving confidence and self-belief, sharpening focus and managing energy. Combining information and insights from peak performance psychology, neuroscience and cognitive behavioural coaching in an easy-to-understand way with practical techniques and strategies to improve performance.

Developing Resilience for Peak Performance – Managers

To achieve high performance with the accelerating change of the twenty-first century, and the increasing demands and challenges of the modern workplace, you and your team need resilience. This two-day course is designed to give managers the knowledge, tools and techniques to increase levels of resilience and rise to the challenges faced in a changing and complex environment, to perform more effectively under pressure and to 'bounce back' from setbacks. How to identify and recognise the signs, and impact of stress on their teams, with tools for helping to manage it. Based on stress physiology, neuroscience, positive psychology and performance psychology principles this course combines key theory with a strong focus on practical tools, techniques and applications.

Difficult Conversations

A one-day workshop to help individuals learn tools and techniques to enable them to plan their difficult conversations to ensure key areas are covered, use questioning and listening techniques to establish the causes for poor performance and provide constructive feedback with evidence to help individuals to understand the impact of their behaviour/actions. Learn how to manage your emotions to deal with an issue objectively, record the outcome of the discussion and agree an improvement plan for the individual.

Difficult Conversations & Conflict Handling (NEW)

This one-day workshop is aimed at employees who are required to have difficult conversations with team members, colleagues, suppliers, customers, etc. It is also suitable for Managers who conduct difficult appraisals / performance reviews or who need to broach difficult subjects. This practical course will provide delegates with skills and knowledge to have these difficult conversations with confidence and success and will also address conflict management and how best to resolve it.

Diversity, Inclusion & Unconscious Bias (General or Management Level) (NEW)

A thought-provoking workshop to help raise awareness of biases and how these may be acting as a barrier to create a diverse and inclusive workplace. Using self-discovery, discussions and experiential activities we discuss the conscious and unconscious biases we all have and gain knowledge, practical tools and techniques to challenge them in ourselves understand the impact on decision making in activities such as recruitment, people development, performance management, leadership and marketing and how to reduce this impact to drive business success.

Effective Decision-Making

How do we know we've made a good decision; how do we exercise judgement and how does our personality affect our decision-making? This workshop takes an in-depth look at the decision-making process and provides insight and tools for effective decision making both individually and as a team. Topics include how to distinguish between the different categories of decisions (command, consultative and consensus) and when to apply them effectively, how to improve decision making by using personality profiling and practise using decision-making tools in circumstances such as determining root cause, making multi-criteria choice, creativity, prioritisation and risk assessment.

Effective Delegation

Delegation is always a difficult skill to learn when you think you can complete a task quicker and more effectively than someone else. The ability to recognise what should or shouldn't be delegated and how to communicate effectively, develop and empower others through delegation are key skills needed in everyday business. This module can be linked to or incorporate listening and coaching skills and motivating your team through delegation.

Effective Meeting Management

Meetings provide a unique opportunity to generate new ideas and create team spirit. It should also be a vehicle for gaining a group's commitment to improving performance, developing potential managers and using the experience of successful people to inspire and train others. This programme looks at the role of the chair, time management, keeping the meeting on track, encouraging input from everyone, reaching agreement and follow up. It considers how to do this in an appropriate, motivational and professional way.

Effective Self-Management

How to improve time management and feel more in control through understanding key result areas, beliefs and values, how to set clear and achievable goals and objectives, prioritise, manage and reduce the stress generated through poor time management.

Empowering Female Leaders (NEW)

A highly interactive one-day workshop designed to develop leadership and management skills, style and communication to be more effective. Workshop includes how gender impacts on leadership and management styles, developing a style that suits you and is authentic, setting reasonable expectations for your own performance and other peoples, understanding how to use authority without being overly pushy (or aggressive), being able to sell your personal brand in a way that suits your personal style and recognising your own success and others in an appropriate way.

Empowerment / Building Empowered Teams

A one-day workshop to develop understanding of the concept of empowerment using strategic tools to create, develop and empower teams to demonstrate enhanced enthusiasm and motivation. The differences between being empowered, empowering yourself, and empowering others, as well as key aspects of empowerment including autonomy, centrality, involvement, control, influence, resources and climate. Delegates discuss and use a framework for understanding and developing an empowered team whilst considering the importance of organisational culture and finish the workshop by developing an empowerment plan to produce a plan for implementing the core ideas back in the workplace.

Essential Delegation Skills

This course provides delegates with an insight into the importance of understanding what and when to delegate to others. When used properly, delegation is an extremely effective way of managing personal time and at the same time, developing and empowering staff. This course ensures delegates understand how best to delegate, to know who to and how to delegate, so that the person you are giving responsibility to knows exactly what is expected and has the relevant interests, component skills and commitment to successfully complete the task. It ensures that delegation delivers value.

Essential Skills of Managing People

This workshop has been designed to give delegates a framework for employee development within modern business. In particular, it has been designed for those who have responsibility to obtain the highest standards of work through and with those reporting to them. The programme covers the core management skills of coaching, communication skills, motivation, leadership, managing change, building successful teams, decision making and managing performance.

Facilitation Skills

Facilitators help others to maximise their contribution in groups and teams by creating a supportive and outcome-focused environment. On this one-day course, delegates will develop a range of techniques and tools to generate enthusiasm to assist people in achieving effective results. Facilitation has become an increasingly important part of a Manager's role and this course will provide them with the knowledge, skills and techniques used by effective facilitators. The course is suitable for Managers who facilitate groups or teams and are enthusiastic to develop their potential to achieve successful outcomes.

Feedback / How to Give Effective Feedback

A workshop created for individuals to understand why giving feedback is such a crucial business skill and to learn the techniques to deliver feedback effectively, whilst being clear about the components of high impact feedback and understanding the potential reactions to feedback.

Field Sales Management

This workshop will help the Managers of Field Sales teams to: understand the difference between Management and Leadership, the importance of balancing Team, Task and Individual, develop more effective communication skills, understand and appreciate their own and others Management Styles. Delegates will also learn how to plan, structure and deliver a coaching session, recognise and utilise different ways of Managing Individuals, plan how to develop their team, know how to monitor and develop performance and motivation, feel confident in approaching performance problems and manage their time more effectively.

Field Service Management

Quality customer service is a vital way in which to differentiate our business, to add value and to protect our margins and our customer base. This practical and stimulating programme is designed specifically to help service managers identify those areas where they can enhance customer service, develop their teams and build customer loyalty. Topics include Teamwork, Customer Focus, Recruiting, Managing Performance and Managing Ourselves.

Finance for Non-Financial Managers

A one or two-day workshop designed to introduce Managers to the Fundamentals of Finance. Key topics include understanding and appraising financial statements, key performance indicators and ratios, effective forecasting and business analysis. For maximum benefit, it is highly recommended that this course be tailored to your business utilising key financial processes, statements and terminology.

First Time Manager / Supervisory Skills

Introducing management skills to new managers, this enables delegates to appreciate exactly what is involved in their management roles, including understanding and managing the diverse demands of management. Delegates learn to appreciate the importance of flexibility and the benefits of adapting their approach to the situation, in addition to learning how to communicate effectively face-to-face over the phone and in writing using appropriate questioning and listening techniques to ensure greater understanding in any given situation and deliver effective feedback to suit all levels of performance. Delegation is also introduced.

Fundamentals of Management

A two-day programme designed to provide delegates with proven techniques and strategies on how to maximise both their own personal performance as a manager and their team's performance. With a clear focus on 'achieving through people', this course looks at the complex issues involved and the fundamental skills necessary to be truly successful within a people management arena.

Handling Difficult People & Situations

Most of us do not like dealing with conflict or potential conflict whatever the cause. We often choose to do either avoid it, concede to the other party, have a win or else attitude or leave it simmering. This workshop looks at how you can approach these situations differently so that you can tackle them in a constructive and positive manner. We explore ways of looking at conflict and difficult situations more objectively. You learn how to choose from a variety of different behavioural and influencing approaches so that you can use the most appropriate for the situation or the individual. The workshop uses many practical activities, and it involves a considerable amount of self-learning which will prove useful in many different contexts.

How to Coach Effectively

A one-day workshop to enable delegates to establish when coaching is the appropriate method to aid learning, understand and use the GROW model to conduct effective coaching sessions, apply active listening and questioning techniques to encourage an individual to apply their own learning and give effective feedback to encourage improvement.

How to Delegate Effectively / Delegation Skills

Delegates learn to understand the value of empowering others through delegation and understand how, who and when to delegate and the pitfalls to avoid. These techniques are then applied to daily delegation whilst being able to recognise internal and external influences on delegation. Delegates leave with the skills to develop a more balanced approach to work and personal life balance.

How to Give Effective Feedback / Delivering Effective Feedback

A workshop created for individuals to understand why giving feedback is such a crucial business skill and to learn the techniques to deliver feedback effectively, whilst being clear about the components of high impact feedback and understanding the potential reactions to feedback.

Improve Your Influencing Skills – Getting others to do what you want – willingly!

If managers are more flexible and effective in their influencing skills, conflict is reduced and so are errors and misunderstandings. To improve our influencing skills, we need to recognise that we have to adapt our behaviour and become more flexible in our interactions. In this highly practical workshop delegates will learn more about how they communicate and the impact they have on others. They will increase their awareness of their own style and preferences in the way they operate. Delegates will develop a range of different skills to increase their flexibility when wanting to communicate with and influence others and will learn how to use specific “push” and “pull” influencing approaches and when each is more effective. They will realise the importance of particular words and language if they are to be more effective in influencing others. They will be able to choose and use different approaches to suit different people and situations, both within their work and lives away from work.

Improving Your Problem-Solving & Decision-Making

This highly practical workshop gives delegates a range of tools to help them deal with business problems and challenges more effectively. Individuals will recognise the benefit of assessing problems to identify the root causes before covering a mix of approaches – both logical and creative. They practice a number of techniques within each of these, taking the opportunity to work with real issues from their own organisation. This means delegates can take back workable solutions and begin to apply them immediately. The course looks at several ways of evaluating options and assessing risk and implications so that individuals can make decisions with more confidence and with the best available commercial outcomes.

Inspirational Leadership & Coaching

This Sales Leadership workshop is designed with the express purpose of helping Sales Leadership Teams refine their Sales Leadership skills to meet the ever-changing challenges of the business environment. Over two days, delegates will be provided with a range of tools, models and concepts that are well validated in terms of their practical application and usage. The skill of the Leadership Team will be to best determine how these tools can be best used to help them help their teams give the best of themselves in the coming year.

Intelligent Risk Taking – Out of the Comfort Zone & Towards the Edge

Taking risk, whether financial, emotional, physical or other is a key part of taking your performance to its highest levels. Whenever we are on our edges – the edge of our capabilities, the edge of our knowledge, the edge of our confidence – we are in a place of potential growth and pushing our performance potential higher. However, being on these edges is not an easy place to be. When we choose to look for those edges, to take ourselves there and to stay on them, then we are truly pushing the boundaries of our individual, team and leadership performance. This one-day workshop helps you to understand how you can take intelligent risk to move to your edges – to maximise your performance potential.

Interviewing & Staff Selection

Staff selection is one of the most important functions of a manager. This module provides an up-to-date framework for selecting good people and avoiding costly recruitment errors. The process begins with a well-conceived candidate profile, highlighting the attributes crucial to success. We must then master interviewing techniques and communication skills to determine which candidates possess those qualities. Good interviewers must be free of prejudice. They must employ a wide range of questioning skills and, above all, become masters of the latest techniques of evaluating candidate’s responses. This can be a standalone course or part of a wider management programme.

Interview Techniques for Interviewers

How to apply recruitment and selection techniques in line with your company policy, conduct a structured competency-based interview, use effective questions to uncover competencies. Use information from the interview to evaluate and select the best candidate for the role.

Introduction to Management

An intensive programme designed to cover the core skills of management including achieving results through people, leadership, building successful teams, communication skills, coaching, change and personal organisation.

Leadership in Management

There are many definitions of management; this module analyses two of them. *'Getting results through the efforts of others.'* and *'Achieving results through the efficient and economic utilisation of people and resources.'* The human relations school emphasises the motivation of others, which means giving them freedom of action. The scientific school emphasises getting results, which may require tight direction, supervision and measurement. This module looks at the difference between leading and managing and how to develop and utilise both of these important skills. This is usually part of a wider management programme and can be run to delegates of all levels of management experience.

Leading & Developing High Performing Teams

This is a crucial two-day course for those who manage, supervise or lead teams whether in a formal environment, project or informal situation. Having an insight into the basis that teams are created upon, learning the importance of who can provide what to the team and how to generate "team attitude" are crucial skills for any leader, particularly if you want your team to deliver at high performance level. This course allows us to identify the key areas for high-performance in teams and covers strategy, communication, leadership, generating commitment and monitoring.

Leading & Implementing Change

A one-day workshop which considers the psychology of change and its effects, the critical success factors for implementing change in the workplace and demonstrates the effective communication of the change requirements. Delegates are introduced to and follow the 7-step Change Process structure to create an effective change plan to implement on their return to the business.

Lifting the Sales Performance of Your Team

Sometimes there isn't a 'one tool fixes the job' approach to improving performance across a team. Different people need different approaches and support. This workshop looks at the difference between coaching and mentoring, utilising linguistic techniques for supporting changes in behaviour and attitudes, the importance of having a flexible approach to a wide range of opportunities for improving performance and assessing the reasons for under performance.

Managing Change

New strategies, management initiatives and various external factors can force us to need to change the way we work. This can lead to confusion and indignation in staff as change is often frowned upon or feared. This course shows how change can be embraced as a positive force, which can lead your company into new, challenging, and profitable territories and describes how by utilising managerial clarity and support, change can be used as a positive and powerful tool to reshape your company. This course can be run at all levels throughout the organisation. (See also: Working in a Changing Environment – page 9)

Managing Difficult Staff / Managing Conflict

Most of us do not like dealing with conflict, or potential conflict, whatever the cause. Even if we do think it is not an issue, whether we handle it constructively is debatable! We often choose to do one of: avoid it, concede to the other party, have a win or else attitude – or leave it simmering. This programme looks how you can approach these situations differently so that you can tackle them in a constructive and positive manner. We explore ways of looking at conflict and difficult situations more objectively. You learn how to choose from a variety of different behavioural and influencing approaches so that you can use the most appropriate for the situation or the individual. The workshop uses many practical activities and involves a considerable amount of self-learning, which will prove useful in many different contexts.

Managing External Staff (Distance Management / Working from Home)

Technology allows us to work physically independently of our teams. Working remotely allows us to reduce office space and to be geographically closer to our customers. However, we also need to be able to manage performance and achieve the same results. This one-day workshop looks at the natural pitfalls of remote working and helps us to anticipate these issues, whilst capitalising on the flexibility and cost savings enjoyed by both the employee and employer.

Managing Performance

Managing team and individual performance is an often-neglected management skill. A solid framework for developing employees is key to ensuring individual and team motivation, communication, retention and results. This module incorporates communication skills, structure of reviews and appraisals, counselling, coaching and managing poor performance.

Managing Pressure at Work

Increasingly, pressure has become a feature of modern business. Some people thrive under pressure, others respond less well. This workshop will look at the potential causes of pressure at work and help develop practical ideas of how to avoid unnecessary pressure and survive healthily!

Managing the People Elements of Projects

Anyone who is responsible for managing projects faces a number of challenges, especially balancing the completing of the task with leading and managing the project team members and influencing other stakeholders or functions who might be affected. There are plenty of tools and systems to help with the planning, resource allocation etc., but the key element for successful delivery of any project is the contribution of the people in the project team. This can often be the area where many technically competent project managers have difficulty in achieving success. This workshop addresses this aspect of the role and equips participants with a range of skills and tools to help them. There will be role-plays throughout to develop confidence and learning.

Meeting Management

Meetings provide a unique opportunity to generate new ideas and create team spirit. It should also be a vehicle for gaining a group's commitment to improving performance, developing potential managers and using the experience of successful people to inspire and train others. This workshop looks at the role of the chair, time management, keeping the meeting on track, encouraging input from everyone, reaching agreement and follow up. It considers how to do this in an appropriate, motivational and professional way.

Mentoring Skills

A one-day in person workshop or can be run as a 5-hour virtual workshop. How to practically develop the skills and qualities of an effective mentor, understand the key role mentoring plays in developing employees and develop an effective and structured approach to the mentoring process.

Modern Sales Management

If management means getting results through the efforts of others, then managing a sales force must be one of the most demanding tasks in any organisation. Salespeople get lonely, they are relatively unsupervised and expected to work on their own initiative. They learn mainly by trial and error and unless they are relying on repeat business, they fail more often than they succeed. This is not a pessimistic view; we believe it is a realistic one. Solving the unique problems of sales management is the keystone of this challenging programme. Topics covered include leadership, team building, motivation, coaching, communication, meetings, counselling and performance management.

Motivating the Sales Team

All the important functions of management are presented within a central theme. Management is a science and an art. It requires careful analysis, planning and control - the scientific element. It also calls for skilful human relations - the art of motivating, leading and inspiring. The managers who can combine these two elements successfully will raise their teams to their full potential. This programme looks at how to make and keep your team motivated, enthusiastic and willing to make that extra call after a tough day.

One Business – One Team

How do we work together more effectively as a Management team to 'Get the Job Done'? A one-day workshop sharing successes and challenges for a business whilst considering brand image and customers perceptions of company, working as a team vs. group and refreshing on understanding management, assertiveness, motivation and morale, time management, delegation and communication skills.

People Management Skills

This programme has been designed to give delegates a framework for employee development within modern business. In particular, it has been designed for those who have responsibility to obtain the highest standards of work through and with those reporting to them. Core topics are: Communication Skills, Counseling, Coaching, Appraisals and Performance Management.

Performance Management

It is vital that organisations make the most of the human resources available to them and Performance Management is widely recognised as playing a key role in the development of skills and motivation in the workplace. Performance Management is based on the principle that when people know and understand what is expected of them and have had the opportunity to contribute to the formation of these expectations, they will be able and willing to perform to the agreed standards and targets.

Practical Decision-Making

One definition of the role of the Manager is that he/she "must decide what has to be done and then get results through the efforts of others". Making the right decisions is a crucial management responsibility; a sign on President Truman's desk read 'The buck stops here!' And yet, many management decisions, big and small, are sub-optimal. This module looks at how decisions can be made; either on an individual or group basis and what methods can be used to come to the best conclusion.

Project Management

Project Management is essential to the success of every organisation. Without that knowledge, projects will be delayed, cost too much, and often never reach completion. This two-day workshop looks at key principles, creating a structured approach, considering stakeholders and sponsors, project planning and most importantly the leadership of the project. This incorporates the challenges faced, building an effective project team, effective communication, achieving the targets and individual development. Delegates will work on exercises to enable them to take away specific plans and actions which they can use immediately in their own work. They will have completed basic plans such as a Gantt chart, set clear SMART goals and action plans, and have created a stakeholder map for themselves.

Project Management – 'The People Skills'

This one-day course covers the 'people skills' of project management, managing the team, planning and communication the project plan, managing cross-functional teams, monitoring and change, responding to problems and resolving conflict, delivering feedback and difficult messages and time management of the project.

Project Management for Non-Project Managers

A one or two-day workshop designed to enable delegates to understand how project management principles apply to general management roles. The workshop covers how to plan and lead successful projects or campaigns, use the project management cycle to be more productive and approach management of projects in a more structured and confident manner, using a range of project planning tools to set up projects and share these with your teams. Delegates learn how to involve key stakeholders in projects and build in monitoring and change control processes through using project plans with clearly defined activities that progress the project from beginning to end. Communication skills are also covered to ensure project teams and stakeholders are communicated with effectively to keep projects on track.

Recruiting & Interviewing

Selecting the right person for the job first time is the key to successful recruitment and delivering success in business. When looking to fill a vacancy, you must be totally competent, professional and have up to date skills, knowledge and techniques. Recruiting the wrong employee can be costly, this two-day practical and pragmatic course will assist you in recruiting the best candidate. From examining the legal implications, through to the selection interview itself, you will be encouraged to implement best practice and unlearn any bad practice. This course will demonstrate a structured approach to ensure you recruit the best person first time and following the recruitment process from when a vacancy is agreed to making an offer and organising induction.

Running Effective Meetings

A meeting provides a unique opportunity to generate new ideas and create team spirit. It should also be a vehicle for gaining a group's commitment to improving performance, developing potential managers and using the experience of successful people to inspire and train others. This course looks at the role of the chair, time management, keeping the meeting on track, encouraging input from everyone, reaching agreement and follow up and how to do this in an appropriate, motivational and professional way.

Sales Management

In the B2B environment, the first line of sales management is the most important function, yet unfortunately it is probably the least understood. Modern Sales Management looks at the topics and issues of Motivation, Leadership, Team Building and Sales Strategy to develop a more effective sales organisation.

Self-Management

A practical course designed to give delegates an understanding of how to attain the maximum benefit from the time available to them via effective analysis, planning and taking responsibility. Delegates learn how they can analyse their current use of time, identify goals and objectives (both business and personal), plan and prioritise tasks to achieve those goals and objectives, schedule time effectively and ensure tasks are completed, and look at behaviours key to the successful implementation of their plans; specifically, assertiveness. In the increasingly competitive work environment, we are constantly being asked for higher levels of performance, resulting in increased time pressures. By applying some simple, practical techniques, delegates will be able to identify and focus on the activities that will give them the greatest benefit within the limited time available.

Strategic Leadership

A two-day programme covering the core skills of management and leadership including; communication skills, dealing with pressurised situations, responsibility and accountability, team building, motivation, managing individuals, strategic and change management and creative problem solving.

Supervising Inbound Sales Teams

This programme will enable managers and supervisors to learn about the modern approach to telephone sales management. The programme will help managers to identify potential areas of team improvement from customer and cross-departmental feedback and coach staff to maximise on this information.

Supervision Skills

The programme comprises a number of logical stepping-stones, which if adopted by delegates will give them an ideal foundation upon which to build. Highly practical and very interactive, this programme has been built for the junior or first-time manager from any department within a company and gives them the structure and skills to enable successful supervision.

Team Building & Team Leadership

Good managers *'Do the right things right'* while good leaders add another dimension to their relationships with their teams. Leadership is the art and skill of *'Winning the Hearts and Minds of One's People'*. This workshop explores the skills and qualities of effective leadership and traces the stages in the evolution of effective team development. It also addresses the need to balance the priorities between team, tasks and individual needs.

Time Management & Delegation (NEW)

With the accelerating change of the twenty-first century, time management skills are key priorities of organisational and personal development for employees at all levels. This one or two-day course is designed to give all employees the tools, techniques and motivation to take greater control and responsibility for how they manage their time. In addition, it relates effective time management to the achievement of business objectives, key tasks and goals. Delegates will be introduced to urgent versus important, dealing with interruptions, multi-tasking effectively and managing their own time and of others who report into them.



Customer Service Skills

Improve Your Customer Care Skills to Give Great Service Every Time Looking After Your Customers

When business is tough, budgets and people are over stretched and competition is fierce, the most successful companies are those who keep their heads down, keep doing what they do best and focus on their customers. It is essential to remain focussed on providing great service to existing customers as well as targeting new customers.

Customers remember who gave them great service and support and think of you first when new needs arise. Training your Customer Service Team is essential to retain your customers and strengthen client loyalty; it also develops individual's confidence and ability in dealing with difficult situations or demanding customers.

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A Passion for Our Business, a Passion for Customer Service

Do we always take the time to understand the vision of our business, where we are going and what we want? This programme starts by looking at what we stand for and who we are before looking at our customers, who they are, what they want and how we can bring these two together by offering exceptional customer service through best practise communication and influencing skills. We look at what gets in the way of offering exceptional service, turning complaints into opportunities and putting ourselves in the 'customer's shoes' to understand how we can establish what the customers really want and why they may react the way they do. An engaging fast paced programme for those wanting to change the level of service that they offer as a standard.

CRM – Customer Relationship Management

CRM is all about developing a coordinated response to customers across all customer access and delivery channels. CRM is founded on customer knowledge and accurate customer profiling. It means linking sales and customer service; it means linking telesales and field sales; it means linking key account management with territory-based sales organisations. This may be a standalone module or part of a wider sales training programme.

Customer Care Skills

Everyone in our business is involved in customer care whether on an internal or external basis. This programme identifies and teaches the core skills, processes and attitudes required to ensure your customers are always looked after.

Customer First

An intensive one-day module, focusing on our approach to internal and external customers. The day covers customer expectations, recognition of existing service levels, use of positive language and attitude, influencing skills, building trust and dealing with difficult situations and come back to you time after time.

Customer Journey

The Customer Journey traces the decisions that complicated customers make in the B2B environment from the initial problems and issues that customers have to their eventual purchase decisions. Such decisions are more involved and complicated than those made in consumer markets and this journey needs to be identified and understood. The Customer Journey methodology identifies the customer buying process and specifies those sales processes and sales actions necessary to sell effectively to these customers.

Customer Service Skills

Excellent customer support as an integral part of a company's selling process is one of the major growth areas of training. There are 2 types of service: material and personal. We take material service for granted; we pay for it, so we expect it. Personal service is another matter. It is seldom of a high standard, so when we receive it we are surprised and delighted. This workshop shows how everyone who has contact with customers can make personal service the key factor in winning business and keeping those customers. It covers all aspects of effective communication, in addition to the importance of good interpersonal skills with internal customers. It shows how to turn problems into opportunities, complaints into more business and discontented customers into happy customers.

Customer Service – From 'Good' to 'Great'

Through understanding your and others behavioural style, communication and assertiveness skills, this programme focuses on how to improve the service you give and make your customers' experience move from 'Good to Great'.

Delivering Excellent Internal Customer Service

How often do we stop to think about our colleagues, what their job entails, how we interact with them and what we could do to make their lives easier? People within our company are our 'internal' customers, it is essential that we communicate and cooperate with them more efficiently if we are to serve our 'external' customers effectively and provide first-class service to them. This workshop focuses on effective communication and how we can adapt our approach to suit different customer types, influencing tactics to build rapport, commitment and trust, dealing with difficult people, handling resistance and complaints, diffusing difficult situations and gaining commitment.

Delivering Exceptional Service

A one-day workshop to identify what is excellence, what does it look like in your team, what holds you back, what skills are required to provide excellence and how can you maintain excellent customer service.

Effective Administrator / From 'Good' to 'Great' Team Support

A two-day (or 2 x one-day) workshop designed for team co-ordinators, administrators or receptionists to understand their role more fully and master the key skills of time management, customer communication skills for the internal and external customers, building rapport and trust, effective note taking, professional telephone techniques, assertiveness in dealing with difficult people and situations, basic negotiation skills, coping with pressure and organisational skills.

Engineer as a Company Ambassador – Part 1

This programme is designed to inspire service engineers to realise the importance of their contribution to the Company, give them a sense of purpose and encourage them to see themselves, directly or indirectly, as a business getter. The programme helps delegates identify how to contribute to their special role in providing the Company with a competitive edge above competitors and how a little extra effort during a service call can win their Company new opportunities that exist to help the sales effort. An intensive one-day workshop.

Engineer as a Company Ambassador – Part 2

This one-day programme is designed to develop and build on the material covered on the 'Engineer as a Company Ambassador' workshop. It will be an ideal refresher for those who have attended the first Company Ambassador workshop, will provide opportunity for delegates to review the Action Plans which they have set for themselves, share personal successes and will introduce fresh material to enhance personal motivation time management and contribute to business success.

Essential Skills of Customer Care

Everyone in our business is involved in customer care whether on an internal or external basis. This programme identifies and teaches the core skills, processes and attitudes required to ensure your customers are always looked after and come back to you time after time.

From 'Good' to 'Great' Customer Service

Through understanding your and others behavioural style, communication and assertiveness skills, this programme focuses on how to improve the service you give and make your customers' experience move from 'Good to Great'.

From 'Good' to 'Great' Team Support / The Effective Administrator

A two-day (or 2 x one-day) workshop designed for team co-ordinators, administrators or receptionists to understand their role more fully and master the key skills of time management, customer communication skills for the internal and external customers, building rapport and trust, effective note taking, professional telephone techniques, assertiveness in dealing with difficult people and situations, basic negotiation skills, coping with pressure and organisational skills.

Handling Difficult People & Situations

Most of us do not like dealing with conflict, or potential conflict, whatever the cause. Even if we do think it is not an issue, whether we handle it constructively is debatable! We often choose to do one of: avoid it, concede to the other party, have a win or else attitude – or leave it simmering. This programme looks how you can approach these situations differently so that you can tackle them in a constructive and positive manner. We explore ways of looking at conflict and difficult situations more objectively. You learn how to choose from a variety of different behavioural and influencing approaches so that you can use the most appropriate for the situation or the individual. The workshop uses many practical activities, and it involves a considerable amount of self-learning which will prove useful in many different contexts.

How to Wow the Customer Over the Phone

Response and action required by the customer is continually on the increase in this competitive world we live in. Technology has added to this with the use of email and the telephone. But customers want people, not technology and the demand for exceptional service is an everyday requirement. Learn how to enhance your skills to provide exceptional service over the phone that wows your customers and keeps them coming back for more!

Managing Difficult & Demanding Customers

A beneficial course for those who experience difficult situations and customers, both over the phone and face-to-face on a regular basis. The trainer covers the skills required to understand what causes customers to be demanding, how to diffuse the situation, how to not take criticism personally, manage the situation effectively linking to understanding different types of customers through Behavioural Analysis and build the confidence to deal with unacceptable behaviour.

Principles & Practices of Customer Care

The importance of excellent customer service as an integral part of a company's selling process to its customers is one of the major growth areas of training. There are two types of service: material and personal. Most of us tend to take material service for granted. We pay for it, so we expect it. Personal service is another matter. It is seldom of a high standard, so when we receive it, we are surprised and delighted. This programme includes; understanding the service culture, communication skills, creating positive impacts, dealing with difficult customers and situations, approaching change positively and keeping motivated in tough times.

Service Engineer as a Company Ambassador – Part 1

This workshop is designed to inspire service engineers to fully realise the importance of their contribution to the Company, give them a stronger sense of purpose and encourage them to see themselves, directly or indirectly, as a key player in the success of their company. The workshop incorporates customer service, assertiveness and interpersonal skills to develop Engineers potential as trusted business ambassadors whilst identifying how to contribute more to providing a competitive edge above competitors and building stronger, more profitable client relationships through service and support.

Service Engineer as a Company Ambassador – Part 2

This one-day programme is as an optional Part 2 designed to develop and build on the material covered on the 'Service Engineer as a Company Ambassador' workshop. It will be an ideal refresher for those who have attended the first Company Ambassador workshop, delegates will review the Action Plans which they have set for themselves, share personal successes and introduce fresh material to enhance personal motivation, time management and contribute to success.



Business & Communication Skills

Business Skills Training Courses to Enable You to Reach New Levels of Success Develop Your Communication Skills for Greater Success

Effective Business and Communication Skills provide the core skills we use in our everyday lives, both in and out of the workplace. These, overlaid with technical skill and understanding, give us or our teams the capability to undertake our roles to the best of our ability. Often the ongoing development or improvement of these cores skills is forgotten or undervalued.

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Assertive Communication Skills

This one-day course will increase the knowledge and skill levels of all employees in assertive communications. This will help them be more professional, take more responsibility and improve relationships with new and existing staff, other departments, managers, directors and customers. It is aimed at employees who are too aggressive or passive and it will assist them in becoming more assertive. The course starts by defining assertiveness and learning how to distinguish between the different behaviours. The delegates will then learn the essential skills of assertiveness and these skills will be used to develop team working and productivity. Also available as a ½ day Virtual Workshop.

Assertiveness for Individuals

A one-day programme designed to increase skills and understanding, moving delegates closer to being assertive in all aspects of their work (and private) life. It will help delegates improve relationships with customers/clients, peers, their manager, directors/senior managers and distributors by increasing knowledge and skill on how to be a more assertive person. Aimed at delegates who are too passive or aggressive, developing them to become more assertive.

Behavioural Analysis

Most good salespeople instinctively adapt their behaviour to the different personalities of their customers. This module shows how to put those instincts to more effective use. Behavioural styles are divided into four main categories: Drivers, Expressives, Analyticals and Amiables. There are sound general principles for modifying strategies and tactics to deal with each style. By following these guidelines, salespeople will be able to partner decision makers in satisfying their material and emotional needs and thus become more effective in their roles. This module is built into most training programmes.

Building Empowered Teams

At the end of this one-day workshop participants will understand the concept of empowerment and have a framework and the strategic tools to create, develop and empower teams which demonstrate enhanced enthusiasm and motivation. The course looks at the differences between being empowered, empowering yourself, and empowering others, as well as key aspects of empowerment including autonomy, centrality, involvement, control, influence, resources and climate. Delegates discuss and use a framework for understanding and developing an empowered team whilst considering the importance of organisational culture and finish the workshop by developing an empowerment plan which produces a plan for implementing the core ideas from the workshop back in the workplace.

Business Presentation Skills

Ideally, all presentations should be designed around presenting to your audience a summary of the wants, needs and concerns of the customer. Some presentations can be competitive and need to deal with comparisons. To present our solution in the best possible light we need to develop skills in structure and control, audience participation, verbal and non-verbal communication. In a sales presentation, these must be synthesised with our sales techniques of objection handling and closing. This practical workshop shows how to combine these skills within an effective presentation framework and can be tailored to meet the objectives for specific types of presentation, different levels of skill and types of audience. The programme gives delegate an 'on their feet' experience and practice to gain confidence and understanding the effects of structure, body language, tone and content to make their presentations successful, whatever level and audience they are presenting to. This course can be non-sales or sales focused.

Business Writing Skills

How capable are we in writing professional, focused and targeted business letters, emails and reports that achieve the desired results and get the attention of the reader? This one-day workshop looks at professional writing skills for business from the basics of using appropriate, non-jargon orientated and positive language for the target audience, to thinking about how others read our communications; that they are effectively structured and ensure we are conveying information clearly and concisely. Working with business best practise, the workshop can be tailored to your business to incorporate internal standards, terminology and formats.

Communication Skills

This module stresses the importance of communication as a core skill. Effective communication with our clients has three key components: speaking, listening and creating space for effective communication to take place. All are important, but none more so than effective listening where you truly hear with accuracy. Communication is at the core of any business. Until we master communication skills, we will never be able to deliver the results that we expect and deserve. We may have all the knowledge and skills that we need to do the job but if we are unable to communicate them, then nobody will ever know. There is a vital and basic cornerstone to all communication. We can be a 'transmitter' or a 'receiver' but, like old-fashioned two-way radios, we cannot do both at the same time.

Effective Administrator / From 'Good' to 'Great' Team Support

A two-day (or 2 x one-day) workshop designed for team co-ordinators, administrators or receptionists to understand their role more fully and master the key skills of time management, customer communication skills for the internal and external customers, building rapport and trust, effective note taking, professional telephone techniques, assertiveness in dealing with difficult people and situations, basic negotiation skills, coping with pressure and organisational skills.

Effective Business Writing Skills

Written communications play a significant part in the reputation that precedes your company, so it is paramount that we make the right impression with them. If you are new to written business communications, have never worked in an office environment or just want to polish up on the art of writing letters and emails professionally, then this is the course for you. It covers professional standards with regards to the layout, structure, content and style of letters and emails, signing off and signatures, font and colour of text, punctuation and grammar.

Effective Internal Relations 1

A one-day workshop designed to build bridges between individuals and departments that aren't working as well as they could together by identifying the success factors to be gained from working as one team and understanding themselves and others better. Delegates learn about and identify their own preferred personal interaction style and the behaviours of others, how to adapt this and develop greater flexibility and communicate more positively building positive working relationships.

Effective Internal Relations 2

A natural follow-up to the part 1 or a standalone workshop, which considers how to deal with differences, disagreement or conflict more effectively by understanding yourself and others better. Conflict resolution techniques are introduced along with negotiation, influencing and feedback skills to develop confidence.

Essentials of Written Business Communication

How capable are we in writing professional, focused and targeted business letters, emails and reports that achieve the desired results and get the attention of the reader? This one-day workshop looks at professional writing skills for business from the basics of using appropriate, non-jargon orientated and positive language for the target audience, to thinking about how others read our communications; that they are effectively structured and ensure we are conveying information clearly and concisely. Working with business best practise, the workshop can be tailored to your business to incorporate internal standards, terminology and formats.

Finance Skills

A wide variety of Finance topics can be covered including: the meaning of profit, the meaning of cash, Stock and debtor management, Costs and their impact on product and company profitability. Tendering – different scenarios which may be negotiated within a contract and the financial impacts of those decisions including volume rebates, credit agreements, margin etc., Customer profitability and Financial performance measures. All Finance programmes are recommended to be tailored to your business utilising company terminology, performance measures and reports to aid immediate understanding and relevance for those not in a finance role. Finance training can be run at basic, intermediate and advanced (board) level.

Finance – How to Discuss Finance with Confidence

Increase your confidence and knowledge in speaking and negotiating with Finance Directors through this course designed to understand: the financial language used by customers and to clarify the financial terms and accounting conventions used in and by Financial Directors and other key decision makers in everyday business; illustrate and explain the key performance measures used within the business and how behaviour impacts on these measures (ROI, ROCE, Gross Margin); understand the financial methods used in longer-term purchasing decisions including DCF, NPV and lifecycle costing.

From 'Good' to 'Great' Team Support / The Effective Administrator

A two-day (or 2 x one-day) workshop designed for team co-ordinators, administrators or receptionists to understand their role more fully and master the key skills of time management, customer communication skills for the internal and external customers, building rapport and trust, effective note taking, professional telephone techniques, assertiveness in dealing with difficult people and situations, basic negotiation skills, coping with pressure and organisational skills.

Great Job, Great Life – Planning & Time Management

Are you still in the office when everyone else has gone home, or in before anyone arrives? Does 24 hours feel like, I work, I sleep, I work? Is managing your time and workload becoming increasingly stressful? My 'Me' time is virtually non-existent. If you have answered 'Yes' to one or more of these questions, then attending this programme will turn those answers into 'No' and your work-life balance will resume – It's a promise!

Impactful Presentations

A training workshop designed to give you the skills to make professional presentations to individuals and groups. This workshop is for anyone across the business who has to make presentations. During this workshop, we will cover the skills and concepts needed to make a dynamic presentation. We will discuss the general principles and give you the opportunity to practise making presentations to other members of your group, so that by the end of the workshop you will feel much more confident and at ease the next time you are asked to make a presentation.

Influencing Skills (NEW)

This one-day course will enable delegates to evaluate their influencing skills and how effective they are. It will assist them in assessing how they interact with all types and levels of people and then help them develop new and highly effective approaches to improving their influencing. This course has been designed to help develop their individual and interpersonal influencing effectiveness through greater self-awareness of how they come across to others.

Listening Skills

If salespeople wish to be seen as problem solvers by their customers, they must be able to demonstrate that they are good listeners. Listening is an active, not a passive process. To be good listeners, we must master distractions, boredom, prejudices and our egos. It is not enough to try to concentrate. This module shows how to concentrate and be more effective by analysing both the content and the feeling of spoken and unspoken communication. This module can be incorporated into Customer Service, Sales and Management programmes and is usually linked to a Questioning Skills module.

Maximising Conversations – Conversations That Stick

With less and less time for managers to make an impact, conversations that drive performance, enable others to learn, engage and help them to get more out of their role, are key priorities of organisational and personal development. 'Conversations that Stick' (CTS) is designed to give delegates the tools, techniques and motivation to take greater control and responsibility for the conversations they have and, in particular, to 'coach' others in ways that are immediately impactful. It is a way of having coaching conversations that build on positive psychology practice, that use language, questioning and feedback in a simple, practical way of improving performance, building capabilities and driving positive change through an organisation. A difference between traditional coaching approaches and CTS is that this approach actively searches for and captures best practice conversationally, so whatever is currently being used that is working is incorporated into the approach. It is designed for conversations of any length but is very appropriate for short 1-5-minute conversations, of which there are multiple opportunities during a manager's day. It has been designed so that the emphasis is on both making changes stick in the briefest amount of time and on embedding positive change through using powerful feedback. This course will increase your knowledge, understanding and your practical ability to have powerful coaching conversations so that you get more out of your staff and meetings in both formal and informal settings.

Personal Persuasion

Focusing on developing relationships with internal customers, influencing others and positive personal marketing – including the 'Horns & Halo Effect', the psychology of persuasion, 'Communication' and 'action'. This module is incorporated into many sales programmes.

Presentation Skills

This two-day course will help transform your presentation skills, adding greater control and confidence. You will plan, prepare, practice and deliver a number of presentations and be given feedback on how to enhance your approach and delivery. You will gain increased confidence to improve your delivery and this will help turn average presentations into outstanding and memorable events. This hands-on course gives you the opportunity to work with an experienced trainer, coach and presenter and is ideal for all employees who are required to speak in front of others and wish to project a professional image and develop their skills and confidence.

Presentation Skills Masterclass

The skills needed to present whether to one person, a small group or large audience are very similar. The key differences are communicating to a larger audience requires the presenter to have a deeper understanding of the effect of their verbal and non-verbal communication. Being able to understand the different language patterns we all have and speak everyone's language in the same sentence is the secret to enabling each person in the audience to feel like the presenter is speaking to them as an individual. When this is mastered, the presenter will be much more effective in ensuring their message is understood. In today's current climate of change and uncertainty, these skills are essential for all businesses and the most effective businesses can do this consistently and accurately. This two-day workshop will cover all these aspects and much more. You will gain the key skills needed to ensure each person hears your message in the way they need to receive it, whilst utilising cutting-edge NLP techniques and a deep understanding of communication in a practical way that can be used and demonstrated immediately.

Problem Solving / Creative Thinking

This creative thinking and brainstorming module introduces delegates to a selection of techniques designed to generate new ideas and products, and to look at alternative ways of approaching business problems. All of the techniques involve generating solutions to business or man management problems, evaluating options, decision making and implementation skills. This programme is a workshop-based format. The case studies and exercises approach problem solving and ideas generation from both a structured and lateral thinking perspective, and includes: Brainstorming, Mind-Mapping, Six Thinking Hits, Metaphorical Thinking, Role Reversal, S.W.O.T. and "But, Why".

Proposal Writing

The written word continues to make an impression upon the reader long after face-to-face contact at a meeting. Your letters and proposals remain a permanent advertisement for you and your company. A one-day programme to enable you to write what you mean effectively and succinctly, enabling you to win more business.

Recruiting & Interviewing

Selecting the right person for the job first time is the key to successful recruitment and delivering success in business. When looking to fill a vacancy, you must be totally competent, professional and have up to date skills, knowledge and techniques. Recruiting the wrong employee can be costly, this two-day practical and pragmatic course will assist you in recruiting the best candidate. From examining the legal implications, through to the selection interview itself, you will be encouraged to implement best practice and unlearn any bad practice. This course will demonstrate a structured approach to ensure you recruit the best person first time and following the recruitment process from when a vacancy is agreed to making an offer and organising induction.

Report Writing

A one-day programme designed to develop effective report writing, this programme incorporates developing strategies for report writing, setting objectives, research, content, structure, style, presentation and evaluation.

Team Building

This workshop explores the skills and qualities of effective internal communication and traces the stages in the evolution of effective team development. It also addresses the need to balance the priorities between team, tasks and individual needs. A highly interactive workshop, which gives ideas and experience to those wishing to build a successful team.

Time Management

Continual pressure to achieve short-term objectives leads inevitably to 'crisis management'. We become dominated by problems of the moment and our long-term goals are neglected. In the long run, the pressure will become even more intense, as we are forced to tackle symptoms rather than the causes. Delegates begin by identifying the barriers to and benefits of good time management and identifying key tasks that need to be completed in relation to key objectives. By the end of the programme, they will be able to use methods of assigning priorities to each activity and allocating the maximum time to the most important, whilst identifying what needs to be delegated through task and priority management.

Train the Trainer

This two-day 'Train the Trainer' course will increase the knowledge and skill levels of your internal trainers. The course will enable them to effectively develop and confidently deliver effective, high impact on-the-job training to internal employees on your products, processes, procedures and systems. This practical and bespoke course will provide guidance on the effective preparation and delivery of training in workplace situations and enable trainers to develop their confidence in a supportive environment, which will ensure the successful transfer of new knowledge and skills into the workplace.

Working in a Changing Environment

This practical one-day course provides advice, tools and techniques on how to plan for change, be involved in some of the decision making and how to work with your Manager to successfully implement the change. The course will help you see change as natural, something to be welcomed and as an opportunity to enhance your skills and knowledge in this important aspect of the workplace. All organisations are continually experiencing significant change including changes in products, production processes, procedures and systems, structure, legal changes etc. Businesses that remain resistant to change will not be able to meet the massive challenges of the future. Change at work can be stressful, worrying and disruptive but also exciting and vital for both the business and its employees to grow and succeed. It involves adapting to new working practices, environments and personal circumstances, all which require understanding and development.

Writing for Results

Do you find it frustrating trying to create a proposal or tender document from scratch, which you feel will encourage your reader to read and act on quickly? This programme develops your skills to write convincing, persuasive and powerful documents that achieve their objectives. Adopting a structured approach which will save valuable time, it enables you to develop a writing style to avoid word inflation, use varied presentation techniques, anticipate and address objections positively, maintain interest, make it visually appealing and avoid time consuming re-writes.

Writing Letters, Proposals & Reports

The written word continues to make an impression upon the reader long after face-to-face contact at a meeting. Your letters and proposals or reports remain a permanent advertisement for you and your company. A one-day programme to enable you to write what you mean effectively and succinctly enabling you to win more business.

Written Communication Skills

Written communications play a significant part in the reputation that precedes your company, so it is paramount that we make the right impression with them. If you are new to written business communications, have never worked in an office environment or just want to polish up on the art of writing letters and emails professionally, then this is the course for you. It covers professional standards with regards to the layout, structure, content and style of letters and emails, signing off and signatures, font and colour of text, punctuation and grammar.



Courses and workshops to motivate and optimise performance Increase Motivation to Achieve High Performance

Individual Motivation has been recognised as a key-contributing factor in employee performance. In order to achieve high performance with the accelerating change of the twenty-first century and the increasing demands and challenges of the modern workplace, you and your team need resilience.

Our range of personal performance and motivation workshops are designed to give individuals and managers the knowledge, tools and techniques to enable them to increase their own levels of resilience and motivation, which will enable them to rise to the challenges they face in a changing and complex environment and perform more effectively under pressure.

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Achieving & Sustaining High Performance

The word performance is used a lot in the workplace. It is 'developed', 'managed', 'appraised', 'reviewed' and 'improved' but what actually is it, and what is 'high-performance'? For individuals, teams and organisations looking to perform at their best, being clear about what performance is, understanding what high-performance is, knowing the factors that drive high-performance in their own unique context, and having practical strategies for not only achieving high-performance but also sustaining it, over time, are key.

Appraisal & Performance Review

Staff appraisal should be a festival of motivation. It is not a vehicle for criticism, but a problem-solving exercise in which two people learn through interaction. Because it is a major corporate activity, it requires a wide variety of communication skills and problem-solving techniques. Above all, appraisal is an integral part of management and should be a continuous process. This programme covers the performance review and appraisal process and the communication skills needed to make it effective and positive.

Coaching for High Performance in (Sales) Teams

"People improve productivity, not organisations." The challenge for every manager is to develop the people working for them to make the most of their potential and skills. This can be achieved by making coaching a normal activity and creating an environment where it is an integral part of the way things are done. However, many managers find it a real challenge to do this. The reasons are many and varied although they are often an excuse to hide the real one – they are concerned about not knowing how to coach and think there is some mystique around it. This workshop takes away these concerns. Delegates are shown why it is so important to make time to start coaching people; and given the underpinning knowledge and awareness to enable them to feel more confident about beginning coaching; and be given the tools and skills to carry out coaching. This two-day workshop is highly interactive and practical. Coaching is a skill best learned through practice. Although there will be some theory and self-assessment, there will be many opportunities to practice the skills you will learn.

Coaching – Conversations That Stick

With less and less time for managers to make an impact, conversations that drive performance, enable others to learn, engage and help others to get more out of their role are key priorities of organisational and personal development. 'Conversations that Stick' (CTS) is designed to give delegates the tools, techniques and motivation to take greater control and responsibility for the conversations they have and to 'coach' others in ways that are immediately impactful. It is a way of having coaching conversations that build on positive psychology practice, that use language, questioning and feedback in a simple practical way of improving performance, building capabilities and driving positive change through an organisation. A difference between traditional coaching approaches and CTS is that this approach actively searches for and captures best practice conversationally, so whatever is currently being used that is working is incorporated into the approach. It is designed for conversations of any length but is very appropriate for short 1-5-minute conversations, of which there are multiple opportunities during a manager's day. It has been designed so that the emphasis is on both making changes stick in the briefest amount of time and on embedding positive change through using powerful feedback. This course will increase your knowledge, understanding and your practical ability to have powerful coaching conversations so that you get more out of your staff and your meetings in both formal and informal settings.

Developing High Performers – How to Take People from 'Good' to 'Great'

High performers are a key asset to any business. Recruiting, developing and retaining talent has become a focus for many as being able to develop high performers from within the business is a highly effective and valuable way of improving business performance. This one-day interactive and engaging workshop for team leaders and managers explores and understands the relationship between individual, team and organisational performance and how they link together. It will give strategies, tools and techniques to enhance performance, including developing a high-performance mind-set, improving confidence and self-belief, sharpening focus and managing energy. Combining information and insights from peak performance psychology, neuroscience and cognitive behavioural coaching in an easy-to-understand way with practical techniques and strategies that can be implemented straight away for helping others to improve their performance.

Developing Psychological/Mental Flexibility/Fitness For High Performance

The modern working environment has become one that for many requires them to navigate increasing demands, change, challenge, complexity and ambiguity, leading to higher levels of pressure, stress and fatigue and ultimately difficulty in performing at their best. People are trying to survive the day. In this session, delegates will be taught key mindset approaches and mental skills, that will enable them to increase their level of 'psychological flexibility' and provide them with a way of performing more effectively, even under challenging and difficult conditions. To thrive, rather than just survive.

Developing Resilience for Peak Performance

To achieve high performance with the accelerating change of the twenty-first century, and the increasing demands and challenges of the modern workplace, you need resilience. This one-day course is designed to give delegates the knowledge, tools and techniques to enable them to develop and increase their own levels of resilience that will enable them to rise to the challenges they face, such as change, uncertainty and complexity and to perform more effectively under pressure and 'bounce back' from setbacks. Based on stress physiology, neuroscience, positive psychology and performance psychology principles this course combines key theory with a strong focus on practical tools, techniques and applications.

Developing Resilience for Peak Performance – Managers

To achieve high performance with the accelerating change of the twenty-first century, and the increasing demands and challenges of the modern workplace, you and your team need resilience. This two-day course is designed to give managers the knowledge, tools and techniques to enable them to increase their own levels of resilience, which will enable them to rise to the challenges they face in a changing and complex environment, to perform more effectively under pressure and to 'bounce back' from setbacks. The course will help managers to be able to identify and recognise the signs, and impact of stress on their teams, and also provide some tools for helping them to manage it. Based on stress physiology, neuroscience, positive psychology and performance psychology principles this course combines key theory with a strong focus on practical tools, techniques and applications.

Developing Your Personal Impact & Building Productive Relationships

This two-day workshop delves into individuals themselves and starts with analysing your perception of yourself and how that correlates with that portrayed to others. Delegates then identify their strengths and weaknesses in interpersonal relationships and gain tips and techniques on how to build and develop them. They recognise different social styles in practice and how they affect the communication process and learn to understand why and how conflict arises and how to deal with it effectively. By the end of the workshop, delegates will recognise the impact of their response on the impression they have on others and develop a strategy, so they can personally apply the skills and techniques to their own situations, through peer coaching activities.

Effective Self-Management

How to improve time management and feel more in control through understanding key result areas, beliefs and values, how to set clear and achievable goals and objectives, prioritise, manage and reduce the stress generated through poor time management.

Emotional Intelligence (EI)

Understand the key elements of emotional intelligence through learning the divisions of the mind and what steps to take for better mind management. This workshop helps to deepen your knowledge of how emotions affect behaviour and develop a greater awareness of why we behave the way we do and how this can influence a situation positively. Delegates learn tools and techniques to move from negative to positive emotional states.

EQ vs. IQ

Emotional Intelligence is a measure of your ability to use both your emotions and cognitive skills in your life. Understanding, developing and using your EQ as a manager helps to understand what matters to others and thus how to manage and motivate in different ways to different people. The other side is recognising and managing your own emotions well. This also relates to other roles in helping individuals to influence others through appealing to reason and emotion rather than relying on facts alone. This subject is regularly incorporated in workshops covering management, communication skills, stress management and effective internal relations.

High Performing Teams

A one-day workshop to help delegates to understand what makes a high performing team, to assess and understand where they are currently as a team, and to develop strategies and approaches for moving forward as a high performing team.

High Performing Teams – Team Building & Team Working (NEW)

This two-day team building and team working course will help a team build better working relationships, promote greater understanding and more effective communication between its key team members. This course is effective with both new and existing teams who wish to take time to explore different ways of boosting performance, maximising results, tackling key organisational issues or enhancing their collective effectiveness as a team. The course will assist you in being a more collaborative, focused, revitalised team which consistently operates at or very near its best both individually and collectively.

Interview Techniques for Interviewees – Getting a New Job

A workshop designed to develop the skills to comprehensively prepare for interviews, speak fluently and clearly about your experience and knowledge, confidently answer competency-based questions and practice using non-verbal techniques to create a positive first impression.

Managing Performance

Managing team and individual performance is an often-neglected management skill. A solid framework for developing employees is key to ensuring individual and team motivation, communication, retention and results. This module incorporates communication skills, structure of reviews and appraisals, counselling, coaching and managing poor performance.

Managing Pressure at Work

Increasingly, pressure has become a feature of modern business. Some people thrive under pressure, others respond less well. This workshop will look at the potential causes of pressure at work and help develop practical ideas of how to avoid unnecessary pressure and survive healthily!

Maximising Conversations – Conversations That Stick

With less and less time for managers to make an impact, conversations that drive performance, enable others to learn, engage and help them to get more out of their role, are key priorities of organisational and personal development. 'Conversations that Stick' (CTS) is designed to give delegates the tools, techniques and motivation to take greater control and responsibility for the conversations they have and, in particular, to 'coach' others in ways that are immediately impactful. It is a way of having coaching conversations that build on positive psychology practice, that use language, questioning and feedback in a simple, practical way of improving performance, building capabilities and driving positive change through an organisation. A difference between traditional coaching approaches and CTS is that this approach actively searches for and captures best practice conversationally, so whatever is currently being used that is working is incorporated into the approach. It is designed for conversations of any length but is very appropriate for short 1-5-minute conversations, of which there are multiple opportunities during a manager's day. It has been designed so that the emphasis is on both making changes stick in the briefest amount of time and on embedding positive change through using powerful feedback. This course will increase your knowledge, understanding and your practical ability to have powerful coaching conversations so that you get more out of your staff and meetings in both formal and informal settings.

Maximising Performance in Turbulent Times

When times are tough you need tough people. Recent times have meant that many organisations are aiming to achieve more, and sometimes with less people resources. The demands and pressures of work have increased for many people and this has led to a growing importance on people to be able to sustain high performance in adverse and turbulent conditions. This one-day course teaches delegates the fundamentals of how to develop the mental toughness and performance skills required to maximise their performance in these turbulent times.

Mental Health Awareness for Business (NEW)

A half day workshop designed for managers and leaders to focus on how they can deal with issues surrounding mental health. Programme outcomes include: Increased confidence in each other's ability to recognise and support employees experiencing mental health problems; Reduced stigma associated with mental health; Ability to spot early warning signs and intervene appropriately; and Improving employee's ability to access workplace support.

Mindfulness

Mindfulness is a way of paying attention in the present moment, to yourself, others and the world around you. Mindfulness training is growing in the corporate world due to its scientific underpinnings and wide range of benefits including reduction in stress, increasing emotional intelligence, higher personal resilience, lower absenteeism, enhanced communication skills, greater attention span, lower impulsivity, improved sleep patterns and general greater levels of well-being. This one-day workshop is highly experiential with extensive mindfulness practise.

Mindfulness in the Workplace

In an ever changing and increasingly more demanding workplace and world, being more skilled at working with your mind and mental states helps things to go better for you, your organisation, your colleagues, clients, family and friends; and mindfulness training is one of the most effective ways of developing this ability. Mindfulness is a way of paying attention, in the present moment, to yourself, others and the world around you. It is a skill that anyone can train in and we now know that such training literally re-sculpts your brain. Mindfulness enables you to function better in high-performance environments and at all levels in organisations. There have been thousands of studies conducted on various aspects of mindfulness and there are many benefits, including enhanced focus and attention, increased self-awareness and awareness of others, raised levels of resilience, increased emotional intelligence, greater cognitive effectiveness, improved decision making, reduced negative thinking and increased immune system function, health and wellbeing. This makes for greater all-round effectiveness for you, your team, and the organisation. A highly practical one-day workshop.

Performance Management

It is vital that organisations make the most of the human resources available to them and Performance Management is widely recognised as playing a key role in the development of skills and motivation in the workplace. Performance Management is based on the principle that when people know and understand what is expected of them and have had the opportunity to contribute to the formation of these expectations, they will be able and willing to perform to the agreed standards and targets.

Performing at Your Best – Sustaining High Performance

In any given moment, how well a person performs, is being influenced not only by the level of their craft, and by their psychology, but also by what is going on in their body – their physiology. Levels of fatigue and/or stress will impact how well they can perform both in the moment, and also how sustainable their performance is over time. Having a strong physiology facilitates high-performance, provides a robust buffer to the increasing demands and stresses being placed on people, and is fundamental to physical well-being and sustainable high-performance. There are many simple and effective ways to optimise and train a person's physiological state, increase energy levels, reduce the impact of fatigue and stress, and enhance performance. In this session a range of practical, and evidence-based strategies and approaches, will be taught, drawing on the latest research in human performance, physiology and neuroscience.

Performing Under Pressure & Stress

When the pressure is on you can either thrive, survive or dive. This course is for people who want to be able to deliver consistent high performance even under pressure and stress. Understand how pressure and stress affect performance and learn practical strategies for keeping your head, managing energy and performing effectively under adverse conditions.

Personal Effectiveness & Time Management

The technological and information revolutions were supposed to give more time and yet the constant complaint from all quarters is; 'I need more time!' We cannot 'manage time'; we can only manage ourselves and those who 'steal' our time. Time Management involves self-management and taking control of our environment, planning, delegating and communicating effectively.

Personal Performance

An exciting new programme, which equips you to become more effective with your interactions with people at all levels, particularly those who could be 'difficult to handle'. The programme focuses on helping participants feel more comfortable when being honest with others on sensitive topics and will help them to negotiate in a potentially difficult situation and to obtain a positive outcome for all parties. It will provide a variety of tips in dealing with a range of one-to-one situations.

Personal Persuasion

Focusing on developing relationships with internal customers, influencing others and positive personal marketing – including the 'Horns & Halo Effect', the psychology of persuasion, 'Communication' and 'action'. This module is incorporated into many sales programmes.

Persuasion & Influencing Skills

This one-day workshop promotes skilful influencing behaviours. Key objectives include identifying key sources of influence, styles of influence and choosing the right one, using questions to influence assertively and positively and modifying behaviour to create consensus.

Sales Performance – Lifting Your Team

Sometimes there isn't a 'one tool fixes the job' approach to improving performance across a team. Different people need different approaches and support. This workshop looks at the difference between coaching and mentoring, utilising linguistic techniques for supporting changes in behaviour and attitudes, the importance of having a flexible approach to a wide range of opportunities for improving performance and assessing the reasons for under performance.

Self-Management

'Self-Management' is a practical course designed to give delegates an understanding of how to attain the maximum benefit from the time available to them via effective analysis, planning and taking responsibility. The course looks at how delegates can analyse their current use of time, identify goals and objectives (both business and personal), plan and prioritise tasks to achieve those goals and objectives, schedule time effectively and ensure tasks are completed. It also looks at behaviours key to the successful implementation of their plans; specifically, assertiveness. In the increasingly competitive environment that we work in, we are constantly being asked for higher levels of performance, which results in increased time pressures. By applying some simple, practical techniques, delegates will be able to identify and focus on the activities that will give them the greatest benefit within the limited time available.

Stress Management

Stress results in the loss of 40 million working days each year and can be seen from two angles: what causes stress; and how individuals respond to it. The resulting effects of undue stress in the workplace are a fall in productivity and an increase in the amount of time lost to sickness. Relationships between managers, staff and teams will suffer, as people become irritable and inefficient. Relationships with customers also suffer. The standard of work may deteriorate, and mistakes and accidents increase. This in-depth one-day workshop is designed to help delegates understand and cope with stress for themselves and their team members.

Sustaining High Performance – The Physiology of Performing at Your Best

In any given moment, how well a person performs, is being influenced not only by the level of their craft, and by their psychology, but also by what is going on in their body – their physiology. Levels of fatigue and/or stress will impact how well they can perform both in the moment, and also how sustainable their performance is over time. Having a strong physiology facilitates high-performance, provides a robust buffer to the increasing demands and stresses being placed on people, and is fundamental to physical well-being and sustainable high-performance. There are many simple and effective ways to optimise and train a person's physiological state, increase energy levels, reduce the impact of fatigue and stress, and enhance performance. In this session a range of practical, and evidence-based strategies and approaches, will be taught, drawing on the latest research in human performance, physiology and neuroscience.

Time Management

Continual pressure to achieve short-term objectives leads inevitably to 'crisis management'. We become dominated by problems of the moment and our long-term goals are neglected. In the long run, the pressure will become even more intense, as we are forced to tackle symptoms rather than the causes. Delegates begin by identifying the barriers to and benefits of good time management and identifying key tasks that need to be completed in relation to key objectives. By the end of the programme, they will be able to use methods of assigning priorities to each activity and allocating the maximum time to the most important, whilst identifying what needs to be delegated through task and priority management.

Unconscious Bias

A one-day workshop which develops the skills to identify what unconscious bias looks like in the workplace, understand the benefits of knowing your own unconscious biases and the risks of acting on them instinctively, whilst identifying some of your triggers for instinctive behaviour that you would like to improve.



In challenging and changing times, flexibility is key. You still want to develop your people, their skills and enable them to continue to build on their success for themselves, their team and the company, but full day workshops, both in terms of cost and time away from the office, are a challenge. Our Live Trainer-Led Virtual workshops can be made up of shorter, energising sessions of 90-120 minutes or run on a modular basis. These workshops can be tailored to the specific needs of the business and training objectives and delivered on Zoom or MS Teams. Groups of 6-8 per workshop is ideal.

Most of our In-Person Workshops detailed in this directory can be run Virtually, please ask for more details.

Diversity, Inclusion & Unconscious Bias

A thought-provoking workshop to help raise awareness of biases and how these may be acting as a barrier to create a diverse and inclusive workplace. Using self-discovery, discussions and experiential activities we discuss the conscious and unconscious biases we all have and gain knowledge, practical tools and techniques to challenge them in ourselves understand the impact on decision making in activities such as recruitment, people development, performance management, leadership and marketing and how to reduce this impact to drive business success.

Presenting Virtually with Impact

For many, presenting virtually is outside of their comfort zone, this virtual workshop delivered in two sessions over two-days will help transform presentation skills, adding greater control and confidence. Delegates will plan, prepare, practice, and deliver two presentations and will be given feedback on how to enhance their approach and delivery and gain increased confidence. This hands-on course gives delegates the opportunity to work with an experienced trainer, coach and presenter and is ideal for all employees who are required to speak in front of others and wish to project a professional image and develop their skills and confidence.

Selling in a Virtual World

This practical workshop provides sales teams with proven techniques and approaches to develop them in their key selling roles. Confidently securing and facilitating appointments in the 'new normal' world will certainly require changes for them, now is the time to start developing people to gain appointments and build relationships successfully in this new virtual world.

Service Engineer as a Company Ambassador

This virtual workshop is designed to inspire Service Engineers to fully realise the importance of their contribution to the Company, give them a stronger sense of purpose and encourage them to see themselves, directly or indirectly, as a key player in the success of their company. The workshop incorporates customer service, assertiveness and interpersonal skills to develop Engineers potential as trusted business ambassadors whilst identifying how to contribute more to providing a competitive edge above competitors and building stronger, more profitable client relationships through service and support.

Supporting & Engaging Your Teams Working at Home – Thriving in Difficult Times

This online training session has been developed to help people to perform at their best, in times of difficulty, challenge and uncertainty, and is focused on helping you to develop practical tactics and strategies based around eight key areas, so that you can perform well in difficult and uncertain environments: Commitment, Mind, Flexibility, Confidence, Focus, Calm, Recover and Connection.

Wellbeing & Coping with Hybrid Working

After having to make dramatic and rapid adjustments to our daily lives in response to the pandemic, a new approach of home or hybrid working has required us to find the mental strength and resilience to stay safe and sane in what has become our new normal. This workshop will explore the human psychological response to the uncertainty that this brings and our own personal relationship to it. Covering how to manage symptoms of anxiety, stress and depression and how to adjust your mindset to face the unknown with more confidence. Identify ways to practice self-care in order to support emotional, physical and mental wellbeing.

Please contact us on: +44(0)1438 718071 or email: sales@marcusbohn.co.uk for further information or to discuss how we can help your business.

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COURSES & SERVICES

- Account Management
- Achieving & Sustaining High Performance
- Assertive Communication
- Business Strategy
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- Coaching & Mentoring
- Coaching for High Performance
- Conference Master Classes/Speeches
- Customer Service & Customer First
- Developing Resilience for Peak Performance
- Difficult Conversations & Handling Conflict
- Diversity, Inclusion and Unconscious Bias
- Effective Internal Relations
- Essentials of Written Business Communication
- Essential Skills of Managing People
- Facilitation Skills
- Field Service Management
- Finance for Salespeople and Managers
- From Good to Great Management/Supervisory Skills
- From Good to Great Team Support/Effective Administrator
- High Performing Teams
- Impactful Presentations
- Influencing Skills
- Management & Leadership
- Managing Stress in the Workplace
- Marketing Academy
- Maximising Performance in Turbulent Times
- Negotiating with Buyers
- Negotiation Skills
- One-to-One Coaching
- Performance Management
- Presentation Skills
- Presenting Yourself with Impact
- Principles & Practices of Sales
- Recruiting & Interviewing
- Selling in Tough Times
- Selling in a Virtual World
- Service Engineer as a Company Ambassador – Parts 1 & 2
- Strategic Account Management
- Telephone Selling Skills
- Time Management
- Train the Trainer
- Winning Appointments by Telephone
- World Class Customer Care



MARCUS BOHN
ASSOCIATES

Marcus Bohn Associates Ltd

PO Box 620, Welwyn, Herts, AL7 9RD, UK

Tel: +44 (0)1438 718071

Email: sales@marcusbohn.co.uk

www.marcusbohn.co.uk