

VERBAL COMMUNICATION

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BUSINESS CONFIDENCE

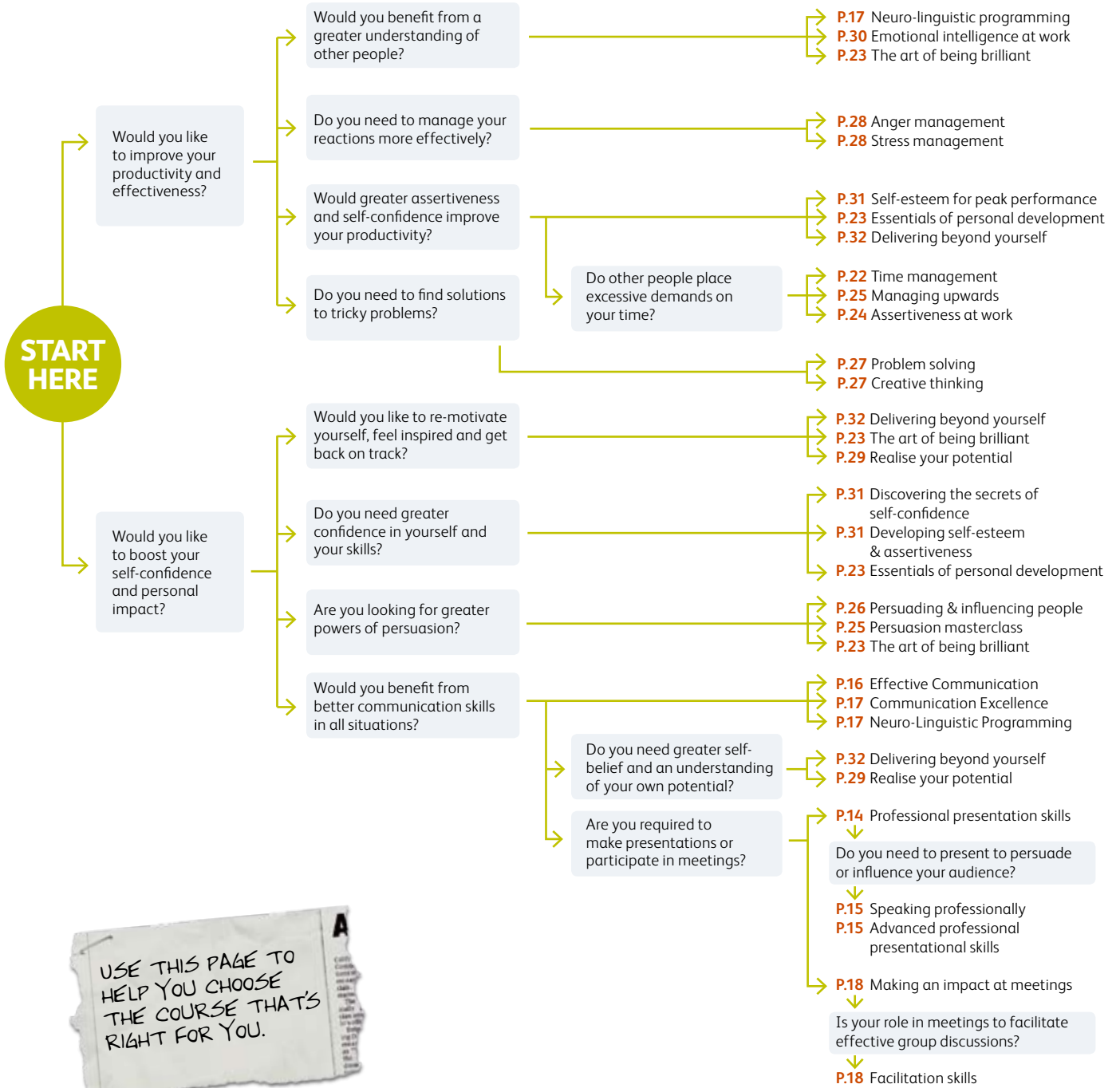
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IMPROVE YOUR PERSONAL EFFICIENCY & COMMUNICATION SKILLS TO DEVELOP YOURSELF AND YOUR CAREER



YOU CAN GO ANYWHERE FROM HERE

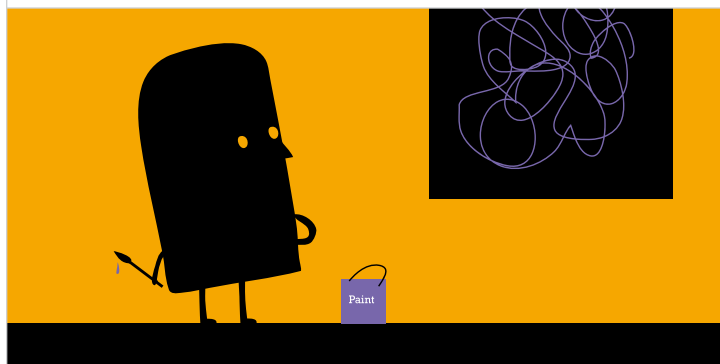
Our personal development courses are for anyone who wants to work better, feel more confident, be more productive or just try something new. What's holding you back?



USE THIS PAGE TO HELP YOU CHOOSE THE COURSE THAT'S RIGHT FOR YOU.

PROFESSIONAL PRESENTATION SKILLS

Make a real impact on your audience. An interactive workshop on presenting persuasively, confidently and with credibility



Who is it for?

For those who want to deliver presentations more effectively, or dread standing up in front of an audience. Ideal for individuals who present regularly to clients or colleagues.

What is it about?

This course will show you how to overcome your presentation fears and deliver with real impact. You will learn to see the subject from the audience's perspective and structure content for clarity and memory retention. Practical exercises throughout will help you make real progress and see immediate results whilst small groups enable individual coaching.

What will I get out of it?

- Genuine confidence and self belief in your public speaking skills
- A clear purpose in your presentation, and a structure focused on the desired outcome
- A checklist to help you prepare well, even with limited time
- The ability to attract and maintain audience interest
- Skills to handle notes and prompt cards whilst keeping your audience engaged
- The opportunity to evaluate others' presenting and learn from their performance
- Control of your body language and your nerves
- Control of your speech and improved awareness of your vocal capacity
- Practice and application of the entire course content throughout the two days, to build both your competence and your confidence
- **A blended learning experience allowing you to continue to develop skills in the workplace**
- Recommended reading list

Now includes

- The latest paralinguistic techniques
- Practical ways to control nerves
- Expert evaluation of your presentation skills

Stage 1 – The course

Three key factors that can make anyone a successful presenter

Planning and preparation

- The importance of identifying a clear objective
- Structuring your presentation with the end result in mind
- Selecting material for quality not quantity
- What holds an audience's attention and what sends them to sleep?
- Use of notes and prompt cards
- The antidotes for pre-delivery nerves

Structuring the talk

- Introductions with impact
- Creating clear benefits for your audience
- Structuring your content clearly
- Headlines, body and summary
- Using persuasive language
- Use of pauses and silence
- Closing the presentation memorably

The delivery

- Standing and gesturing to look confident and credible
- Vocal skills to give authority and projection to the voice
- The latest paralinguistic techniques
- Pausing and emphasis to add impact
- Question and answer sessions: Handling them concisely
- Tips on using visual aids effectively
- Practice sessions: With video feedback

Stage 2 – MP3 Learning bites

- 1 Delivering presentations with impact
- 2 Dealing with nerves
- 3 Effective communication
- 4 Thinking on your feet
- 5 The art of being assertive

Stage 3 – e-learning

After you have attended the course, a modular e-learning programme will be delivered to your inbox. These interactive, bite-sized follow-ups (completed at a time to suit you) will cement the learning from the course and remind you of useful techniques for your next 'real world' presentation.

 Forms part of the diploma in management, accredited by the Chartered Management Institute (p37)

 Includes 'Learning on the go' modules



Duration & cost	2 Days, £967 + VAT (Belfast £695)
Belfast	Jan: 22-23 Mar: 23-24 May: 20-21
Birmingham	Jan: 28-29 Mar: 12-13 Apr: 29-30 Jun: 15-16
Bristol	Feb: 26-27 Apr: 30-1 Jun: 29-30
Edinburgh	Feb: 24-25 May: 28-29
Leeds	Mar: 16-17 Jun: 17-18
London	Jan: 15-16, 26-27 Feb: 2-3, 9-10, 16-17, 24-25 Mar: 4-5, 12-13, 19-20, 30-31 Apr: 8-9, 16-17, 23-24 May: 5-6, 14-15, 26-27 Jun: 4-5, 11-12, 17-18, 22-23
Manchester	Mar: 23-24 Jun: 24-25
Code	PPS

ADVANCED PROFESSIONAL PRESENTATION SKILLS

Take your presentation skills to the next level by fine-tuning your delivery and adapting your style for maximum impact

Who is it for?

A valuable course for those who currently deliver presentations and want to enhance their impact and credibility. It is especially popular with those from senior management, and those looking to build rapport and polish their personal presentation style.

What is it about?

Our advanced presentation skills course helps you stay in control when you're in the spotlight. It will help you present with intelligence, dealing with complex questions or difficult audience members astutely and with confidence. You will practice skills to help you make your points understood most effectively and keep your audience's attention.

What will I get out of it?

- Confidence to get the right message across and ensure it will be remembered
- The ability to manage challenging people and situations within your presentation
- An understanding of how to make your message stand out and get the audience to accept what you're saying
- Tools to help you overcome your nerves through proper preparation and planning

Course overview

- Plan your presentation – the need for accuracy
- Structure your presentation – establish and maintain rapport to keep the attention of the audience
- Time your presentation
- Audience analysis – demographic analysis and a basic overview of neuro-linguistic programming
- Non verbal communication – its importance and the rules of harmony
- Listening – the basic rules for effective listening
- The motivated sequence presentation – motivational needs and appeals
- Visual aids – use them effectively to enhance a presentation
- Team presentations – how to get the best from your team
- Special situations – social and informal occasions, panels and seminars, business pitches and media interviews
- Questions and interruptions – deal successfully with the unexpected

Follow-up courses

Advanced negotiation skills for senior managers p56. Leading innovation p53. Persuading & influencing people p26.

SPEAKING PROFESSIONALLY

Uncover huge amounts of energy, sensitivity and vocal capacity to really connect with your audience

Who is it for?

This one day course is for anyone who has to address an audience, whether after dinner, at a large company meeting or a conference. If you need to make an impact, get an important message across or rally people to take action then this course is for you.

What is it about?

This course is about getting up there and delivering powerful talks using your own physiognomy to maximise the impact of your speaking. The course covers breathing techniques, striking the right pitch, eliminating stammering, mumbling or rambling all of which are the enemies of clear presentation.

What will I get out of it?

- Colour, drama and impact in all your speeches and presentations
- A full range of voice techniques to improve the audience's perception of you and your content matter
- You will win the confidence of your audience by banishing the common pitfalls that can distract from your message
- Memorable public speaking skills that people will enjoy, be stimulated by or moved to take action

Course overview

- Develop methods of breathing to drive and strengthen your voice
 - Use easy to take home breathing exercises
 - Regain power over language, voice and speech

- Use the full range of your voice
 - Tone, inflection, emphasis, rate, pitch and emotion
 - Safeguard against a dull voice
 - How your voice can create images in the minds of your audience
 - Conquer your nerves using simple relaxation techniques
- Be clear and succinct
 - Reduce stammering, rambling and unfocused speech patterns
 - Understand and utilise key persuasive words
 - Learn to use silence, timing and articulation for clarity
 - Shorten and improve – learn to edit and refine
- Power rooted in confidence and associated body language
 - Display self-assurance and techniques to free, tune, and enlarge your voice
- Necessity for the language to be strongly felt by audience
 - Know what you want your audience to think and feel by identifying buying signals and other non-verbal cues

Follow-up courses

Professional presentation skills p14. The art of being brilliant p23. Essentials of personal development p23.

Duration & cost

2 Days, £995 + VAT

Birmingham

Feb: 19-20 **May:** 20-21

London

Jan: 21-22 **Feb:** 26-27 **Apr:** 6-7
May: 18-19 **Jun:** 29-30

Code

APPSL

Duration & cost

1 Day, £499 + VAT

London

Jan: 16 **Feb:** 23 **Mar:** 27
May: 7 **Jun:** 15

Code

TVA

EFFECTIVE COMMUNICATION

Master your message and achieve positive results through enhanced communication skills



Who is it for?

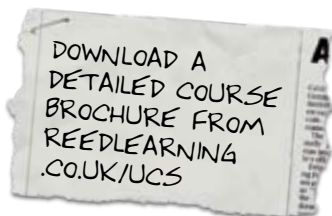
Ideal for anyone looking to enhance their interpersonal relationships as well as their effectiveness to present a clear and positive message in work situations.

What is it about?

Communication is the art of being understood and of understanding others. This course looks at all elements of communication from planning what you want to say through different communication styles to how to present a positive image.

What will I get out of it?

- An assessment of your own communication style for a better understanding of how to manage it and the impact of your message
- The skills to communicate clearly and confidently
- The ability to 'gain the edge' and achieve your objectives through effective communication
- Improved workplace relationships and a greater personal profile
- Persuasion and influencing skills
- **A blended learning experience to improve retention and assist the transfer of learning outcomes back in the workplace**



Forms part of the Introductory diploma in management, accredited by the Chartered Management Institute (p37)



Forms part of the diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management (p93)



Forms part of the certificate in professional customer service skills (p103)



Includes 'Learning on the go' modules



Now includes

- **The 3Ps of successful communication**
- **Jung's communication styles**
- **Practical active listening model**
- **NLP Techniques**

Stage 1 – The course

The art of communication

- The essentials of successful communication: practice, planning, positive thinking
- Identifying and overcoming barriers to communication
- Characteristics of an excellent communicator

Communication styles

- Jung's communication styles model
- Identifying your preferred styles
- Adapting your style as required

Unspoken communication

- Body language and tone
- LISTEN model of active listening
- Building rapport

Presenting a positive image

- Ensuring your message is perceived as intended
- Phrasing your message appropriately
- Making an impact in meetings

Personal excellence

- Neuro-linguistic programming (NLP)
- Assertiveness
- Persuasion skills

Stage 2 – MP3 Learning bites

Add to your knowledge and make the most of your 'dead-time' with our exclusive personal development training on MP3, free with this course:

- 1 Effective communication
- 2 Listen Up!
- 3 Building relationships

Stage 3 – e-learning

After you have attended the course, a modular e-learning programme will be delivered to your inbox. These interactive, bite-sized follow-ups (completed at a time to suit you) will cement the learning from the course and allow you to apply your new communication techniques in practice.

Duration & cost	1 Day, £534 + VAT (Belfast £375)
Belfast	Jan: 28 Mar: 13 Apr: 28 Jun: 12
Birmingham	Jan: 21 Feb: 27 Apr: 3 May: 12 Jun: 16
Bristol	Jan: 30 May: 22
Edinburgh	Feb: 3 May: 7
London	Jan: 21 Feb: 4, 18 Mar: 6, 23 Apr: 6, 20 May: 5, 23
Manchester	Feb: 4 May: 8
Code	UCS

COMMUNICATION EXCELLENCE

Increase value in all your business relationships through advanced communication techniques

NEURO-LINGUISTIC PROGRAMMING

Use heightened awareness techniques to improve your professional and personal effectiveness

Who is it for?

Anyone who is responsible for building and managing influential relationships, particularly where polished communication and interpersonal skills really count

What is it about?

The way you interact with others can be the key to your workplace success. Whether communicating under pressure, managing challenging relationships or looking to build lasting rapport, your style and interpersonal competence can make or break your chances of successful achievement. This course teaches you how to capitalise on your existing skills, fine-tune your approach and build a strategy for communication with real impact.

What will I get out of it?

- Ability to influence others and be more assertive
- Different thinking styles, and the discernment to implement them
- Building blocks for a relationship management strategy
- Confidence to banish fear and use the principles of positive psychology
- Improved professional image and personal capital

Course overview

- Understand and apply the skills necessary for communication excellence
- Develop your communication style to increase rapport with others
- Craft your role – know your accountability and impact
- Relationship management strategy with your key stakeholders
- Realise the importance of planning and process in order to exceed your objectives
- Apply the art and science of influence: body language and listening
- Learn the six levels of assertive communication
- Identify different thinking styles to be more persuasive
- Understand fear and positive psychology through the Belief Cycle
- Manage challenging relationships and resolve conflict under pressure
- Use questioning techniques to uncover needs and identify issues
- Achieve the best outcomes whatever the proposal, situation or personality
- Mapping your key influencers

Who is it for?

Anyone who wishes to be introduced into the world of NLP and the benefits it can provide in all aspects of your life. Past delegates include first line managers, middle managers, and sales and marketing professionals.

What is it about?

NLP is a technology and an approach that comes from the study of human excellence. It combines different disciplines that show you how to monitor thinking and adapt behaviour in order to achieve outstanding results. You will discover how to mine your own resources to gain deeper rapport with people and develop the skills of top communicators. You will learn how to incorporate NLP into your life to create more motivation in yourself, make better decisions, be more confident and much more.

What will I get out of it?

- Enhanced communication, both verbally and non-verbally
- Increased creativity and performance (in yourself and through others)
- Better time management
- Enjoyment of activities that used to cause fear



Course overview

- NLP explained
- Learn how to gain more confidence
- How to use language to communicate with more precision
- Use NLP techniques to handle difficult people and situations
- Build better rapport with clients, customers and work colleagues
- Adapt your beliefs and perform at your best

Follow-up courses

Emotional intelligence at work p30. The five-day management programme p43. Leading innovation p53.



SEE ALSO APPLIED NLP FOR MANAGERS P48

Duration & cost

Belfast

2 Days, £967 + VAT (Belfast £695)

Jan: 19-20 **Mar:** 23-24

May: 20-21

Birmingham

Feb: 3-4 **May:** 5-6

Bristol

Mar: 12-13 **Jun:** 11-12

London

Feb: 5-6 **Mar:** 2-3, 23-24

Apr: 14-15 **May:** 7-8 **Jun:** 11-12

Code

COM

Duration & cost

London

2 Days, £850 + VAT

Mar: 2-3 **Apr:** 15-16 **Jun:** 2-3

Code

NLP



Quality guarantee – full refund or free replacement on any course if you are not totally satisfied with your course

MAKING AN IMPACT AT MEETINGS

And we don't mean by spilling your coffee!

Who is it for?

If you are struggling to stand out during meetings, or wish to improve your success in meetings, then this course has been created for you.

What is it about?

This is about how to create a confident first impression in order to achieve credibility, build rapport and reduce resistance to your objectives. The course covers non-verbal communication skills, presenting your case with impact and the principles of negotiating to achieve win-win.

What will I get out of it?

- The secrets to creating a great impression first time
- Knowledge of the subtleties of non-verbal communication
- Presentation skills to make your point with impact
- Practical feedback on body language and how to use this to your advantage

Course overview

- Understand the purpose of the meeting
 - Set clear objectives as to what your required outcomes are – create your own "shopping list"
 - What are your priorities (core values) and preferences (peripheral tastes)?



- Communication
 - How to maximise impact by making a confident start – using all your communication capabilities
 - Listening techniques – active listening and mirroring
 - How to maximise impact by using the 3 V's of communication
- Presenting your case
 - Structure your case to avoid irrelevance and make an impact by focusing on key organisational and individual benefits
 - Make people flexible & negotiate towards mutually agreeable outcomes
 - Deal with disagreement through assertive behaviours

Follow-up courses

Art of conducting meetings p47.
Persuading & influencing people p26.
Speaking professionally p15.

FACILITATION SKILLS

Control and guide any group towards its objectives

Who is it for?

Managers and supervisors who want to develop a more effective non-directive leadership style and who often face group situations, and anyone wanting to make group situations more effective.

What is it about?

A course that will give you the skills and techniques required to get the most out of individuals in all challenging group situations, not just formal meetings. This is not about chairing meetings but about stimulating group dynamics in focus groups, team development workshops or committees.

What will I get out of it?

- Understanding of group dynamics
- Confidence to handle those over dominating in a group situation
- Ability to bring out those not contributing in a meeting
- Techniques to intervene to stimulate discussion
- Understanding of left and right brain thinking and how to exploit both
- Basic problem solving techniques

Course overview

- The role of the facilitator
- Appreciate the difference between process and content
- Understand group dynamics
- Levels of intervention
- Determine the skills required
- Agree what is expected from the facilitator

"Really helpful course, lots of practical work, lots of motivation & support. Good bunch of delegates too!"
Mandi Conneely,
Oxford University Press

- People and task issues
- The ability to stay neutral when necessary
- What does and doesn't work
- Develop mental resilience
- Be firm without causing upset
- Handle difficult situations
- The emotional cycle of change
- Catalytic skills
- Interventions that stimulate the process
- Establish ground rules
- Problem solving techniques
- The mastery ladder

Follow-up courses

Persuading & influencing people p26.
The five-day management programme p43. Effective communication p16.

Duration & cost

1 Day, £479 + VAT

London

Jan: 21 Mar: 2 Apr: 29 Jun: 9

Code

MIM

Endorsed for CPD purposes by
CIMA Mastercourses



Duration & cost

2 Days, £925 + VAT

London

Jan: 19-20 Mar: 3-4

Apr: 16-17 Jun: 2-3

Code

FS

Endorsed for CPD purposes by
CIMA Mastercourses



REPORT WRITING FOR BUSINESS

Produce business documents that are compelling and persuasive to make life easier for you and your reader

Who is it for?

If you are responsible for writing or disseminating reports to internal or external customers, this course will enhance your proficiency and facilitate their understanding. It is also valuable for anyone who writes to persuade or influence, and those who need to write more concisely.

What is it about?

This course will give you the tools to write in an appropriate style for business reporting. You will learn techniques and structures to write convincingly and credibly. You will look at the purpose of the report and needs of your reader to tailor your writing to their needs. Theoretical concepts are backed up by practical exercises that develop your skills and test your understanding.

What will I get out of it?

- Understanding of different report formats; when and why they are necessary
- Knowledge of clear and logical structures to enforce the message you want to communicate
- Practical tools to persuade and influence your reader

Course overview

- Understand the purpose of reports and why they are necessary
- Plan your report: ask why, what, who, where, when, how?
- Implement the plan: define the aims of the report, learn accepted report structures
- Produce the report: assimilate material from different sources and organise into a logical sequence, isolate fact from fiction
- Use visuals, appendices, indexes and bibliographies to enhance your report
- Develop an appropriate and effective writing style: learn the tools of the trade to convince your reader
- Undertake practical exercises to test your knowledge throughout the course

Follow-up courses

Advanced report writing p20.
Professional presentation skills p14.
Introduction to Microsoft Word p111.

In-company option

In-house delivery allows us to work with our clients prior to the course to include your examples of excellent and sub-standard reports and written material. This increases the relevance and impact of the training. In addition we can include delegates' own reports as a foundation and use the session to create an agreed template for the future.

Any course can be delivered on an in-company basis – call 0800 132 448 for more details.

Duration & cost

1 Day, £524 + VAT

London

Jan: 23 Feb: 12 Mar: 3, 27
Apr: 20 May: 8, 29 Jun: 17

Your office

This course also works well run in-house. Call 0800 132 448

Code

RWB



Forms part of the diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management (p93)

Endorsed for CPD purposes by CIMA Mastercourses



PROOFAMATICS

Proven techniques to increase accuracy and measurably improve proofreading skills

Who is it for?

Anyone who produces documents, whether on paper or on screen. This course has been particularly popular with marketing departments, those working in financial services and anyone whose work requires the accurate transfer of data and information.

What is it about?

The cost of errors in letters, reports and other documents can be staggering. Proofamatics is aimed at everybody involved in producing quality documentation and anyone whose work requires accurate transfer of data and information. You will learn to recognise the most common errors quickly and accurately through a range of activities, and are guaranteed measurable improvement in your concentration and visual memory. If you are already good, you will improve – if not the improvement will be dramatic.

What will I get out of it?

- A specific technique to enhance proofreading skills
- Greater accuracy in memos, letters, reports and documents
- Increased speed in finding errors
- Confidence in presenting a professional image in all written communications

Course overview

- Pre-workshop assessment to measure accuracy and speed
- Proofreading for errors against reading for comprehension
- Visual exercises which force the eyes to focus quickly
- Visual exercise that enable more efficient concentration
- The 3-phase proofreading system
- Proofreading exercises
- Improving language skills
- Grammar, punctuation and capitalisation exercises
- Rapid accuracy exercises employing 3-phase techniques
- Word and phrase image perception
- Post-workshop assessment to measure improvement

Follow-up courses

Everything you wanted to know about copywriting p107. Essentials of business grammar p20. Essential business writing skills p21.



Duration & cost

2 Days, £870 + VAT

London

Feb: 23-24 Apr: 6-7 Jun: 3-4

Code

PRF

ADVANCED REPORT WRITING

Deliver complex reports for specific purposes that achieve results

Who is it for?

This course is specifically for experienced report writers looking to produce more effective documents.

What is it about?

It's about making sure the reports you write actually get read and the contents acted upon. The course shows you how to sell ideas on paper, influence decision making and successfully communicate information through the written medium. The course covers new ideas to increase the impact of your existing style, knowing when to use different formats and styles to communicate complex information in straightforward language.

What will I get out of it?

- A thorough understanding of the report brief
- Knowledge of the appropriate scope and depth for a document
- The ability to define precise communication objectives in relation to reader
- A clear understanding of how to structure arguments effectively and persuasively
- Discover the benefits of plain English
- Understand the pros and cons of different layouts

Course overview

- Define the key issues to be covered and the 'question' being asked
- Communication objectives – precise objectives for what we want the readers to know, feel and do
- Develop a research strategy
- Research methods
 - Primary and secondary
- Report types and structures
- Principles of plain English
- Principles of page layout and document design
- The role of supporting elements such as the executive summary and follow up
- Structure the argument effectively
- Use a style of plain English that improves understanding and raises levels of interest
- Produce an effective and attractive layout
- Package the report with an interesting title, executive summary, contents page

Follow-up courses

Advanced Microsoft Word p111.
Professional presentation skills p14.
Finance for non-financial managers p66.

ESSENTIALS OF BUSINESS GRAMMAR

Don't let your writing skills betray you

Who is it for?

Anyone who has to write reports, white papers, letters or marketing copy who wishes to improve their written English and feel confident with the rules of grammar.

What is it about?

When writing for business, the reader won't be giving you the benefit of the doubt. The quality of your syntax says a lot about you, your organisation and your products and services. If your writing is sloppy, inaccurate and amateurish, it sends the wrong message. You will leave this course with the confidence to produce documents that say the right things about you.

What will I get out of it?

- Confidence to write punchy and compelling documents
- A thorough refresher in English grammar, especially punctuation
- Full understanding of the uses and parts of speech
- Techniques for good sentence construction
- A checklist of pitfalls to watch out for
- Pride in your written work

"The course and trainer were excellent and all aspects were explained well."
Cymone Brooks, Royal Bank of Scotland

Course overview

- The parts of speech
 - Understand nouns, pronouns, verbs and conjunctions
 - Subject and object
 - Tense
- Sentence construction
 - Linking ideas together
 - The active and the passive voice
 - Subject and verb agreement
- Punctuation
 - Apostrophes, the possessive form; abbreviations and contractions
 - Using commas correctly
 - The semi-colon and colon
 - Common mistakes and how to avoid them

Follow-up courses

Essential business writing skills p21.
Everything you wanted to know about copywriting p107. Introduction to Microsoft Word p111.

Duration & cost

1 Day, £524 + VAT

London

Feb: 10 **Mar:** 25
May: 14 **Jun:** 26

Code

ARWB

Duration & cost

1 Day, £499 + VAT

London

Jan: 26 **Feb:** 16, 27 **Mar:** 23
Apr: 9, 27 **May:** 14 **Jun:** 3, 19

Code

EOG



Free refresher courses – repeat any course free of charge.
See p4 for details

ESSENTIAL BUSINESS WRITING SKILLS

Create professional written communication that achieves your objectives

Who is it for?

This course is for those who would like to refine their writing skills in general and increase their confidence in producing emails and letters that communicate their message clearly and professionally.

What is it about?

This one day course gives you the complete toolkit to confidently write effective business communications. The day includes practical exercises on planning and composing your written correspondence, ensuring the best way of getting content across and utilising correct punctuation and structure. It also covers the business etiquette appropriate to different forms of correspondence.

What will I get out of it?

- Skills to make the documents you write stand out from the crowd
- Confidence to structure an argument to achieve your desired outcome
- Belief in your own written work
- Time saved through a structured approach to document planning and creation



Course overview

- Identify your objective and write to meet it
- Keeping it short and simple: the key to success
- Structure your letters effectively
- Plan the content to get your message across clearly
- Learn standard letter layout
- Practice your skills by writing drafts and undertaking practical exercises
- The essential building blocks of a sentence
- Using correct punctuation
- E-mail etiquette – hitting the right tone

Follow-up courses

Report writing for business p19.
Advanced Microsoft Word p111.

READ FASTER, READ SMARTER

Sharpen your reading skills to improve productivity and reduce stress

Who is it for?

Those who don't have time to wade through long documents, articles or reports, and who want to save time by finding the information they need fast.

What is it about?

Smart reading is about knowing how to adapt your technique to suit the reading materials and purpose of the task. You will find you can save significant business time by learning how to get to the information you need promptly and with ease. You'll be amazed by the improvements you see with our pre- and post-course assessment.

What will I get out of it?

- Practical techniques to improve comprehension and retention
- The ability to get through your paperwork faster and smarter, without cluttering up your desk or your mind with the unnecessary
- Significant time savings, so you can concentrate on other tasks

Course overview

- Benchmark your current reading speed and comprehension
- Use new techniques for reading business correspondence and reports, newspapers, magazines and professional journals faster
- Improve comprehension and retention of what you read



- Identify bad, slow-you-down, reading habits
- Learn new, speed-you-up, reading habits
- Adapt to different kinds and styles of reading materials
- Find information fast with skimming and scanning
- Be surprised by your improved reading speed and comprehension after the course

Follow-up courses

Report writing for business p19.
Everything you wanted to know about copywriting p107.

Duration & cost

1 Day, £524 + VAT

London

Feb: 2, 23 **Mar:** 13 **Apr:** 17
May: 8 **Jun:** 1, 22

Code

EWS

Endorsed for CPD purposes by
CIMA Mastercourses



Duration & cost

1 Day, £409 + VAT

London

Jan: 28 **Mar:** 11 **Apr:** 24 **Jun:** 10

Code

RFRS

Endorsed for CPD purposes by
CIMA Mastercourses



TIME MANAGEMENT

Take charge of your day and respond productively to changing priorities
Reduce stress and improve efficiency



Who is it for?

This course is valuable for anyone who feels they need to prioritise, respond to changing priorities and react assertively when others place demands on their time.

What is it about?

Have you ever felt overwhelmed by how much you had to do, or felt you were working hard but not really achieving very much? This course lets you regain control of your workload by managing yourself and others more intelligently. You will learn how and when to say no, how to prioritise effectively and, most importantly, how to sustain these improvements over time. You'll leave with a clear head and the tools to make immediate, lasting improvements back at work.



THREE-STAGE
BLENDED LEARNING
PROGRAMME

What will I get out of it?

- A new focus on your purpose and objectives and tools to benchmark your success
- Effective prioritisation skills
- An understanding of your own productivity schedules and patterns
- The ability to analyse and combat the factors that sabotage good intentions
- Assertive techniques to manage interruptions and handle disruptions
- An understanding of how to delegate to others so you can finish the jobs that really matter
- Skills to project a competent and organised impression
- The golden rules for saying 'no'
- An action plan to encourage self discipline and sustained improvements
- The motivation to make it happen
- **A blended learning experience allowing you to continue to develop skills in the workplace**
- Recommended reading list

Now includes

- **Beating time bandits**
- **More on delegation techniques**
- **Recommended reading list**

Stage 1 – The course

The three-pronged attack to improved efficiency

Doing the right things:

- Seeking "value" for time like "value" for money
- Setting effective goals and objectives
- Getting into a results focused mindset
- Motivating yourself to use your time creatively and productively
- Structure for effective delegation

At the right time:

- Using a prioritising matrix and time logs
- Scheduling tools in practice
- Recognising "time bandits" and the strategies to beat them

Important vs urgent

- Re-prioritisation: when and where

In the right way:

- Emotional brain vs thinking brain
- Tips and tools for better organisation
- Managing expectations proactively

- Using delegation effectively to free up time
- Saying 'no' scenarios

Stage 2 – MP3 Learning bites

Add to your knowledge and make the most of your 'dead-time' with our three exclusive personal development training sessions on MP3, free with this course:

- 1 Effective prioritisation
- 2 Setting SMART objectives
- 3 Dealing with time bandits
- 4 The art of being assertive
- 5 Take control of your career

Stage 3 – e-learning

After you have attended the course, a modular e-learning programme will be delivered to your inbox.

These interactive, bite-sized follow-ups (completed at a time to suit you) will cement the learning from the course and allow you to apply the prioritisation techniques you have learnt in your day to day role.

Duration & cost	1 Day, £534 + VAT (Belfast £375)
Belfast	Feb: 2 Mar: 19 May: 6 Jun: 19
Birmingham	Jan: 19 Feb: 18 Mar: 23 Apr: 21 May: 21 Jun: 22
Bristol	Jan: 23 Apr: 24
Edinburgh	Jan: 26 Apr: 28
Leeds	Jan: 27 Apr: 28
London	Jan: 16, 22, 30 Feb: 5, 13, 18, 24 Mar: 4, 13, 18, 25 Apr: 3, 14, 23 May: 1, 8, 18, 26 Jun: 2, 10, 17, 24
Manchester	Feb: 12 Apr: 24
Code	TM



Forms part of the Introductory diploma in management, accredited by the Chartered Management Institute (p37)



Includes 'Learning on the go' modules

Endorsed for CPD purposes by
CIMA Mastercourses



ESSENTIALS OF PERSONAL DEVELOPMENT

Enrich your attitude, values and relationships to enhance your life and career

Who is it for?

A broad course for anyone wishing to develop their personal style and interpersonal skills to improve their performance and quality of work.

What is it about?

Those people that really excel in the workplace aren't just efficient workers or technically skilled. A focus on interpersonal expertise and an understanding of your personal vision, values and purpose can transform you for the better. This course takes a comprehensive look at self-management, time management, stress and relationship management to equip you with the toolkit of skills for the modern workplace.

What will I get out of it?

- Time management techniques to uncover those lost hours and minutes
- Personal purpose and vision to transform yourself for the better
- The seven principles of communication to help you become an expert at building workplace relationships
- Skills to combat stress in yourself and others for a healthier lifestyle

Course overview

- Self-management and emotional intelligence
 - Develop your personal purpose/vision/values
 - The ABC of self-transformation
- Time management
 - Ten steps to goal achievement
 - Prioritising tasks and the cycle of time management
 - Create your personal time management system
- Stress management
 - Reduce stress and build self-confidence
 - Help your colleagues with the stress management tool kit
- Relationship management
 - The art of building successful and satisfying relationships in the workplace
 - Seven principles of effective communication
 - How to handle difficult people

Follow-up courses

The art of being brilliant p23.
Self-esteem for peak performance p32.
Leading innovation p53.



THE ART OF BEING BRILLIANT

Techniques to communicate, influence and build rapport

Who is it for?

This course is for people with an open mind who wish to explore unconventional approaches to persuading and influencing.

What is it about?

In this interactive session you will take a look at neuro-linguistic programming (NLP) techniques to help you change the way you view the world and change the way the world views you.

What will I get out of it?

- New ways of thinking
- Reduced self-limiting beliefs
- New communication skills based on an empathetic understanding of other people

Course overview

- Build rapport from the beginning
- Knowing what you want and how to achieve it
- Solve problems using NLP
- Influence people through using NLP
- The power of positive thinking and what it can do for you
- Look at limiting beliefs and what impact they have
- The circle of excellence – and how it can help you always be at your best
- How to decide what the right questions are and how to ask them
- Lay ghosts to rest



“One of the best courses I have been on, brilliant and enjoyable content. Many thanks.”
Ann Salmon,
Kodak Ltd (UK)

Follow-up courses

The five-day management programme p43. Motivational techniques p49. Neuro-linguistic programming p17.

Duration & cost

2 Days, £958 + VAT
or £1,129 + VAT (Residential)

London

Feb: 5-6 **Mar:** 16-17
Apr: 23-24 **May:** 26-27

Cotswolds (Residential)

Feb: 5-6 **May:** 7-8

Code

EPD, EPDR (Residential)

Residential course

Duration & cost

1 Day, £499 + VAT

London

Feb: 13 **Mar:** 16 **Apr:** 15
May: 15 **Jun:** 16

Code

ABB

Forms part of the diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management (p93)

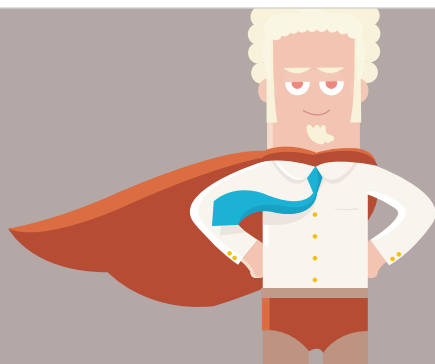
Forms part of the certificate in professional customer service skills (p103)

Endorsed for CPD purposes by
CIMA Mastercourses



ASSERTIVENESS AT WORK

Stop self-limiting beliefs holding you back. Communicate with your colleagues in a confident, self-assured manner



Now includes

- 'How assertive are you?' benchmarking questionnaire
- Nerve-management techniques
- Select reading list for all delegates

Who is it for?

Those who want to stop being timid or calm their aggression in the workplace. Those whose lack of assertiveness stands in the way of them achieving their personal and professional goals.

What is it about?

This course will enable you to be more effective, positive and competent in the workplace, by learning to be firm but fair with your colleagues. It will help you make a plan for realistic change and enable you to realise the benefits of assertive behaviour. You will learn to say no effectively, give and receive criticism and recognise and deal with fear.

What will I get out of it?

- A renewed confidence and techniques to stand up for yourself in any situation
- The ability to calm aggression or overcome passivity
- The respect of your colleagues as you start saying what you really mean, even in difficult situations
- A toolkit of methods to cope in different situations
- Better listening skills
- Improved communication skills
- A checklist to guide your behaviour in practice
- **Blended learning modules to extend your development back into the workplace**

Stage 1 – The course

Understanding assertiveness

- Understand what assertiveness really means
- Explore the traits of assertiveness and other behaviours
- Steady the passive/aggressive pendulum
- Realise and overcome the fears that hold you back
- Learn to respond to others rather than simply react
- Increase your awareness of relevant brain functions, and how they relate to aggression/submission
- Know your workplace rights
- Learn to say 'No!', rather than 'No problem!'

Applying assertiveness

- The assertiveness toolkit: six different levels to tackle any situation
- Learn how to listen actively, and why listening skills are so important
- Develop your verbal and non-verbal communication skills

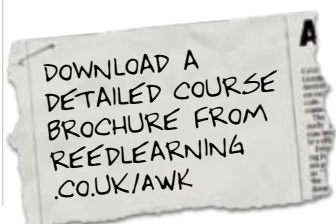
- Appreciate the motivations of other people
- Work through various scenarios, giving you the opportunity to put your new assertiveness skills into practice, in a supportive environment
- Two-way developmental and motivational feedback sessions with the other delegates, to embed the learning.

Stage 2 – MP3 Learning bites

- 1 The art of being assertive
- 2 Effective communication: Getting your message across
- 3 Listen up

Stage 3 – e-learning

After you have attended the course, a modular e-learning programme will be delivered to your inbox. These interactive, bite-sized follow-ups can be completed in your own time and are designed to embed your learning and help you practice assertive behaviours back at work.



£ Loyalty discount – significant discounts available when you attend more than one course. See p4 for details

▶ Includes 'Learning on the go' modules



Duration & cost 2 Days, £940 + VAT, (Belfast £695)

Belfast Feb: 5-6 Apr: 6-7 Jun: 4-5

Birmingham Feb: 10-11 May: 11-12

Bristol Mar: 19-20 Jun: 18-19

Leeds Feb: 10-11 May: 12-13

London Jan: 28-29 Feb: 12-13, 23-24 Mar: 11-12, 23-24
Apr: 6-7, 21-22 May: 5-6, 21-22 Jun: 1-2, 15-16

Manchester Mar: 12-13 Jun: 15-16

Code AWK

MANAGING UPWARDS

Manage your manager

Who is it for?

For people who want to have more influence and authority when dealing those senior to them. This course will be beneficial for PAs, line managers, middle managers and anyone who needs some tips on how to manage their manager.

What is it about?

This innovative one day course addresses a fundamental issue facing the majority of today's workforce. Managers often place unfair demands on our time. This course teaches you how to be assertive, gain control and most importantly manage your manager for a more effective and efficient working relationship.

What will I get out of it?

- Development of mutually beneficial relationships to gain the respect of more senior members of staff
- An understanding of 'managing upwards' to help implement effective strategies for dealing with difficult and tense business situations
- More control of your career path through self development and assertiveness; ensure your manager understands your point of view
- Alignment of the needs of yourself, your manager and your business for greater success

Course overview

- Assess your current strengths and weaknesses when communicating with upper levels of management
- Understand different management styles
- Recognise the management styles of your senior managers and understand how to complement these styles through your own working methods
- Learn effective tools to work with your manager for successful prioritisation of tasks
- Discover the importance of two way communication and how to implement it effectively
- Understand how to motivate your managers for increased performance
- Learn how to successfully delegate to more senior members of staff
- Draw up an action plan to ensure your new skills are successful in your workplace as soon as you step back in the office

Follow-up courses

Assertiveness at work p24. Persuading & influencing people p26. Making an impact at meetings p18.

Duration & cost

1 Day, £459 + VAT

London

Feb: 20 Mar: 31

May: 6 Jun: 18

Code

MUP

PERSUASION MASTERCLASS

Get people on your side for success in the workplace

Who is it for?

This course is designed for anyone who interacts with people internally and externally to influence their opinions, attitudes or actions. A good course for those in sales, public relations and customer services.

What is it about?

This course teaches cutting edge techniques to give you advantages in any situation. Understand why persuasion is vital in all business communications then learn the key skills involved, before being coached by our expert in the finer details of persuasion.

What will I get out of it?

- An understanding of the psychology behind your interaction with others to help you achieve more positive outcomes
- Heightened awareness in your approach to people and situations
- Awareness of mind reading and 'tuning in' to other people's thoughts
- Skills from magicians to show you how you can get your audience to suspend their disbelief and be persuaded

Course overview

- Moving people's viewpoints from A to B. What the Ancients taught us. Developing the power of ESP: (E) Empathy + (S) Sympathy = (P) Persuasion
- Tuning in to other people's thoughts with attentive listening to promote empathy. Become more adept at 'mind-reading'

"The whole two days have been enlightening, thanks for a really good learning experience."
Angela Clayton,
Royal Institute of Chartered Surveyors

- Develop a super-awareness in recognising any breakdown in attention (both yours and the other person's) during meetings and gatherings. Stop running 'tapes' in your own head. Attention lost is information lost
- Become more aware of the power of 'psycholinguistics': the psychology of how words affect our minds and emotions. Avoid relationship-killers! Change the words and change the outcome



All delegates receive a free copy of the best-selling book *Persuasion: The Art of Influencing People* by the course tutor James Borg, which spent a record nine months as WH Smith's top-selling business title.

Duration & cost

2 Days, £999 + VAT

London

Feb: 18-19 Apr: 6-7

Code

PMC2



Quality guarantee – full refund or free replacement on any course if you are not totally satisfied

PERSUADING & INFLUENCING PEOPLE

Develop powerful and compelling techniques to win people over



Who is it for?

This course is for anyone who needs to build relationships within their organisation in order to get colleagues on side and for those in a sales or account management role who are dealing with potentially difficult customers or situations.

What is it about?

It is about helping you bring people around to your way of thinking, reducing resistance to new ideas and eliminating conflict. Delegates will learn how to build rapport more easily by utilising appropriate communication styles and they will practice persuasion techniques for dealing with difficult people and situations.

What will I get out of it?

- The skills to be more persuasive and exert more influence
- Increased confidence to make you more effective in handling different people and situations
- An understanding of different communication styles, and how to adapt your own when necessary
- More success in negotiations
- Insights into emotional intelligence
- Strategies to state your case convincingly
- Improved questioning and listening skills
- **Blended learning modules to extend your learning back into the workplace**



Now includes

- **PROEP structure of persuasion and influence**
- **The six levels of assertiveness**
- **Jungian personality models**
- **Select reading list for every delegate**

Stage 1 – The course

Understand persuasion

- The characteristics of a successful persuader
- The secrets of self-belief and courage
- Moving from a push to a pull style of persuasion

Preparing to persuade

- Learn to build trust through seeing other people's perspectives
- The importance of non-verbal communication

Explore what others want

- Effective questioning techniques
- Realise the values and motivations of others
- Hone your listening skills and overcome barriers to active listening

Communication styles

- Choose from a range of communication styles dependent on the situation
- Learn to respond rather than react

Overcome resistance

- Select one of the six levels of assertiveness, without compromising the values of others

- Use emotional intelligence to your advantage
- Negotiate for a genuine win-win situation

State your case persuasively

- Adopt strategies that work for you, and state your case assertively and convincingly, in both group and one-on-one situations

Stage 2 – MP3 Learning bites

- 1 Effective communication: getting your message across
- 2 How to be liked and respected
- 3 Building relationships

Stage 3 – e-learning

After you have attended the course, a modular e-learning programme will be delivered to your inbox. These interactive, bite-sized follow-ups (completed at a time to suit you) will cement the learning from the course and remind you of useful techniques for your next 'real world' presentation.

 Free refresher courses – repeat any course free of charge. See p4 for details

 Forms part of the certificate of higher education in management (p38)

 Introductory diploma in management, accredited by the Chartered Management Institute (p37)

 Includes 'Learning on the go' modules



Duration & cost 2 Days, £967 + VAT (Belfast £695)

Belfast Jan: 15-16 Mar: 19-20 May: 18-19

Birmingham Jan: 26-27 Mar: 24-25 May: 27-28

Bristol Mar: 5-6 May: 28-29

Edinburgh Feb: 19-20 May: 18-19

Leeds Feb: 3-4 May: 7-8

London Jan: 27-28 Feb: 16-17 Mar: 5-6, 25-26 Apr: 16-17

May: 6-7, 27-28 Jun: 15-16, 29-30

Manchester Mar: 10-11 Jun: 9-10

Code PI

PROBLEM SOLVING

The creative toolkit for overcoming obstacles

CREATIVE THINKING

Escape conventional barriers to innovation

Who is it for?

If you are involved in problem solving, project planning or management, event management, creative work or a role that requires you to solve problems, then this course has been designed for you.

What is it about?

This course will give your brain a real work out, enabling you to unleash your own hidden powers of resourcefulness, retention and recall to be more analytical and methodical.

What will I get out of it?

- New thinking techniques to solve existing and new problems
- Analysis tools to spot potential difficulties and harness opportunities
- The ability to ring-fence salient information and record it in a useable manner
- Memory skills to recall important information in an effective structured format

Course overview

- The basics of the brain
- Vertical and lateral thinking and what they mean
- Look at the situations in which these techniques are a useful tool
- How to use new techniques to improve memory
- Accelerated learning techniques and how they work



- Build mind-maps and use them for analysis
- Build and use process maps for the analysis and improvement of processes
- Break down work into structures and project management
- How to structure arguments using new techniques
- Record and organise data in meetings, reading and research
- Generate creative solutions
- Develop reports and presentations
- Structure arguments and problems

Follow-up courses

Effective communication p16.
The art of being brilliant p23.
Leading innovation p53.

Who is it for?

Ideal for project managers, middle and senior managers and those in creative roles who have complex problems to solve and need new ideas and creative thinking tools.

What is it about?

This course will show you how a structured approach will help you in your search for creative solutions. Using practical techniques and creative thinking tools, you will learn how to confront work challenges proactively and from a new angle.

What will I get out of it?

- Skills to overcome barriers to thinking creatively
- Improved problem solving and analytical skills
- Enhanced performance and results through creative thinking
- Tools to break down conventional barriers to analysis and idea generation

Course overview

- What is creativity and innovation, and why are they important?
- How the brain works in respect of creativity and innovation
- Difference between vertical and lateral approaches; what are the benefits and weaknesses
- Learn creative thinking tools: brainstorming, Tony Buzan's mind-mapping, Edward de Bono's six thinking hats, metaphorical thinking, rule reversal, bisociation
- Methods of testing ideas for practicality and relevance
- Apply the more fluid style of the right hemisphere of the brain
- Recognise and cope with obstacles to creativity in the mind, in approach and in the working environment
- Understand the limitations and applications of conventional problem solving
- Ensure that creativity becomes a useful tool for day-to-day problem solving

Follow-up courses

Professional presentation skills p14.
The art of being brilliant p23.
Leading innovation p53.

Duration & cost

1 Day, £449 + VAT

London

Feb: 9 Apr: 3 Jun: 12

Code

MM

Duration & cost

1 Day, £439 + VAT

London

Feb: 3 Mar: 2 Apr: 9
May: 13 Jun: 19

Code

CT



Loyalty discount – significant discounts available when you attend more than one course. See p4 for details



Forms part of the diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management (p93)

Endorsed for CPD purposes by
CIMA Mastercourses



ANGER MANAGEMENT

Don't let anger affect your decisions and performance

Who is it for?

Those who have difficulty controlling their anger or find it hard to express their emotions effectively.

What is it about?

Sometimes there's no getting away from the people, situations or things that drive you mad. The only thing you can do is learn to manage your response to stay in control at times of stress. This course will teach practical relaxation techniques to keep you calm. You will look at the causes of your anger and uncover the most effective way for you to keep you cool.

What will I get out of it?

- Management of your anger for more positive outcomes
- New ways to remain calm in times of high pressure or stress
- Self understanding to identify the root causes of anger
- Improved relationships at work and home
- Relaxation techniques to regulate the physical symptoms of anger
- Assertiveness skills to combat anger in others and achieve objectives

Course overview

- What is anger?
- Assertive anger rights and assertive behaviour
- Positive self statements
- Effective problem solving routines
- Cognitive restructuring: new ways to think and respond



- Physical relaxation techniques: breathing and exercise
- Learn emotion triggers and responses
- Gain professionalism: transactional analysis (PAC states)
- Introduce a cognitive behavioural approach to assist when times get tough
- Cope with escalating states of arousal by recognising and acting on symptoms
- Getting your NIBS out and understanding the power of positivity

Follow-up courses

Assertiveness at work p24.
Persuading & influencing people p26.
Delivering beyond yourself p32.

STRESS MANAGEMENT

Practical solutions to spot and control rising levels of stress and anxiety

Who is it for?

Those who find it hard to manage the pressures facing them at work and want to restore calm, clarity and concentration to their roles. You should also attend if you are responsible for helping others with high levels of stress.

What is it about?

This course is about protecting yourself from the negative effects of your own stress and defending yourself from being affected by the stress of others. You will learn to identify the type and level of stress you are experiencing and leave with tools to help you relax and refresh your mind.

What will I get out of it?

- Reaction strategies to deal with stress and manage different situations effectively
- Techniques to relax and reduce physical health risks for personal wellbeing
- Ability to help others identify and manage their stress for a more effective team and workplace

Course overview

- Understanding stress
 - What is stress and why does it happen?
 - Understanding the seven illusions that surround the concept of stress
 - Pinpointing the signs, symptoms and causes of stress
 - Learn to break the vicious cycle of stressful thinking
 - The vital link between your beliefs, perceptions and your experience of stress
 - Understand the difference between reactivity and responsibility
- Managing stress
 - Learn practical insights, tools and techniques to manage stress
 - Focus your mental energy, think positively and respond pro-actively
 - Conquer stress triggered by change
- Preventing stress
 - Interrupt the stress reaction before it occurs
 - Recognise the root cause of all forms of stress
 - Prevent anger and conflict escalating in relationships. Take the stress out of working with difficult people

Follow-up courses

Anger management p28.
Time management p22. Developing self-esteem & assertiveness p31.

13 million days are lost each year due to stress at a cost of £3.7bn to UK business.

Duration & cost

2 Days, £859 + VAT

London

Feb: 5-6 Apr: 2-3 Jun: 4-5

Code

AM

Duration & cost

1 Day, £469 + VAT

London

Feb: 11 Mar: 9 Apr: 7

Code

SM



Free refresher courses – repeat any course free of charge.
See p4 for details

BECOMING A GREEN CHAMPION

Take immediate action to make a difference for you, your organisation and the environment



Who is it for?

Anyone who would like to identify practical ways of changing their working habits to benefit their organisation and the environment.

What is it about?

As environmental issues become more pressing for both businesses and individuals, this practical course will identify the changes that you can implement in your role to make your organisation 'greener'. During the course you will identify 'quick green wins'; financial and environmental benefits that can be achieved almost immediately. The course will also consider the medium to long-term strategies required to support future improvements.

What will I get out of it?

- Understand the green challenges that face you and your organisation
- Learn how others have made changes using current case studies; the benefits gained and difficulties faced
- Appreciate how an effective green strategy can transform your organisation
- Develop the skills to inspire, motivate and promote awareness and sustainability in your organisation
- Ideas that will quickly reduce your personal impact on the environment
- A personal plan of activity for you to implement

Eco-nomics:
If everyone in the UK installed one energy saving light bulb, we'd save enough CO₂ to fill the Albert Hall nearly 2,000 times

Course overview

- Conduct a quick audit of yourself and your organisation
 - Why have environmental issues become a concern for business?
 - What is the green challenge?
 - Identify where there is scope for improvement
- Generate and prioritise effective, instant green actions:
 - Reducing energy consumption and waste
 - Greening your supply chain
 - Creating a greener and healthier working and home environment
- The costs and benefits of these improvements
- Practical advice on how to implement changes
 - Influencing and inspiring your peers, managers and organisation
 - Building 'Green Teams' and how to maintain them
 - Drafting an environmental policy and reporting on your achievements

Duration & cost

1 Day, £399 + VAT

London

Mar: 11 Jun: 10

Code

GCH

Delivered in partnership with Article 13



REALISE YOUR POTENTIAL

Break the mould – harness the self confidence and self management techniques to get where you want to be

Who is it for?

For all those who feel they have more to give and have aspirations that they want to achieve.

What is it about?

This course promotes the idea of us all taking active responsibility for our own growth and development. Many people are content with having their lives decided for them and only complain when things don't turn out as they expected. This course will teach you to break the mould and take control of your own life, achieving your goals and aspirations, striving for new challenges and reaching for the stars.

You'll learn to communicate more effectively, be more assertive with people that matter and develop yourself in ways you didn't think were possible. The tools you learn on this course can be applied to all life situations.

What will I get out of it?

- Improved communication skills
- The ability to put your ideas forward in a coherent and substantiated manner
- A greater understanding of self – acknowledging what you want and how to go about achieving it
- Ways to harness the power of positive thought
- Goal setting techniques – work and personal life
- Visualisation techniques

Course overview

- How to realise my potential
 - Where do you want to be?
 - What do you want to achieve?
- Introduction to personality types model
 - The differences and the attitudes
- Positive attitude and assertive behaviour
- The importance of planning and setting priorities
 - Understanding which of your goals is most important
 - Have a plan, have a direction
- Visualisation techniques and goal setting
 - How to see where you want to be, and set challenging goals
- Positive thought – the how and the why
- Introduction to communication skills
 - The importance of communication
 - How it can help you get what you want
- Building more effective business relationships

Follow-up courses

Neuro-linguistic programming p17.
Delivering beyond yourself p32.
Persuasion masterclass p25.

Duration & cost

1 Day, £459 + VAT

London

Mar: 12 May: 22

Code

RYP



Quality guarantee – full refund or free replacement on any course if you are not totally satisfied

EMOTIONAL INTELLIGENCE AT WORK

Build strong working relationships through control of your reactions



“Excellent trainer. Relaxed atmosphere and a very effective course.” Eileen McDonnell, Network Housing Association

Who is it for?

For those working in environments where there are frequent and challenging interactions with colleagues and customers. Particularly useful for those who need to understand the underlying nature of their own and others' responses, and who want to improve the quality of their interactions.

What is it about?

This course is about understanding how emotion affects work performance and relationships in the workplace. It demonstrates how to ensure emotions can be controlled and focused into greater 'task efficiency' and 'relational effectiveness'. A combination of insight, skills and abilities are clearly identified and practised as the foundation of emotional intelligence at work.

What will I get out of it?

- Clear understanding of how working relationships can be improved
- Insights into the underlying emotions which shape one's own and others' behaviours
- How to control and deal with one's own emotions
- How to read and respond effectively to the emotions of others
- How to build an empathic relationship

Course overview

- How emotions work
 - The relationship between emotion and intelligence
 - The root cause of emotion
 - How emotions can affect everything we think, feel and do
 - The three families of emotion
 - The difference between emotions and feelings
 - Why we become emotionally over-sensitive
 - How to avoid emotional confusion
- How to manage and control one's own emotions
 - The difference between reaction and response
 - The relationship between emotion and motivation
 - Identifying the learned beliefs that shape many of our emotions
 - How to be at peace with yourself
 - Increasing self-motivation
- How to respond to others' emotions
 - Non-verbal communication and how to listen with your eyes
 - Developing emotional literacy
 - The difference between empathy, sympathy and apathy
 - Building an empathic relationship
 - The art of non-violent communication

Follow-up courses

Neuro-linguistic programming p17.
Essentials of personal development p23. Delivering beyond yourself p32.
Persuasion masterclass p25.

Duration & cost

1 Day, £499 + VAT

London

Feb: 13 Apr: 8 Jun: 3

Code

EIW



DISCOVERING THE SECRETS OF SELF-CONFIDENCE

What's holding you back?

DEVELOPING SELF-ESTEEM & ASSERTIVENESS

Overcome the invisible obstacles that hold you back

Who is it for?

Those who think they are under-performing because they lack self-confidence. Those who wish to play a more active role in teams by nurturing their self-belief.

What is it about?

Imagine how different things could be if you had the self-belief and fearlessness to communicate with others more confidently. This course helps you develop the courage to conquer your self-doubts, learn to believe in your abilities and make others believe in you.

What will I get out of it?

- Self-confidence to step outside your comfort zone and achieve far greater results in whatever you do
- The power to overcome obstacles and challenges in a more effective manner
- Learn how to set and achieve goals and present your ideas in a confident way for improved outcomes
- The self esteem to believe in yourself

Course overview

- Define self-confidence
 - What is self-confidence?
 - Where does it come from?
 - How does it develop?
- Conquer fears and doubts
 - Identify fears
 - Gain courage to accept yourself as you are
 - Develop a support team

“Really enjoyed the two days. Most importantly I feel more positive and confident than before the course.”
Catherine Jeffries,
Manager, Diageo

- Set goals
 - Set SMART objectives
 - Overcome obstacles and challenges
 - Review progress
- Effective communication
 - Present ideas
 - Take a more active role in meetings
 - Give and receive more effective feedback
 - Make your point
- Dealing with others
 - Develop strong working relationships
 - Handle difficult situations
- Action planning
 - What have you learned?
 - Plan for the future
 - Maintain high confidence levels

Follow-up courses

Persuading & influencing people p26.
 Making an impact at meetings p18.
 Self-esteem for peak performance p32.

Who is it for?

An essential learning experience for the shy or unassertive.

What is it about?

What's holding you back? To move forward with confidence you need to cultivate positivity and self-worth. You need to understand the balance between aggression and submission and use assertive behaviour to get what you want. This course will encourage you to build and maintain your self-image, handle criticism with confidence and negotiate as an equal.

What will I get out of it?

- Tools to break down the invisible barriers that hinder your success
- Assertiveness to respond to aggressive and submissive behaviour
- Building blocks to higher self-esteem and self-confidence
- Ability to give and receive feedback

Course overview

- The self
 - Self-esteem: where does it come from?
 - Build and maintain self-image
 - Learn and understand self-respect
 - Self-motivation: setting goals for success
 - Self-confidence

“Fantastic course, as well as learning lots I had a really good time. It was informal and fun which made taking in information much easier.”
Christina McLeman,
Gx Technology Eame Ltd

- Assertiveness and communication
 - Top tips for effective communication
 - Understand the perfect balance between aggression and submission
 - Use assertive body language
 - Handle criticism with confidence
 - Channel negative thoughts into positives

Follow-up courses

The art of being brilliant p23.
 Leading innovation p53. Delivering beyond yourself p32.



Duration & cost

London

2 Days, £922 + VAT

Jan: 22-23 **Feb:** 18-19
Mar: 19-20 **Apr:** 23-24
May: 20-21 **Jun:** 17-18

Code

DSSC

Duration & cost

London

Cotswolds (Residential)

Code

2 Days, £895 + VAT

or £1,170 + VAT (Residential)

Feb: 9-10 **Apr:** 20-21 **Jun:** 15-16

Jan: 22-23 **Mar:** 9-10 **Apr:** 23-24
Jun: 8-9

DSE, DSER (Residential)



Residential course



Download bite size MP3 training when you book this course. See www.reedlearning.co.uk/onthego for details



SELF-ESTEEM FOR PEAK PERFORMANCE

The critical combination of confidence, assertiveness and self-respect to excel at work

Who is it for?

If you have ever felt you might be under-performing, or feel you have low self-esteem, then this course has been developed for you. It will also be of interest to those who wish to explore the links between self-esteem and peak performance.

What is it about?

Free yourself from self-imposed restraints and set goals for change. Breaking the addictive habit of low self-esteem can mean the difference between success and failure at work. This course will refocus your energies and set you on the right track for a more positive, effective and confident work life, and peak work performance.

What will I get out of it?

- An understanding of your self-esteem and how it impacts on your life and therefore everything you do
- The tools to build and strengthen self-esteem in yourself and others to help you achieve your personal goals
- Awareness of the connection between self-esteem and your workplace performance

Course overview

- Understand self-esteem, what it is and where it comes from
- The relationship between self-esteem, self-respect, self-confidence and self-motivation

- Determine your comfort zone – the link between self-image, self-talk and goals
- The forces that diminish and enhance self-esteem, and how to rebuild self-esteem
- Break the habit of low self-esteem and overcome self-esteem killers
- Connect self-esteem to personal performance and set goals for change
- Link self-esteem to performance and effectiveness at work
- The law of cause and effect – the principle of creating positive outcomes
- How to be more assertive, turn aggression and submission into assertiveness
- How to gain and use feedback in positive way
- Build positive self-esteem and find greater meaning and purpose in your work
- Maintain natural self-discipline

Follow-up courses

Making an impact at meetings p18. Assertiveness at work p24. Persuading & influencing people p26.



SELF
CONFIDENCE
MASTER-CLASS

Duration & cost

1 Day, £424 + VAT

London

Feb: 11 Mar: 30
May: 11 Jun: 30

Code

SEPP



Loyalty discount – significant discounts available when you attend more than one course. See p4 for details

DELIVERING BEYOND YOURSELF

Break through the barriers that restrain your vitality, discover the formula for superior communication and influencing skills

Who is it for?

Ambitious people in any role who want to achieve more and feel more alive, empowered and satisfied at work.

What is it about?

This experiential course is about discovering your inner strengths and exploring just how much better and more effective you can be at work. This course will help you reach a new level of job satisfaction, empowerment, confidence and productivity. Silence the inner voice of doubt that says "you can't"!

What will I get out of it?

- The realisation of your true potential and how to fulfil it
- Practical tools to help you become an outstanding communicator
- Simple yet effective techniques to banish past fears to make the most of social and business occasions
- Raised and maintained performance levels by enhancing your natural charisma

Course overview

- How to deliver beyond yourself
 - Break through the self-imposed barriers that limit your success
 - Learn to not be afraid of failure
 - Neutralise fear and re-ignite your motivation
- How to have courage
 - What helps us fight for what we want and achieve our goals

"Fabulous... certainly took me out of my comfort zone." Carol Albright, Barclays

- Unlock your potential
 - Recognise where you are holding yourself back and unleash your full potential
 - Unlock your imaginative self
 - Exploring your character and your legacy
- Unique communication skills for vitality
 - How to energise and create a compelling physical presence
 - How to relax by recognising, controlling and channelling your adrenaline
 - How to form an instant bond with people on first meeting
 - Dealing with silence by using effective stillness, posture and body language
 - Connecting with colleagues or clients through comfortable eye contact
 - Holding the attention and engaging difficult individuals or bigger groups
 - Understanding techniques to really contact and engage people as a potent business communicator

Duration & cost

1 Day, £578 + VAT

London

Feb: 3, 27 Mar: 20 Apr: 16
May: 11 Jun: 5

Code

DBY



Forms part of the diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management (p93)