

*"If you desire a one year return on your investment,
grow corn.*

*If you desire a lifetime investment,
grow people."*

Carlos Cervantes

Guaranteed Quality In-House Courses

Skills development training for everyone from front-line staff to management

We offer a wide range of tried and tested training courses, led by experts with hands-on commercial experience and highly developed communication skills.

Our courses are held 'in-house', which means we travel to you, saving you time and travelling costs.

Choose from one-to-one coaching, small group sessions or a development course for groups or departments.

Our flexible portfolio of training courses delivers practical solutions for all types and sizes of public and private sector clients, including major corporations, SME's, local councils, government departments and charities.

This booklet gives details of our most popular courses. The duration and content of each course will be adapted to meet your objectives. We will then adjust the level of detail considering the delegates learning and experience.

100% Guaranteed!

We constantly receive excellent feedback from our clients and confidently believe that you will value our service. In the unlikely event of you being dissatisfied with a training course that we run for you, you will not have to pay for it.

For further information please contact:

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Availability and Costs

Our training consultants usually meet you to discuss your requirements. They will be keen to gain knowledge of the people involved and an understanding of your working practices and the organisation's culture. This helps us ensure the training relates to individual's and the company's needs.

We can meet your development needs in the following areas:

- supporting senior management in developing their organisation, introducing change and monitoring their effectiveness
- bringing out the best in staff and line managers by helping them acquire appropriate skills and adopt effective processes and techniques
- ensuring individuals and teams reach their full potential and increasing their value to their employer.

Timetable:

All our courses are available throughout the year, arranged to suit client's needs.

Costs:

The cost will vary depending on the location and number of sessions we run for you. Because each course is unique and tailored to client's needs, it is difficult to give a specific price for a course. However, as a general guide, for an investment from £1,300 to £1,900 we will train a group of up to twelve people at your premises for one day.

Our Mission and Values

- Elite's mission is to provide high quality, cost-effective, enjoyable training for private and public sector organisations.
- We operate quality assurance procedures to continuously monitor and improve our performance.
- We respect and encourage our employees' ideas, diversity and cultures.
- The company is built around the philosophy of developing:
 - 'outside the box' approaches to organisational issues;
 - innovative training processes; with
 - practical, action focused courses.



"The course was well organised. I believe the activities and especially the environment, encouraged each member to find out more about themselves as well as other team members. This certainly encouraged 'communication' back in the workplace. I have recommended the course and others, since I think they are enjoyable, but practical and cost effective way of learning."

L. Chilver – British Telecommunications Laboratories

Our Clients

You may be surprised to learn that we do not have a sales team, or advertise our services. Instead, we provide quality training for a realistic investment that ensures that our clients come back to us for more, and recommend us to others.

Here are some of our customers who appreciate our experience in training and enjoyed our courses and business games:

- American Express
- Archant
- ACCA
- ASOS
- Aviva
- Babcock International
- Bank Julius Baer
- Barclaycard
- BBC
- Bechtel
- Bernard Matthews Foods
- Bio Products Laboratory
- BP
- British Nuclear Group
- BT and Opreach
- Chevron Texaco
- Castrol
- CIPFA
- Civil Service College
- Contship Containerlines
- Deloitte
- Essex County Council
- Felixstowe Dock & Railway Co
- French Croissant Company
- GlaxoSmithKline
- Goldman Sachs
- IKEA
- Imperial War Museum
- London Vision Clinic
- Magnox Electric
- Marriott Hotels
- Masterfoods (Mars)
- Ministry of Defence
- NHS England
- Nationwide Building Society
- NATO
- Nestlé
- Network Rail
- Nokia
- Npower
- Nuffield Hospitals
- Ricoh
- Roche Products
- Royal Society of Arts
- Sainbury's Supermarkets
- Shell
- SITA
- Sony
- Smith & Nephew
- Suffolk Constabulary
- Thomson Reuters
- University College for Creative Arts
- University of Westminster
- Valiant Petroleum
- Waterways Ireland
- Wolseley UK

Also for the following Councils: Babergh, Colchester, Chelmsford, East Sussex, Greenwich, Ipswich, Norfolk County, Rochford, Suffolk County, Suffolk Coastal, London Borough of Tower Hamlets and Westminster City.

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Training Consultants

To qualify as a consultant our trainers must:

- have achieved a high standard in their specialist field. This ensures credibility with delegates
- display excellent current knowledge of the subject in which they specialise
- qualify as a trainer at the highest level and be experienced with groups at all levels
- meet customers needs.



"I thought that you remained professional throughout the whole process, from booking to the delivery of the course. I was very impressed and so were my colleagues. You are very friendly and approachable."
E. Tickle - Avios

"The tutor was excellent, constructive and passed the information on very clearly. Good, interesting material."
R. Bell - Bernard Matthews Foods

Anger Management

Control Anger - Before It Controls You

Gain knowledge, skills and tools to manage your anger and Prevent Anger Controlling You.

Our anger management training course greatly benefits those who need help controlling their outbursts of anger. Delegates soon learn how to recognise the signs of anger and how to manage it.

You can not eliminate anger from your life - you will always come across situations which provoke anger. The key to approaching anger is to take responsibility for your own reactions and behaviour by addressing angry feelings with new coping mechanisms and responses.

What is Anger?

Anger can be caused by both external and internal events. You could be angry at a specific person or an event (a parking ticket, losing some money), or your anger could be caused by worrying about personal problems. Memories of traumatic or enraging events can also trigger angry feelings.

Expressing Anger

The natural way to express anger is to respond aggressively. If we are threatened our natural response is to 'fight or flight' – this is our body's primitive, automatic, inborn response that prepares the body to 'fight' or 'flee' from perceived attack, harm or threat to our survival. Some of anger, therefore, is necessary to our survival.

The goal of anger management is to identify the causes of the anger and reduce both the emotional feelings and the physiological arousal that anger causes. For example if a person learns at an early age that getting angry is the only way to get what they want, they need to learn other methods of negotiation.

Delegates are encouraged to keep an Anger Diary to record recent anger situations or particular anger problems they are having. This will help us to develop suitable strategies for delegates to control their reactions and deal with such situations.

Who will benefit: Anyone who is hurting themselves and others with their anger and rage and people who need to be more assertive and less passive or aggressive.

Duration: 1 day

By the end of the course delegates will be able to...

- appreciate what are acceptable and unacceptable levels of behaviour
- identify the causes of aggression
- practice assertive communication
- feel more at ease with yourself and others
- take a refreshing new look at yourself
- express all your feelings, not just anger
- face the behaviour of others - know how to prepare, what to do and say
- use appropriate verbal and non-verbal behaviour in different situations
- use your enhanced feelings of self confidence in a productive manner.

“Excellent. Sensible thought put forward in an easy to relate to manner. I will be able to use all aspects of the course.”

“I have just completed the training class with Mick Miles and it was dead on. The session was 1-on-1 and tailored to my needs.”

Handling Anger, Violence and Aggression in the Workplace

"If you can be patient in one moment of anger you will escape 100 days of sorrow."

Chinese proverb.

If you or your staff has to deal with people who don't get what they want, you will know how they can soon show their anger and become aggressive. Not getting what they want or simply having to wait are just two reasons why people change from being calm to aggression. Handling anger, violence and aggression in the workplace is easier when you know what to do. Our course will provide you with the knowledge and skills to deal with these situations.

We are helping the police, local authorities and companies to train staff how to effectively deal with anger, aggression and violence in the workplace.

Part of our course can include some simple, yet effective self-defence training.

Salespeople, estate agents, planning officers, social workers, benefit officers, receptionists and others who have to meet people are particularly vulnerable.

There are a number of safety measures they can take, which together with the confidence they will gain on this course, will help reduce the anger and aggression they might encounter.



Dealing with angry people is not easy, but knowing what to do and say can save injury and improve customer relations.

Who will benefit: All staff liable to be in contact with difficult or aggressive people.

Duration: 1 day

By the end of the course delegates will be able to...

- appreciate what are acceptable and unacceptable levels of behaviour
- identify the causes of aggression in the workplace and elsewhere
- use body language to gain rapport with difficult people
- apply diffusion techniques
- set effective conflict resolution techniques
- practice assertive communication
- deal with aggression that turns to violence
- draw up an action plan to create policies and procedures to identify and reduce risk
- feel confident about dealing with anger or aggression in people
- demonstrate attack prevention in the street, reception areas and the office
- gain advice for estate agents, salespeople, and others on their own.

"Excellent course, kept up interest and very informative." N. Simpson - Imperial War Museum

"Very good enthusiastic speaker with extensive knowledge and amusing anecdotes. The course was very good with a general run through of the fundamentals of diplomatic conduct! I will be able to diffuse aggressive or confrontational people."

F. Pallinson - East Sussex County Council

Appraisals

The performance appraisal is important for the employee and the organisation. It can ensure the 'best performance' practices from its employees and promote their future development. However, staff development doesn't just happen.

It takes a conscious and concerted effort on the part of the manager to support and encourage employee initiative. If you have had a performance appraisal you could probably remember a good or bad experience, and this might have nothing to do with your performance!

The appraiser needs to get it right for the sake of the individual and the organisation. It is vital to have an appraisal system which meets the needs of the organisation and the individual. An accurate appraisal will motivate, develop and help establish career paths.

Our appraisal training course will provide delegates with the knowledge and skills to improve the performance of staff by conducting meaningful performance reviews.

The content of the course is tailored to suit the way your company conducts and evaluates your performance appraisal process.

Who will benefit: Suitable for team leaders, supervisors, and managers who conduct appraisal and performance review interviews.

Duration: 1 or 2 days depending on your needs

By the end of the course delegates will be able to...

- understand the role of the appraisal in overall performance improvement
- identify the benefits and pitfalls of appraisals
- establish clear standards of performance: key result areas and targets
- gather evidence for the appraisal
- set out ways of resolving conflicts
- build rapport and give feedback
- show effective interviewing skills
- understand the skills required to motivate with constructive criticism
- establish training needs and set meaningful action plans
- know how to get the best from your scheme.

FOUNTAIN OF ALL KNOWLEDGE

There is something I don't know that I am supposed to know, I don't know what it is I don't know and yet am supposed to know, and I feel I look stupid if I seem both not to know it and not to know what it is I don't know.

Therefore I pretend I know it.

That is nerve racking since I don't know what I must pretend to know.

Therefore I pretend to know everything.

I feel you know what I am supposed to know but you can't tell me what it is because you don't know that I don't know what it is.

You may know what I don't know, but not that I don't know it, and I can't tell you.

So you will have to tell me EVERYTHING.

From KNOTS by R.D. Laing.

Assertiveness

“No one can make you feel inferior without your consent.”

Eleanor Roosevelt

Our assertiveness training course will teach to confidently deal with issues, instead of emotions, by assertiveness.

Assertiveness means to be honest and forthright – and still support the opinions and feelings of others. Gain the confidence and competence to display assertiveness rather than aggressive behaviour.

Assertiveness should not be confused with aggression because aggressive people adopt a ‘I win – you lose’ mentality to achieve their objectives. The aim should be to solve the problem and get the best result.

Delegates learn how to deal with issues, instead of emotions in an assertive confrontation and the most effective way to ask for what they want. They also learn the various approaches to deal with conflict and why our actions affect others behaviour (Transactional Analysis).

Our assertiveness course contains many practical hints and tips to help you get your message across in a more confident manner, and will enable you to feel more comfortable with your own ability to say yes or no when you mean it.

We will help delegates increase work effectiveness and productivity, achieve greater control of their daily activities and overcome work stressors.

A lack of confidence means a drop in performance; this causes a lack in confidence, and so on... Learn how to stop this process now.

Who will benefit: Anyone wanting to develop personal effectiveness.

Duration: 1 day

By the end of the course delegates will be able to...

- use assertive behaviour rather than aggressive or passive behaviour
- analyse the styles of behaviour and know how to respond to them
- say no without feeling guilty
- face the behaviour of others – know how to prepare, what to do and say
- handle put-downs and a domineering personality
- use appropriate verbal and non-verbal behaviour in different situations
- appreciate the benefits of assertiveness
- use your enhanced feelings of self-confidence in a productive manner.

“Some courses can become tedious, but this was interesting and educational. Most rewarding and will be beneficial to me for my contract. Very interesting facilitation with great communication skills.”

G. Holness - SITA

Change Management

The only person that likes change is a baby with a wet nappy!"

Anon.

Our Change Management course will give you the knowledge and skills to change yourself and lead staff in new directions

If companies are to progress, change is inevitable. You cannot stop change, but you can learn to move with it. Managing people change is a critical skill in today's world of rapid and continuous change. A carefully planned approach ensures that problems are anticipated and opportunities seized.

We need an understanding of ourselves and our environment if we are to recognise our needs, diagnose our requirements and select a coping strategy. We can control both driving and restraining forces; we can be a persuader; we can be a proactive manager and we can develop strategies that introduce order to our lives and our environment. We need not fear change management.

A key to organisational change management is what value adding results, without loss of enthusiasm or positive and supportive attitude, will the organisation want to prevail after the change?

Our change management course helps participants to lead their staff in new directions.

The “We Can Do Company”

We believe that learning should be enjoyable and interesting. This is why we produced a training activity called the “We Can Do Company” especially for change management training. This resource is ideal for learning about change management because time is limited and the tasks change as the game progresses. Effective communication and managing change is imperative to achieve a good result.

Who will benefit: Junior and senior managers.

Duration: 1 day

By the end of the course delegates will be able to...

- develop plans and organise the change
- communicate and brief staff
- apply change management skills and techniques
- deal with the resistance to change
- organise and control the change
- set action plans and monitor progress.

“Very interesting course with lots of participation. One of the best courses I have been on.”

A. Baillie - British Energy

Coaching Skills

"If you think it and believe it, you can achieve it." Anon.

Our coaching skills training course will gain you the knowledge and skills of coaching to get the most from your staff.

Coaching is a rectification of skills and knowledge for people who want to improve their game in an industry where it is important to keep up.

With fewer management layers, it is essential that business coaches or managers are effective in delegation and empowerment. These skills together with the ability to develop the performance of individuals in their team are an important feature of the course.

Business coaching allows people to learn in an unthreatening manner, involves relatively little direct cost and is effective for all sorts of people. Just telling people what to do is no longer considered the most effective way to manage people. Training managers to manage like coaches benefits your organisation by empowering staff to be more independent and take greater responsibility for their work while feeling more engaged.

Delegates will understand the importance of their role and be equipped with a number of coaching skills to develop and empower their staff.

Who will benefit: Junior and senior managers who are ready to take their management style to the next level.

Duration: 1 day

By the end of the course delegates will be able to...

- understand the role and practice the skills of an effective coach
- appreciate the benefits of managing from a coaching perspective
- build rapport and create a development environment
- define preferred learning styles – understand how people learn
- avoid barriers to learning
- assess individual needs
- give appropriate feedback without disempowering staff
- handle resistance to constructive criticism
- use effective probing and questioning
- set effective action plans.

"The trainer was pleasant and made the course very interactive and rewarding. The delivery of the presentation was good.

The most useful part was developing a self awareness, emphasising the importance of listening and avoiding closed questions. I enjoyed the day very much."

C. Gurney - Wolsley UK

"Probably one of the best courses I have attended. Very well facilitated, good control of group dynamics."

K. Dunphy - Medicines Control Agency

"Very good seminar, clearly presented. All of it was most useful; ideal for PDR and ongoing training."

C. Burbridge – Boreham Consulting Engineers

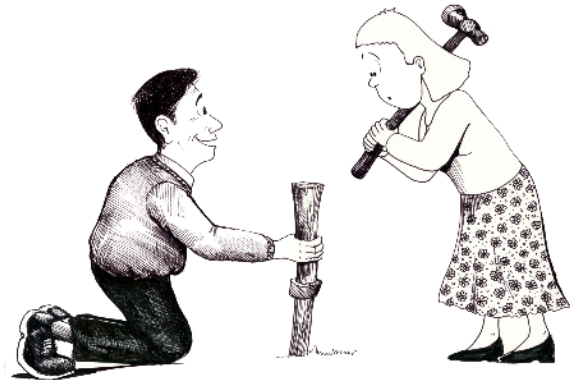
Communication Skills

"The most important thing in communication is to hear what isn't being said." Peter F. Drucker

We learn to talk at an early age, but communication is not just about talking. Communication is only successful when both the sender and the receiver understand the same information as a result of the communication.

Getting your ideas across successfully requires an understanding of communication styles and behavioural flexibility.

This course will enable you to improve your ability to inform and persuade by noticing and responding to the non-verbal, unconscious communication of others.



"When I nod my head I want you to hit it"

You will enjoy learning how to improve your communication skills with others; face-to-face, in meetings or on the telephone.

The course covers most forms of interpersonal communication. You will learn that most people are poor listeners and talking is not an effective way of communicating, there are better ways. If the right message is not received the action is bound to be wrong and need repeating.

You will develop efficient communication skills and make good use of body language to ensure the right message is received.

The course is highly interactive, with lots of discussion and creative practical exercises. Everyone is encouraged to develop their self-awareness in order to improve their communication techniques.

You will practise skills which increase your sensitivity to the behaviour of others, allowing you to project yourself with confidence, not only during presentations but also in your daily working environment.

Who will benefit: Anyone who wants to communicate effectively.

Duration: 1 day

By the end of the course delegates will be able to...

- understand the barriers to communication
- convey your message clearly, concisely and assertively
- apply effective questioning skills
- get the positive results from interviews and important meetings
- identify different communication styles in action and flex your style to influence others
- effectively use techniques of persuasion
- engage with others and understand the impact you have on them
- feel happier to handle situations where you need to criticise other people
- feel more confident to express your ideas and opinions.
- make best use of body language, listening and oral communication.

"Very much an eye-opener. I learnt a lot"

C. Ashwood - Nuffield Healthcare

Conflict Management

Reduce your stress when dealing with conflict at work, by using the “tools” from our conflict resolution training.

Modern quality management systems involve individuals with a larger number and wider variety of other people in the course of their work than ever before, which inevitably means all the more opportunity for conflicts to arise.

For the individual, conflict is a major source of stress and can easily assume the sort of proportions, which overshadow everything else at work. It has knock-on effects for the organisation as a whole. It decreases productivity, upsets relationships, creates factions, causes absenteeism, prompts resignation, makes recruitment difficult, prevents creative thinking - in short, it wastes energy, time and money.



Each of us has a way of dealing with conflict that minimises the emotional trauma that we experience. Commonly we use the same strategy for many different types of situations, this has many disadvantages. Responding to conflict involves selecting the most appropriate strategy for successful conflict management. This requires an understanding of the ways the disagreement can be approached.

An autocratic, coercive management style can soon leads to a lack of moral and possible action against the manager. Modern managers negotiate with their staff and help them negotiate with each other. Sadly, many management development programs fail to show managers exactly how to mediate between employees.

Our conflict management training course will provide you with a number of 'tools' to use when dealing with conflict.

“Not everything that is faced can be changed, but nothing can be changed until it is faced.”
James Baldwin

Who will benefit: All staff who would benefit from helping others to resolve interpersonal differences at work.

Duration: 1 day

By the end of the course delegates will be able to...

- identify different types of conflict at work and know your preferred method of dealing with conflict
- use different strategies for dealing with conflict
- use assertive behaviour rather than aggressive or passive behaviour
- make best use of body language, listening and oral communication
- keep your cool, stand your ground and reach a positive resolution
- save time - conflict holds back productivity.

“Mick is a first class facilitator/trainer. I enjoyed it all - but of particular interest was the psychology and conflict styles.

I enjoyed and benefited from the course today. I should like to use Elite again - very good.”
T. Giaffreda - IKEA

“All parts of the seminar were very useful. It made you think about where you may be going wrong. I would like to do another seminar.”
I. Oliver - ICI.

Copywriting

Wouldn't it be useful to have the in-house expertise to write high quality sales letters, websites, marketing collateral, press releases and presentations? Created by a highly experienced professional copywriter, our training courses focus on basic principles and techniques for writing inspiring copy that sells your product or service effectively.

The aim is not necessarily to replace an external creative agency. However, where budgets or time are limited, you will have the internal resources to generate selling copy that gets the message across clearly and professionally.

What are the benefits?

Having in-house copywriting expertise has valuable benefits for your business or organisation, as well as providing employees with a useful addition to their skills set.

- Save time and money
- Stay in control of your marketing strategy
- Acquire the skills to make day-to-day updates to the copy on your website without incurring the cost of a professional writer
- Learn how to optimise your website for search engines
- Take advantage of PR opportunities to raise the profile of your products or services
- Increase motivation and job satisfaction by developing the personal skills and experience of your team.

Who will benefit?

Our writing courses will be of use to both marketing specialists and non-specialists with a marketing or sales remit.

Duration: Varies according to the module chosen, please contact us for more information.

How it works

A range of training modules are available, which can be studied individually or combined to create a more extensive course. There are two learning options:

- Training can take place at your offices (or a convenient local venue such as a hotel) and will be led by an experienced professional copywriter
- Modules can be studied as distance learning courses via email.

Training modules available

1. Fundamentals of Copywriting
2. Writing Better Sales Letters and Presentations
3. Writing for Websites (including Search Engine Optimisation)
4. Writing Better Press Releases and Advertising Features
5. Writing for Advertising
6. Writing for Direct Mail

“Fantastic course - great resources and great delivery. Very engaging and good balance between information and exercises.”
A. O'Hare - Future Science Group

“We just wanted to say thank you for your time yesterday, we all really enjoyed it and I think that a lot of the information you gave us will be very useful when we are coming up with new mailers etc! We all thought that the day was very beneficial and have been putting what we learned to good use!”
S. Glasgow - Daisy Distribution

Creative Thinking

"You see things and say why? But I dream things that never were and I say, why not?"

George Bernard Shaw

Develop creativity through our creative thinking tools to enhance productivity at work

Creative thinking is not something you are born with; it is a skill that can be improved with practice. The brain can be likened to a well-designed car; it needs an efficient driver to exploit its full potential.

There is always another way to do it, it might be cheaper, quicker or sell more. Creative thinking and writing is a great asset.

With so many developing companies the need to come up with a fresh look and to get and keep the competitive edge, is immense. Our creative thinking course provides many techniques to give you a wide choice of options to keep ahead of the competition.

Our creative thinking course will help individuals develop their creativity and the creativity of others to enhance productivity at work. You will learn and apply simple creative thinking tools and techniques to generate creative ideas.

If you are a trainer this course will also help you develop creative staff training.

Who will benefit: Anyone who would benefit the organisation through innovative thinking.

Duration: 1 day

By the end of the course delegates will be able to...

- use specific tools and strategies to help you think more creatively and more effectively
- think beyond the needs of the present moment
- develop creative thinking in yourself and your team
- show increased ability to implement new ideas
- combine creativity with proven problem solving skills
- apply practical techniques to aid problem solving, decision making and generating new ideas
- remove blocks to creativity
- apply lateral thinking
- increase your confidence in implementing new ideas
- use creative thinking techniques.
- increase your confidence in implementing new ideas
- use creative thinking techniques.

"The trainer really got my brain thinking differently. The mind mapping and new ways to help the creative process i.e. SCAMPER and using the images to help lateral thinking were most useful. It has been really been worth it."

H. Davis – UK Greetings

"It was very useful finding new ways to approach a subject and apply a different breakdown of problem solving. The course was enjoyable to the end."

B. Bradley – Videojet

"A good session with a nice mix of group and tutor lead activities. Good eye-opener as to the need to be creative in looking at problems."

J. King – Chartered Institute of Public Finance and Accountancy

"The tutor was excellent, very approachable and kept everyone's attention. It was most useful to learn the different techniques and will help me at work and at home."

P. Hunter – Palm Europe Ltd

Customer Service

"The bitterness of poor quality lingers long after the sweetness of a cheap price has disappeared." Anon.

Providing great customer service is critically important to any business. Keeping the customer satisfied needs to be the goal of everyone in the organization.

A patient seeing the doctor to complain about the symptoms they are experiencing does not want to be told that it is their own fault and there is nothing that can be done (even though the patient may well have caused the problem). Customers need to be handled the same way, by looking for solutions as opposed to looking for blame.

A vital ingredient of any lasting customer service programme will be an emphasis on identifying creative and innovative ways of giving your customers what they want ... on time, every time ... at the right cost.

In the same way coping with awkward and complaining customers effectively whether they be ratepayers, disgruntled passengers or irate account customers, marks out the professional from the amateur.

It is also important to appreciate there are internal customers, who need to be treated with the same care and understanding as external customers.

Just one person can mar a customer's perception of a Company. Our customer service training will enable your staff to appreciate the benefits of effective customer service.

Who will benefit: All staff, although managers could attend separately.

Duration: 1 day

By the end of the course delegates will be able to...

- explain the impact of customer service
- identify the impact and importance of effective customer service
- recognise your contribution to the success of the organisation
- appreciate the benefits of effective customer service
- develop the perception to put themselves in the customer's shoes
- recognise what your customers wants and expects
- apply effective communications
- recognise the affect your attitude has on the behaviour of others
- use basic assertiveness skills
- deal with complaints and difficult customers competently
- understand the current climate of business etiquette and take personal responsibility for new objectives to delight customers
- differentiate between the product / service supplied and customer relations
- use a range of interactive skills
- Define, describe and specify the detail of effective Customer Service in their own business that will meet customers' expectations.

Dealing with Difficult People



The 'Soothing Delayer'
Dislike committing themselves.
They tend to be agreeable
yet they still don't move ahead.



The 'Egotistical Advisor'
Appear as if they know a lot about
the subject, but will find someone
else to blame for their mistakes.



The 'Clam'
Are difficult to get talking.
They often use "I don't know"
and similar phrases.



The 'Autocratic Aggressor'
They stay in control by
putting others down



The 'Complainer'
Take pride in criticism and
are sarcastic and devious.



The 'Downer'
Feel they're life's victim. They are
pessimists and negative..



The 'Back Stabber'
They stab you with putdowns &
pretend they have done nothing.

Most of us have to deal with difficult people at some time or other. They always want their own way and are prepared to shout and lay down the law until they get it. They have the ability to waste a lot of your time and make you angry or frustrated. The stress of handling difficult people can create a lack of productivity and reluctance to come to work.

Whether they are a customer, an employee, boss or even a colleague; they can be hard to handle. But eventually, you will need to stand your ground, but how?

Dealing with difficult people is something many people face as part of their everyday work life. Through hands-on activities and practice exercises, delegates learn how to deal with all sorts of difficult people.

Who will benefit: Suitable all staff.

Duration: 1 day

By the end of the course delegates will be able to...

- understand what makes different people difficult
- recognise the early warning signals and prevent the behaviour escalating
- avoid being manipulated
- feel confident to deal with a number of different types of difficult people
- use words that de-escalate and give criticism effectively
- apply assertive behaviour and see instant results.

"The seminar was very good, well explained by an approachable tutor. I thoroughly enjoyed it." M. Waller – Life Skills Solutions

"Excellent course, my interest was kept to the last minute." J. Sutherland – Rainbow

Diversity and Equality

“Never look down on somebody unless you are helping them up.” Anon.

Learn the cultural, behavioural and mindset shifts required to achieve Equality and Diversity

Are your staff aware they could be made to pay large amounts of money because one of their staff was not treated with equality? Do they understand what equality and diversity mean?

Untrained supervisors and managers often do not realise what they are doing is wrong and that they and the company are liable to pay an unlimited amount in compensation. Training in Equality and Diversity can help to ensure equality takes place in the workplace and reduce the company's liability.

Our Equality and Diversity training course normally starts by getting participants to appreciate how they see situations through various 'filters' they have developed through their lifetime. This is a fun but challenging activity that enables them to see how we all see things differently and naturally develop prejudices. This helps participants to generate an open mind to the subjects that follow and seeing the need for change.

The training course will help participants understand the importance of equality and how apply it at work. We achieve this by using activities that help participants appreciate that everyone is different and to recognise, value and respect the differences. We then use case quizzes, case studies and a workbook to help participants understand the Equality Act and what it means to them and their company.

Our Equality and Diversity training is participative, practical and informative; presented in an outgoing, informal and relaxed style. We aim to stimulate participant interest and cater for a range of learning styles and behaviours.

Who will benefit: All supervisors and managers.

Duration: 1 day

By the end of the course delegates will be able to...

- appreciate the need to see how others see issues, which may be different from how we see them
- understand prejudices and discrimination
- appreciate the difference between diversity and equality
- understand the law on equality in the workplace
- carry out selection interviews without asking the 'wrong' questions
- identify different types and possible effects of harassment and discrimination
- deal effectively with bullying and harassment
- apply an equality approach to their job
- appreciate how a best practice approach to diversity can benefit the company.

“Great insightful course. Group discussions and working was beneficial to my understanding of the types of discrimination and protected characteristics. I will use these in my area of work.”

A. Mayle - Potter Raper Partnership

“Fun, friendly, made the day enjoyable which helped me to learn and understand.”

J. Tummcliff - Nuffield Healthcare

Interpersonal Skills

“He who knows others is clever, but he who knows himself is enlightened.”

Lao-tzu

Learn effective interpersonal skills to interact with other people and overcome resistance, engage and motivate people

Our Interpersonal Skills training course is designed for managers and who wish to increase their self-awareness and improve the way they relate to others in order to work more effectively and to sustain high quality working relationships.

We like to think we know our own personality, but often this is only achieved through our own perception. Unless we evaluate ourselves objectively we can have a false impression and our development can be seriously hampered. This course will help delegates to find out what they are like as a person, the effect they have on others, and give them an action plan to develop strengths and areas for development.

We provide interpersonal communication training to successful UK businesses. You will learn how to achieve successful outcomes from your working relationships and handle a wide range of interpersonal situations with skill and confidence.

Who will benefit: Anyone whose success at work depends on good relations with their colleagues, customers and clients.

Duration: 1 day

By the end of the course delegates will be able to...

- identify personality types
- the effect your behaviour has on yourself, other people and your organisation
- use effective first impressions
- make best use of body language, listening and oral communication
- develop your strengths and areas for development
- gain co-operation and commitment from others.

“Watch your thoughts; they become words.

Watch your words; they become actions.

Watch your actions; they become habits.

Watch your habits; they become character.

Watch your character; it becomes your destiny.”

Frank Outlaw

Leading and Managing People

“Leadership is the ability to get a person to do what you want, when you want it done, in the way you want it done because they want to.”
Dwight D. Eisenhower

Suitable for those who are new to management or people who have been managers for some time but want to refresh themselves on the basics of management and ensure that they are up-to-date with management techniques.

Delegates would have the opportunity of studying their own particular subject(s) and gain knowledge and understanding of other management topics.

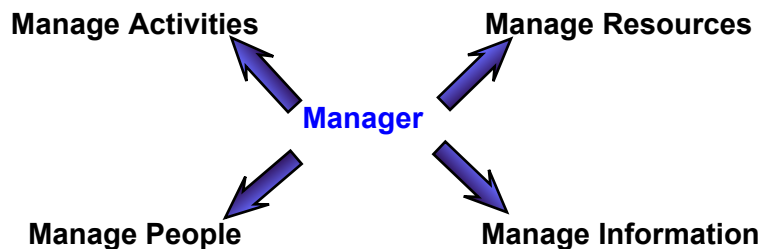
Who will benefit: First line managers, supervisors or team leaders.

Duration: 2 to 5 days depending on delegates needs.

Objectives of the Programme

- To provide delegates with the necessary knowledge, skills and behaviours to increase their effectiveness in their current roles
- To equip delegates with the managerial skills necessary for them to adapt to changing demands in the future
- To improve succession planning by providing a structured development program which will enable delegates to fulfil their potential within the company.

The training covers the following four areas of responsibility for a manager:



By the end of the course delegates will be able to...

- understand the role and functions of a manager
- set meaningful action plans
- undertake appraisals and counselling
- communicate effectively
- manage staff using E-mail
- handle conflict
- appreciate the styles of management
- delegate responsibly
- manage time effectively
- manage meetings
- know what motivates people
- practice the skills of mentoring
- demonstrate personal development
- use problem solving skills
- train and develop your staff.

“A very clear and concise seminar which will be very beneficial. It was most useful to understand other peoples' thoughts and not be one dimensional.”

M. Sansum - Imperial London Hotels

Letter Writing

Get your business letter writing right first time; to save time, create a good impression and stand more chance of getting what you want.

Our letter writing course will enable you to:

- feel confident when faced with writing a difficult letter
- make the right impression to get the right results
- write clear and concise letters to create a positive image in the eyes of your customers
- improve your writing skills and avoid common mistakes
- use a business writing style
- focus on dealing with complaints, customer service letters, standard letters etc
- deal with even the most difficult customer, prevent problems escalating and increase goodwill.

Are your business letters brief, easy to read and contain no jargon? Do they have a logical layout and a proper sequence of ideas? If not, we can help.

Our letter writing course is for people who want to write clear, professional, business letters and other short documents that communicate key messages in the right way.

Our trainers are all experts in professional business-writing skills and know that not everyone finds it easy to make a point succinctly. We'll help you get your message across and make sure your documents get to the top of the pile. We will even show you how to enjoy it.

Who will benefit: All staff that write clear, professional, easy-to-understand business letters.

Duration: 1 day

By the end of the letter writing training course delegates will be to:

- save time and increase your confidence in writing letters
- get the customer 'on side' in the first paragraph
- deliver negative news
- make the most of good news
- understand the importance of preparation and structure
- describe the basic rules of writing: Accuracy, Brevity and Clarity
- use an easy approach to writing with an appropriate language, punctuation and style
- use correct punctuation
- use useful aids to writing
- express yourself clearly
- appreciate the benefits of handling a complaint effectively
- avoid phrases that create a wrong impression
- use appropriate steps when replying to letters
- write letters that get results.

“Very enjoyable, interactive and informative course. The workbook was a good way to organise a course and will be useful afterwards.” K. Arnall - Norfolk County Council

“Excellent trainer and course. It was useful to see the work learnt in the morning applied to my company’s letters in the afternoon.” S. Austin - Johnson Cooper

“It was good to meet you and I would like to thank you for the excellent courses you presented. I have had some very positive feedback from both courses and I have to say that the course on Thursday was extremely valuable to me.”
S. Hughes - Burghley House Preservation Trust

Marketing for Non-Marketers

Learn how to rapidly take stock of your company's marketing needs and prioritise them.

Many smaller or entrepreneurial companies cannot afford their own specialist marketing resources. This course will assist individuals in rapidly taking stock of their companies marketing needs and prioritising them. It then goes on to address the planning, resolution and delivery elements.

Our Marketing for Non-marketers course covers the methods and techniques needed to identify marketing opportunities and issues. Delegates will learn that marketing can be done well without a formal team, so long as management have the insight into where and what needs doing. Our techniques enable managers at any level and from any function to handle to the real marketing challenges facing their organisations, namely:

- allocating an appropriate marketing budget
- identifying market opportunities as they arise
- knowing when to go to outside suppliers of marketing services
- controlling costs.

Delegates will develop methods of planning the markets for their business, identifying what is and what is not 'marketing' and the tools to then begin to effectively market their companies.

Who will benefit: Anyone who wants to see real benefits from their marketing activity - both business managers and entrepreneurs.

Duration: 2 days

By the end of the Marketing for Non-marketers course you will be able to...

- define your company's USP's (unique selling propositions - the root of the marketing activity)
- present your new-found vision to your staff, your investors and other stakeholders
- articulate your value propositions in client terms
- understand the costs and benefits of marketing activities
- be confident in your understanding of 'marketing.'

"I have gained a great deal of confidence from knowing mine and the company's strengths and weaknesses and can see huge potential for growth and progress."

S. Etheridge - John Catt Educational Ltd

Marketing Strategy and Marketing Plans

Most companies treat their marketing budget as a cost centre, an overhead to be reduced in difficult times and flexed when the cash is available. Real marketing is about adding value not cost to the company's balance sheet.

Our marketing course covers the methods and techniques needed to deliver real value. Delegates will learn that most marketing is simply addressing the status quo, maintaining equilibrium. Our techniques enable marketers to step up to the real challenges facing their organisations, namely:

- resisting and pushing back on the competition
- innovating new products and services
- growing new markets as old ones decline
- keeping up with the rapid pace of change.

Delegates will develop methods of acquiring insight into business process, ways of accessing the decision makers and how to increase their own visibility in organisations.

Who will benefit: Anyone who wants to see real benefits from their marketing activity – both business managers and marketing staff.

Duration: 2 days

By the end of the marketing strategy and marketing plans course you will be able to...

- define your company's products and services in market terms not internally referenced
- present your new-found vision to your managers
- articulate your value propositions
- define your measurements of value add
- be confident in your strategy.

Marketing Training

Learn how even the mightiest marketing departments have been humbled (and often been the architect of their own destruction).

Our marketing course covers the last 10 years or so of commercial ineptitudes and provides you with a guide to avoid the common mistakes. Our techniques enable marketers to focus on quality marketing activities with a built in safety mechanism!

We take delegates through the recent history of commercial gaffes, unplanned publicity and foot in mouth activities of senior management – and in doing so will learn 'there but for the grace of god' skills.

Who will benefit: Anyone who wants to see their career continue to blossom and thrive.

Duration: 2 days

By the end of the marketing training course you will be able to...

- spot an inherent danger in most marketing activities
- know how to avoid it
- defuse potentially dangerous incidents
- be confident in your knowledge of past examples.

Managing Meetings

Our meetings course provides the knowledge and skills for you to confidently manage effective meetings.

Meetings are essential in the successful management of business activities, but too often time and effort is wasted at meetings which are not well prepared, have no clear purpose and where attendees fail to participate in making decisions.

Within any large organisation, hundreds of meetings take place every day and are often viewed by staff as a waste of time. But even the smallest organisation would soon grind to a halt if meetings did not happen.

When chairing meetings you must:

- ensure that everyone gets a hearing and stop those who dominate
- keep the meeting on course
- manage the meeting to ensure it achieves its aims
- at the end of a meeting ensure that everyone has a clear overview of what took place or what action is required.

This meetings course will equip you with the techniques they might use to plan and control a productive meeting, appreciated by your staff.

“The length of a meeting rises with the square of the number of people present.”

Shanahans's Law:

Who will benefit: Anyone who chairs meetings and wants to make them structured and meaningful.

Duration: Half or one-day depending on your needs

By the end of the managing meetings course delegates will be able to...

- make meetings shorter and more productive
- have clear guidelines for the preparation and structure
- decide the purpose and draw up an agenda
- apply skills in chairing and leading meetings
- ensure effective participation
- maintain control
- handle difficult people or situations
- take decisions which are appreciated by participants.

“Very engaging facilitator and course content. I can make use of all the content in my work.”

C. Reeve-Johnson - ACT

“Clear and helpful tuition. A well run course and flexible enough to steer the content towards our business.”

M. Bowman - Gardline Marine Sciences

Mentoring

“The most powerful stimulus for changing minds is not a chemical or a baseball bat, it is a word.”
George A Miller

Every organisation needs some form of career development programme to produce a succession of motivated, upward moving employees.

Mentoring is the process of preparing staff for future change. It is often referred to as a journey of prompted discovery. An effective mentor will be looking at longer term career development and helping to improve leadership development and the retention of key people.

This course enables delegates to develop the skills of a mentor so they can bring the best out of their staff. Each delegate is given a handbook of key points from the course and advice from experienced mentors. They will have everything needed to prepare for their meetings with the mentee.

- Potential Benefits of Mentoring
- Mentor Qualifications
- The Role of a Mentor
- Mentoring Skills
- Avoiding the Pitfalls
- Mentor versus Manager
- Mentor versus Coach
- The Role of the Mentee
- Mentee Qualifications
- Mentoring Outcomes
- Phases of Mentoring Relationships
- Meeting Suggestions
- The First Meeting
- Between First and Second Meetings
- The Second Meeting
- The Experiential Learning Cycle
- Model Discussions
- Frequent Questions asked by Mentors
- Duration of Mentoring
- More than one mentee at a time
- End of the relationship
- Using The GROW Model
- Outcome Orientation
- Creating SMART Action Plans
- The skills of giving Feedback
- Avoiding Problems

Who will benefit: Middle to Senior Managers.

Duration: 1 day

By the end of the course delegates will be able to...

- appreciate the benefits of mentoring
- understand the role and practice the skills of an effective mentor
- demonstrate the difference between a coach and a mentor
- build rapport and create a development environment
- define preferred learning styles - understand how people learn
- assess individual needs and give appropriate feedback
- handle resistance to constructive criticism
- use effective probing and questioning and practice reflective listening
- get the trainee to review themselves objectively set effective action plans.

“An enjoyable course with good content - I now have a good understanding of the role of a mentor. The tutor was very relaxed and informative.” B. Riley - PPG Industries

“The course was most enjoyable. The tutor was flexible and simply explained utilizing good participant co-operation” G. Wallbridge - Armstrong Learning

Negotiation Skills

“In business you don’t get what you deserve, you get what you negotiate.”

We use negotiation in all walks of life, from discussions with teenagers about borrowing the car, to bartering for souvenirs on holidays abroad. In business, whether buying or selling ideas or goods, or persuading the other party to do what you want, is a skill.

Good negotiation involves understanding yourself and how you respond in different circumstances, as well as being able to assess the other party, how they might respond, what will motivate them.

The key to successful negotiation is clarity. Clarity of thinking combined with a clear understanding of yourself and how you react when under pressure.

You also need clear objectives, clear guidelines on what you will or will not accept, and the ability to think clearly and carefully when faced with the unexpected.

A typical day’s course will be a combination of interactive discussion, some tutor input, and practical exercises to illustrate the importance of the different skills.

Who will benefit: All staff who want to develop the basic skills of negotiation.

Duration: 1 day

The course will be designed to suit your requirements and can cover topics such as:

1. Preparation

- What do we want?
- What do they want?
- What wants could we trade?
- What wants will we trade?

2. Opening

- Know how much to say
- Find out more about them – active listening
- Be sensitive to the smallest response
- Use different approaches for different people.

3. Engage their interest

- Go in at the right level
- Listen to their response
- Keep emotions under control
- Identify barriers
- Working with objections.

4. Motivation

- Make it easy for them to say yes
- Offer alternatives
- Go for a win-win result
- Communicate clearly with sensitivity and tact
- Clarify the agreement and get a commitment.

“Clear and helpful tuition. A well run course and flexible enough to steer the content towards our business.”

M. Bowman - Gardline Marine Sciences

Neuro Linguistic Programming™

“NLP is an attitude and a methodology which leaves behind a trail of techniques”

Richard Bandler

The Japanese modelled their management and production on the best in the world. In the same way Neuro Linguistic Programming™ (NLP) is the study of excellence and in particular the study of what really works in thinking, language and behaviour.

‘Neuro’ refers to the neurological processes of seeing, hearing, feeling, smell and taste, which form the basic building blocks of our experience.

‘Linguistic’ refers to the way we use language to represent our experience and communicate with others.

‘Programming’ refers to the strategies we use to organise these inner processes to produce results. By understanding and managing these strategies we can influence the reactions we get from people and build relationships as we would like them.

From studies of the conscious and unconscious processes of exceptional people it has been possible to discover how they do it. Some of the first people to be studied using these approaches were masters of change and communication. What did they do that enabled them to get on with people so easily, whilst others tried as hard as they could, but could not build up such a rapport?

The result of these studies provided us with many powerful and elegant techniques that will enable you to discover how to get on with the people that matter to you. This is essential for negotiating and sales but also important in your everyday life.

Deciding to invest in quality NLP skills training is an important decision that is likely to change your life and that of those around you. NLP is different. It is exciting, enjoyable and it works. It offers specific and practical ways of making desired changes in your own and others’ behaviour.

If you are involved with communication and change in any way, then NLP offers something uniquely valuable to you.

Who will benefit: Anyone who needs to get the most from people.

Duration: 1 day

By the end of the course delegates will be able to...

- appreciate the benefits of NLP
- use NLP to enhance your performance
- make best use of body language, listening and oral communication
- use NLP in negotiations and sales
- make use of NLP for personal development
- use NLP for higher level of communication
- gain rapport, pacing and leading
- improve positive thinking
- make better use of the unconscious mind
- connect your present state with the desired state
- create change in yourself and others.

“The course was very good all round, an eye opener to life.” J. Clark - Magnox Electric plc

Presentation Skills

Our presentation skills training course will make your presentations, interesting, engaging, persuasive, structured and concise. Most importantly though, they will help you feel more comfortable and confident in front of a room.

One of the most important skill sets that a person must develop to be successful in today's competitive business environment is Presentation Skills.

Does the thought of having to speak in front of a group make you cringe?

Have you been giving presentations for years, but still don't feel entirely confident in your presenting skills?

How do you hold up when the spotlight is on you?

Can you think fast on your feet and respond to tough questions?

Do listeners respect you?

Our presentation skills training course will:

- boost your confidence and poise
- control your nervousness
- get people to listen and take notice of what you say.
- help you feel more relaxed and prepared for your next presentation.

It will teach you a structured approach to the preparation and delivery of all types of business presentations and public speaking engagements.

You will learn how to start strongly, finish memorably and stay in control whilst interacting positively with your audience.

We focus on developing skills in an encouraging, positive and patient environment.

"It is the province of knowledge to speak, and it is the privilege of wisdom to listen."

Dr. Oliver Wendell Holmes (1809-1894)

Who will benefit: Separate courses are available for directors, chief executives, managers and others involved in making management presentations or delivering a speech.

Duration: 1 day

By the end of the course delegates will be able to...

- present your case clearly and with enthusiasm
- handle questions
- plan and prepare your presentation
- develop skills of speaking in a variety of situations, according to your needs
- discreetly use notes and memory aids
- use impactful visual aids
- conquer nerves
- maintain the interest of your audience
- communicate effectively
- present your case clearly and with enthusiasm
- handle questions with ease
- feel more confident in front of a room.

"Some courses can become tedious, but this was interesting and educational. Most rewarding and will be beneficial to me for my contract. Very interesting facilitation with great communication skills."

G. Holness - SITA

Problem Solving with Creative Thinking

Problems don't go away; rather they have a habit of growing unless dealt with effectively by a good manager or team member. There is always another way to do it, it might be cheaper, quicker or sell more. Creative thinking is a great asset.

Imagine increasing productivity, reducing waste and improving customer satisfaction by developing a process for effectively solving problems.

Creative thinking is not something you are born with; it is a skill that can be improved with practice. The brain can be likened to a well-designed car; it needs an efficient driver to exploit its full potential. Let us take you on a driving course with a difference!

Our problem solving training introduces effective approaches to problem solving and decision making that have proven to be successful in producing improvements in efficiency, performance, and productivity.

Who will benefit: All managers directly or indirectly responsible for making decisions.

Duration: 1 day

- develop creativity in yourself and your team
- show increased ability to implement new ideas
- combine creativity with proven problem solving skills
- brain storm ideas and produce mind drawings
- apply lateral thinking
- increase your confidence in implementing new ideas
- follow the stages of decision making and problem solving
- identify and evaluate available options.

Project Planning

"Failing to plan is planning to fail." Anon.

Are you or your staff part of a project team and have some responsibility for producing plans and controlling projects?

Would you or your team members benefit from learning how to initiate, plan and control a project?

If so, our course will show you how to define and deliver on key success criteria. The programme will cover the techniques necessary for a successful outcome, by giving due consideration to the business and people involved in the project.

Who will benefit: Anyone responsible for completing projects on time and within budget.

Duration: 1 day or 2 days (depending on your needs)

By the end of the course delegates will be able to...

- understanding the importance and fundamental uses of a project plan
- establish the project definition, objectives and specifications
- apply a structure for projects and the essential steps to successful planning
- carry out risk analysis
- develop meaningful estimates
- monitor and control the project
- use proven tools and techniques to ensure your project meets the objectives on time and within the budget.

Project Management

Our project management course will give you the knowledge, skills and confidence to manage projects successfully.

If you are a manager or project leader who is accountable for the management of projects, we can help you to control and co-ordinate activities, and complete the project on time and within budget.

Project management, like management theory itself, developed through an engineering background with an emphasis on efficiency through control. Though control remains important in all forms of management, it has been recognised that managers, team leaders, and supervisors achieve effective results through the co-ordination of results achieved by other people. Project planning allows you to achieve both co-ordination and control through the efficient planning, effective implementation, and successful completion of a wide range of projects.

Most people are involved with a project and often business relies on the individual's ability to manage different projects, often simultaneously. Unfortunately few people have been trained in project management techniques and many projects fail to reach a satisfactory conclusion, many are late and over budget.

An effective project leader succeeds by developing the team and applying various tools and disciplines that suit the team and the project.

This course is designed to equip participants with the knowledge, skills and confidence to enable them to manage projects successfully. The training will cover both the techniques (planning, handling risk) and the personal skills (influence, communication) necessary for a successful outcome.

Who will benefit: Managers and project leaders who are accountable for the successful management and completion of projects on time and within budget.

Duration: 1 day or 2 days (depending on your needs)

By the end of the course delegates will be able to...

- establish the project definition, objectives and specifications
- see the importance of a structure for projects and the essential steps to successful planning
- use critical path analysis and other techniques to ensure your project meets the objectives on time and within the budget
- appreciate how computers can be a useful aid
- work with the essential dimensions of leading a project team
- understand the project leader's role in the organisation
- appreciate the roles of all those involved in the project
- clearly communicate in different situations, in order to negotiate, motivate and inspire their team understand customer need
- understand the roles in a team and obtain commitment from members
- monitor and control the project
- manage changing requirements
- effectively present the project in written form and verbally.

"The course was easily understandable and professionally laid out. I can make use of all the learning in my work. Doing the exercise helped to implement the procedures learnt."

D. Jackson – SBJ

"Excellent two days. Very stimulating and thought provoking."

D. Barker - Suffolk County Council

Report Writing

This report writing course is designed to assist managers and professional staff within an organisation to produce reports that are clear, concise and effective by adopting a systematic approach.

You may have an excellent idea or proposal, but unless you can effectively communicate it in a report, you could fail to capture the interest and enthusiasm of the reader. We will show you how to write effectively and persuasively by using the correct language and structure.

Delegates are issued with a workbook covering all aspects of the course. It is full of ideas, tips and practical examples on how to write a report.

Through a combination of theory and exercises, participants will develop their writing skills to enable appropriate structure and present material that is easy to read and understand.

Who will benefit: Anyone who has to produce reports to help others make decisions.

Duration: 1 day.

Content:

Advantages and Disadvantages of writing in business

- Is it to get a message across clearly and provide a permanent record?
- Can you be certain the reader has understood it?

The Purpose and Style of Management Reports

- Regular reports and project reports
- Interim and final reports
- Internal and external reports.

Writing the Business Report

- Planning and preparation
- Structure and sequence
- The language and writing style
- Grammar
- Punctuation
- Bullet points and lists
- Checking and revising
- Use of appendices.

Presentation of the Report

- Layout Use of tables and figures
- Appendices
- Achieving impact on a limited budget
- Distribution.

“An enjoyable day with good instruction and constructive criticism. Now I know what a report should consist of and how to get the point across without waffling.”

S. Robinson - Ipswich Town Football Club

“An excellent tutor and a very enjoyable course. The use of tautology and active rather than passive words was most useful. I will also make better use of sentence structure in my reports.”

R. Adams - British Nuclear Group

Sales Management

Our sales manager training course addresses the following skills in managing a sales team:

- What makes a good sales manager?
- How do I improve my people skills without compromising my sales skills?
- How do I sell more through my team without getting overly involved in the detail?

Typically, when a salesperson is given management responsibilities for the first time, they carry on selling and the team performance suffers as a result. The limitation is caused by a shortage of training in how to handle a sales team. They fail to stand back and take the 'big picture' view. They don't set winning strategies and are disorganised in their handling of targets, sales areas and operations – these can lead to huge losses in the team's sales performance.

Our sales management training course covers the methods and techniques needed to manage a sales team – for first time managers or as a refresher for existing managers.

Delegates will learn that managing a successful sales team requires more skills than being a stand-alone successful salesperson.

Our techniques enable sales managers to review their own performance, to peer review performance across the group and to be reviewed by an experienced professional tutor, covering:

- How am I seen as a manager? A personal 'holding up of mirrors'
- What are the keys to a successful sales team operation?
- What techniques am I missing in my management 'tool kit'
- What steps do I need to take to boost my team's performance.

Delegates will develop insights into their own strengths and areas for development and coached to develop strategies to manage both.

Who will benefit: Any sales manager (team leader, area manager, market sector manager etc.)

Duration: 2 days

By the end of the Sales Management course you will be able to...

- identify your own management style
- identify your strengths and weaknesses
- plan to improve your management style and techniques
- work on your sales planning and strategy skills
- enable your team to sell more!

Sales Presentation

Our sales presentation training course addresses your sales presentation abilities and aims to send you back into your selling environment with some new methods of engaging attention and winning contracts

Often, salespeople go out with only the corporate PowerPoint for support and limited on-the-job training. Delivering a winning sales presentation is becoming a critical success factor – clients expect a slick presentation (your competitors deliver it, why don't you?) and they can be blinded to the technical excellence of your offer by poor presentations.

Our sales presentation training introduces some powerful new techniques for giving your presentations some extra 'zing'. Delegates will learn how to capture an audience, hold its attention and engage at a personal level.

Our techniques enable salespeople to deliver memorable and highly differentiated presentations – with or without PowerPoint to:

- create a powerful story
- communicating with an audience
- be the one presentation that day which they remember
- make a lasting impact through your presentation skills.

Delegates will develop insights into their own strengths and areas for development and coached to develop strategies to sell with confidence.

Who will benefit: Any sales staff, from junior to senior (including Director level).

Duration: 1 day

By the end of the course delegates will be able to...

- present powerful ideas
- capture an audiences attention and hold it
- stand out from the crowd
- be memorable and have impact
- sell more!

“All the sales techniques can be directly applied to the job and the presentation skills also enhance confidence, promote logical and creative thinking.”

F. Halston - John Catt Educational Ltd

Sales Training

Our sales training UK course addresses the individual's skills in selling - What makes a good salesperson? How do I improve my sales skills? How do I sell more?

Often, the limitation on our ability to sell is within ourselves; we fail to capitalise on opportunities, we don't follow up leads, we are disorganised in our processes - these can lead to huge losses in sales performance.

Our sales training course covers the methods and techniques needed to deliver improved sales performance. Delegates will learn that most selling is about building quality personal relationships, about rapport, about opportunity and about organisation.

Our techniques enable salespeople to review their own performance, to peer review performance across the group and to be reviewed by an experienced professional tutor, covering;

- How do I come across? A personal holding up of mirrors
- How do I create rapport, confidence, trust?
- What techniques am I missing in my sales tool kit?
- What steps do I need to take to boost my performance?

Delegates will develop insights into their own strengths and weaknesses and be coached to develop best sales skills and practices.

Who will benefit: Any sales manager (team leader, area manager, market sector manager etc.)

Duration: 2 days

By the end of the Sales Training course you will be able to...

- identify your own sales style
- identify your strengths and weaknesses
- plan to improve your sales style and techniques
- work on your personal presentation
- sell more!

Telephone Sales

Our phone selling training course addresses the individual's skills in commercial use of the telephone - both inbound and outbound calls.

The course addresses the basic concepts of phone selling, call management and planning and the personal styles of communication needed to use it effectively.

Our course on phone sales training covers the methods and techniques needed to deliver improved sales performance, especially for companies who need to take orders by telephone or to make outbound calls to prospective clients. Delegates will learn to use the telephone more naturally, with confidence and with a clear purpose in mind.

Delegates will develop insights into their strengths and areas for development. They will be coached to develop strategies to manage both.

Who will benefit: Any member of staff who is responsible for handling company telephone enquiries or orders, or for a company's telesales of products or services.

Duration: 1 day

By the end of the course delegates will be able to...

- use the phone effectively for both inbound and outbound calls
- feel confident in planning and managing calls
- develop a rapport with a customer
- assess the customer's needs relative to the companies services or products
- make an offer and deal with any negative responses
- identify areas for further skills training.

"An excellent course, a lot to learn in just two days, but I gained many new ideas from the course content. I will make particular use of presenting myself and the product on the telephone and face-to-face."

M. Ridley - John Catt Educational Ltd

"I just wanted to provide feedback from those who attended the Telephone Techniques course with Mike Sullivan at DPAS yesterday."

'Extremely relevant, will be taking a lot back to my role'

'The most useful part of the course for me was the role play'

'Excellent rounded + entertaining, Mike was very good, kept it light & informative'

'Excellent very interactive, time whizzed by'

'I think my telephone tone will improve, and I now feel confident taking a sales enquiry if needed to'

'I will now consider impact of my tone and verbal expressions'

Overall everyone was extremely positive, and walked away more confident in taking a sales enquiry including techniques to listen carefully and to use open questions. I think before the training some were a little worried to how relevant the training would be to them, however they all advised that many aspects were very relevant to there everyday role, even if they do not respond to many direct sales enquires."

L. Colebourn - DPAS

Social Media Strategy

Learn about how to make the most of Social Media – what is available and how your Business can benefit.

Love it or loathe it social media is here to stay and can be a powerful marketing tool when used correctly.

Some of the biggest questions faced by businesses when considering the use of social media is the time it might take, which platforms should they be using and what should they be posting about.

This course helps clarify the importance of establishing a social media strategy detailing the desired goals and objectives and how to achieve them, and includes some practical “how to” training on Facebook, Twitter and LinkedIn.

By attending this training course you will gain confidence in and understand how to use social media most effectively to achieve the desired results for your business.

Who will benefit?

- Your staff will have up to date knowledge in this fast changing medium, allowing greater efficiency and increased confidence
- Your customers will benefit from having access to your Business communications in a timely and efficient manner
- Your Business will benefit from providing clear and relevant communications to your customers.

Duration: 1 day

By the end of the course delegates will be able to...

- differentiate between the different types of social media available
- be able to recognise the appropriate type of social media to communicate different types of business messages
- be able to compose appropriate communications appropriate to each type of social media
- be able to build and implement a Social Media strategy on behalf of your business
- have the confidence to maximise the potential of Social Media.

Stress

“It doesn’t matter how far you have gone on the wrong road, you can always turn back.”
Anon.

Our Stress Course will give you a better understanding of stress and develop skills to recognise and effectively deal with stress.

Delegates on our stress management course say they wish they had attended earlier in their career. It provides a better understanding of stress and counselling, enabling participants to develop skills to recognise and effectively deal with stress.

Many people like to think they do not “suffer” from stress. For them to admit to it is like saying “I cannot cope,” and this gives impressions of weakness and failure. Others may think of stress as just the modern excuse for getting off work. We may try to convince ourselves and those around us, that things are fine; when in fact they are not.

The fact is, that at some stage during our lives, we experience varying levels of stress – and most people experience a high-level at some time. If you are responsible for staff, you will need to be aware that they may be facing many new experiences and challenges.

On average 13.4 million working days are lost through stress each year costing UK business £3.8 billion. In addition, more employers are spending time and money defending stress related claims through the courts.

A tribunal awarded £170,000 compensation to a person who was dismissed because of work related stress. Whatever the true costs of stress, they are too high!

Stress itself is not necessarily a problem, it is normal and even useful! When adrenaline is pumping around your body and “all systems are go” you often feel as if you can take on the world. It can help you to reach a peak in performance. As a manager, this is clearly important – they need to be peaking in performance at various times, often for extended periods.

Who will benefit: All staff, although managers could attend separately.

Duration: 1 day

By the end of the course delegates will be able to...

- recognise the signs of stress?
- understand the causes of stress
- be aware of what stress does to people
- identify the key sources of stress and the effects of stress in the workplace
- find ways of handling your stress and help others to handle theirs
- make changes to your behaviour and practices at work and home
- take coping strategies back to the workplace.

“The course was excellently presented and interest was held for entire course for all participants.”
S. Smith - Suffolk Coastal District Council

Supervisory Skills

“The difference between ideas and results is a good leader.” Anon.

A supervisor or team leader provides the link between management and the workforce. Sometimes this means that they feel they are being pulled in all sorts of different directions.

Our supervisory management skill course covers all the important areas a supervisor has to cope with. Through exercises, case studies, practical examples and clear guidelines we will develop the necessary skills and knowledge to achieve results through the effective supervision of staff.

Objectives of the Programme

1. To provide supervisors with the necessary knowledge, skills and behaviours to increase their effectiveness in their current roles.
2. To equip supervisors with the managerial skills necessary for them to adapt to changing demands in the future.
3. To improve succession planning by providing a structured development program which will enable supervisors to fulfil their potential within the company.

Who will benefit: First line managers, supervisors or team leaders.

Duration: 1 to 5 days depending on delegates needs.

By the end of the course delegates will be able to...

- understand the role of a supervisor
- set meaningful action plans
- use assertive skills
- undertake appraisals and counselling
- communicate effectively
- deal with difficult people
- display leadership skills
- delegate effectively
- show improved time management
- motivate a team to maximum potential
- use problem solving techniques
- help team members reach their full potential
- use problem solving techniques
- help team members reach their full potential
- return to work with increased confidence and clarity.

“A nice mix of written information and practical sessions. Very good course. I felt confident in taking part in practical activities and didn't feel afraid to say my views. Enjoyed myself. Mick is a very good facilitator.”

K. O'Loughlen - Wandsworth Campus

“A very good course, I need more courses like this. I gained lots of information by interesting teaching methods.”

G. Sivalingam - French Croissant Company

“A lot of information was provided which is very useful and enjoyable. An excellent tutor who met all the group needs.”

M. Dangarembizi - HORIBA

Telephone Techniques

"You never get a second chance to make a first impression." Anon.

The telephone is an important tool that provides the means by which business is delivered to your door. However the telephone enquiry is an opportunity, not a guarantee of business.

It is amazing how quickly we form an impression about a person or company when our telephone call is answered.

Customers who are treated well will call again and bring you more business and most calls could be handled better if staff are taught to see things from the customer's perspective.

This course will enable staff to develop techniques to ensure they make the most of each opportunity available from every enquiry.

It is relatively easy to bring about substantial improvements by using the techniques taught on this course.

Delegates find the workbook they complete on the course an invaluable tool. It is also an excellent reference to use in the workplace.

Who will benefit: All telephone users who could affect the reputation of your organisation.

Duration: 1 day

By the end of the course delegates will be able to...

- project a professional image
- build rapport
- understand the needs of customers
- use the principles of good telephone technique
- make appropriate handovers and re-route calls
- use questions and summarising skills without antagonising the caller
- show effective listening skills
- take and relay accurate messages
- create the right impression
- control the call
- use recovery strategies and how to turn a complaint into a happy customer
- gain confidence in dealing with a wide variety of telephone calls
- show personal commitment to quality and service.

"I learnt a lot about responding to different callers. The seminar kept me interested all the time with PowerPoint presentations and discussions. The workbook covered everything I wanted to know."

P. Hetherington - David Smith St Ives Ltd.

"The course was educational and fun at the same time. Everything was very clear with good explanations."

G. Nantais - Nash Matthews.

"I enjoyed the course. The tutor was very nice and made everything interesting. I will definitely be more assertive when transferring calls through to people who don't want to take them. I will also not let my mood transmit to the person calling - if I am having a bad day."

C. Creighton - Northern Ireland Office.

Time Management

"Time is the most valuable thing a person can spend." Diogenes Laertius

Learn time management skills and abilities required to prevent time's ability to slip away!

Time is measured in hours and minutes, but not all hours and minutes are the same length. The number of expressions in daily use that describe time's ability to pass quickly, slowly, or stand still, testifies well to how capricious it can be. The phenomenon is immutable; those who ignore it invariably come off worst; the only option is to understand it better.

Our time management training is designed to introduce staff to the skills and abilities required to manage their time better and help prevent time's extraordinary ability to slip away.

The approach will involve presentations and discussion to introduce the concepts of time management and practical exercises and syndicate work to develop personal skills.

For example we use a training activity called 'In-Tray' which consists of many documents (emails, memos, notes and letters) and their task is to:

- prioritise the items and decide which communications need an instant response
- decide which items can be delegated
- identify underlying problems within the business as revealed by the communications and decide what should be done.

An enjoyable activity, which creates learning on many key areas on effective time management.

"If you haven't got the time to get it right the first time, how will you have the time to do it again?"

Who will benefit: Anyone needing to balance their workloads and gain more control of time.

Duration: 1 day

By the end of the course delegates will be able to...

Identify Time Stealers

If you have to deal with any of the following you could have your time stolen from you:

Paperwork	Meetings	Delegation	Perfectionism
Procrastination	Reading	Telephone	Visitors

Preventing crime is better than a cure, but how? These and other areas are covered.

Prioritise

Unlike money, time cannot be borrowed to tide you over a bad patch. We need to prioritise our work to prevent the routine becoming a priority. An understanding of the Pareto Principle will help.

Plan

Identify long-term and short-term goals and implement plans.

"It is not possible to hold the day. It is possible to lose it." From the face of a sundial 1695

"Very engaging - kept my interest throughout"

P. Gore - Suffolk Coastal Council

Train the Trainer

“Give me a fish and I will eat today. Teach me to fish and I will eat forever.” Anon.

Our Train the Trainer course is practical and enjoyable and will help you feel more comfortable and confident when running a course or coaching.

Whether your training is about helping people develop new skills, or acquire new knowledge or aimed at challenging their thinking, our course will help make your training, interesting, engaging, persuasive, structured and concise.

Whether you are new to training or an experienced trainer, you will soon benefit from the knowledge and skills we provide. These will enable you to make a difference to the people you train and the way in which you deliver your learning programs.

Understanding how people learn and adapting your training to suit different learning processes is a key part of our creative approach to the delivery of the course. Gaining the knowledge and ‘learning by doing’ will soon help you to become a successful trainer.

You will learn quickly and enjoy the support from our experienced trainers who consistently deliver high standards and excellent feedback.

The training provides opportunities to practice planning, delivering and refining your own training session on a subject of your choice.

We will tailor your training to your needs, or to your organisations requirements, taking you from first principles to the level you want to achieve.

Who will benefit: Anyone involved or likely to be involved in training

Duration: 1 or 2 days

By the end of the course delegates will be able to...

- design training to suit different learning styles
- train people in the way they learn best
- recognise and overcome barriers to learning
- motivate and energise learners
- demonstrate the dynamics of group learning
- use techniques to build rapport within the group quickly and effectively
- develop reflective practice
- identify training aims and objectives
- practice facilitation skills
- make best use of body language, listening and oral communication
- use training activities and alternatives to lecture
- set meaningful action plans.

“I can use all aspects of the course in my work. The skills learnt in presenting will help improve me as a trainer and in the way I present myself to a class.” V. Day - HATS Group

Wellbeing at Work

Wellbeing in the Workplace is often addressed as a result of a negative financial impact on your business. This might be due to work related stress, a fall in the level of motivation or a drop in productivity.

Of course, this is a great opportunity to address wellbeing issues within your business but why wait until you have paid the price for a problem that is easily dealt with?

Why wait when the benefits that enhanced wellbeing provides to businesses are so valuable, not only for the health of your staff, but also for the productivity and development of your organisation and, of course, for your bottom line?

Our Wellbeing in the Workplace course is unique. It combines techniques that have been developed from trusted movement based practices of the Far East with current scientific understanding that builds trust and understanding.

The techniques we use are simple, easily integrated and support on-going change and development.

The objectives of the training is to:

- explore our comfort zone and understand how it affects our judgements and patterns of behaviour
- increase awareness of how our actions and the actions of those we work with can inadvertently limit communication, creativity and innovation
- develop and build trust in simple habits that transform our responses and enhance our own potential and the potential of those we work with.

This one day, experiential workshop offers groups of 10 to 15 delegates the opportunity to explore skills that can be nurtured and developed in order to make a positive difference for themselves and those that they work with.

Who will benefit?

- Employees - helping them recognise and manage their own stresses so they are more effective both in their working life and their personal life
- Employers - less working days lost through stress related conditions of their workforce plus greater efficiency of their staff
- Customers - dealing with staff who are more focused, controlled and efficient when compared to somebody suffering from stress.

Duration: 1 day

By the end of the course delegates will be able to...

- understand both the positive and negative potential of stress.
- build trusted habits that help diminish our own self-limiting responses.
- develop methods to enhance communication within our work environments.
- explore techniques to release greater potential in others and ourselves.

Our Consultants

Mick Miles N.Dip.M PGCE FBAPT MCIM

Mick has over thirty years experience in various training and management roles.

Numerous training courses, studies and practical experience have enabled him to qualify as a tutor and facilitator in personal development and management issues.

He is a Member of the Chartered Institute of Management, a Home Office Trainer of Trainers and a City and Guilds NVQ Assessor. He also holds a Management Diploma and a Postgraduate Certificate of Education by the University of East Anglia.



Training with Dr. Richard Bandler and Dr. John Grinder (the creators of Neuro Linguistic Programming (NLP)), Michael Breen (a leading expert and master trainer in NLP) and Paul McKenna (the world's best known hypnotist), has qualified Mick as a practitioner of NLP. Delegates on all the courses that Mick delivers appreciate the benefits of this. He also gives one-to-one help for personal development or overcoming phobias.

Mick is one of the few tutors to have studied communication skills combined with the behaviour of people, and put these skills into practice by interviewing violent offenders (including rapists and murderers). Witnesses and victims of such offenders require delicate handling and Mick works with police officers and prison staff in defence tactics, and interpersonal skills. He is an acknowledged expert in dealing with people from all walks of life and undertakes work as an adviser to the Treasury Solicitor on training.

Extensive training in team building enabled him to confidently lead teams in demanding situations in this country and abroad. Licensed by Belbin Associates to use Interplace 5.2 for Windows, he is able to provide team role profiles and job suitability details.

As a senior manager he has considerable experience in both project and people management. He was also responsible for recruiting and developing staff at the Suffolk police headquarters.

Working in organisations that were functioning within limited budgets and decreasing staffing levels, Mick identified the need to do things differently. He developed his NLP skills by studying creative and lateral thinking and applied these skills to efficiently deliver an improved service. These creative and lateral thinking skills now form an integral part of his courses.

Since 1996 Mick has been the director of team building and management training with Elite Training. The company is built around the philosophy of developing:

- "outside the box" approaches to organisational issues; and
- innovative training processes.

His experience and creative thinking skills have enabled him to design and deliver numerous core skills and management courses for large organisations.

You may have heard Mick on the radio or read about him in the press. He is often asked to give his opinion on the topics he teaches.

Our Consultants

Karen Sticher MBA BSc Chartered MCIP

Karen is our Business Development Consultant and Trainer. A Business Management Executive joining us with fifteen years Change and Project Management experience, following Management Consulting and a MBA scholarship.

She's passionate about bringing people together to achieve new possibilities, and interjects her business experience with high energy and determination, engaging and empowering Elite Training delegates.

Her experience is cross-industry, including central and local government, finance, travel, entertainment and retail sectors. Karen has worked her way up large international corporations and thrived in both established SMEs and entrepreneurial environments. She has successfully:

- Created high performing teams and built strong partnerships
- Used her strong leadership skills to engage and develop multi-functional international teams
- Delivered large scale cost reduction programmes, regulatory requirements and system implementations across the whole project lifecycle
- Directed finances, people and logistics on senior management teams, in COO, CFO and CTO roles
- Ensured companies and departments ran effectively and efficiently, from developing strategies to business transformation
- Alongside Elite she's a Board Director of a Start-up FinTech Company, provides ad-hoc consulting services and volunteers in local organisations

Her business management training specialties include: Business writing, change management, communication skills, customer services, diversity and inclusion, interpersonal skills, leading and managing people, letter writing, mentoring, performance management, presenting skills, project management and report writing.

She believes continuous learning and improvement is key to success and has supported this with formal qualifications:

- Master of Business Administration (MBA), Cranfield School of Management
- Mathematics, Operational Research, Statistics and Economics, University of Warwick
- Project Management: PRINCE2 Practitioner & APMP
- Personnel Development: Chartered MCIPD, BPS Level A, NLP Practitioner
- Marketing: CIM Postgraduate Diploma.

She is a recognised senior management mentor and ambassador of diversity and inclusive leadership



Our Consultants

Graeme Jones Dip PFS

Graeme joined our team after enjoying a very successful 30-year career in Banking and Financial Services, predominantly dealing with the SME market.

He accumulated his knowledge of sales and customer service skills through dealing directly with the SME market. He provided financial services both to protect and enhance their wealth before moving into senior management where he developed his coaching skills by managing staff.

Graeme worked as both an Area then Regional Manager both in England and Wales, where he enjoyed the responsibility of delivering stretching sales and customer service targets and managing his staff.

His responsibilities included: recruitment, people development, coaching and performance management. He achieved consistent success, including being the top performing Regional Manager.

Graeme is sharing his sales knowledge and experience by helping marketing teams and sales personnel, understand the dynamics of their relationship with clients at both the strategic level and the interpersonal levels.

Graeme has worked with many top companies including The Royal Bank of Scotland, The Lloyds Banking Group, Santander and Ricoh.



Graeme runs courses on topics including:

- Anger Management
- Change Management
- Coaching
- Communication Skills
- Customer Service
- Dealing with difficult People
- Interpersonal Skills
- Letter Writing
- Presentation skills
- Marketing for Non-Marketers
- Marketing Strategy
- Mentoring
- Phone Sales
- Report Writing
- Sales Management
- Sales Presentation
- Sales Training
- Telephone Techniques

Our Consultants

Maria Banks CPCC FRSA

An experienced HRD Professional, Trainer, Coach and Mentor. Maria specialises in the human aspect of company transformation, communication and coaching. She also has the expertise to align company values to the brand and competencies of an organisation and its people.

For over twelve years she gained extensive experience in strategic business planning, European business development, organisational change and culture improvement in the Energy Trading Sector.

Charged with setting up six new European offices in the space of one year, she developed and rolled out a team development programme at the Geneva Headquarters. This successfully cascaded the vision and values of the company to a host of culturally diverse areas of the business.



Maria helps clients move forward and achieve increased results by seeking clarity, focus and action to business planning and professional growth. She coaches managers to develop and improve their management competencies; helping them in their role as a leader and enabling them to navigate their way through transformation successfully.

Her experience is diverse, having worked with individuals and teams from, Carillion, Costain, Ericsson, E.On (Powergen), Fitch Ratings Italia, McCain Foods GB, Mysis Banking New York, Microsoft, Astra-Zeneca, Edlong Flavours Europe, Royal Caribbean International Italia, Royal Society of Arts (RSA) and ITV.

CIPD qualified; CTI Certified Professional Coach (CPCC); Graduate of the CTI Leadership Programme and a Fellow of the Royal Society of Arts (FRSA).

Maria is bi-lingual with an excellent understanding of the Italian language and culture that has led to training workshops and 'Business Retreats' in Italy.

Maria's key strengths are in the areas of:

- Performance Management
- Leadership Development
- Manager Development
- Effective Communication
- Linking corporate values to performance and behaviour
- Mentoring and Coaching Skills for Managers
- European Cultural Diversity
- Evaluating and implementation of initiatives designed to improve business processes or remove barriers to effective performance
- Helping implement change strategies by engaging and aligning people to 'competency frameworks'
- Team Building and Away Days
- Negotiation Skills and Techniques
- Time Management/Prioritisation.

Our Consultants

Michael Pepper MSc MA (Law) MA Chartered FCIPD

Michael is highly qualified and experienced in all aspects of Human Resources (HR) with particular emphasis on strategic planning, employment law and change management.

His qualifications include an MSc in Strategic Management from Bristol University and MA in Employment Law from Leicester University. He also has diplomas in Strategic HR from Harvard and Stanford Business Schools.

During 30 years service as a Human Resources professional, he worked in both the public and private sectors at a local and national level; helping professionals develop to their highest potential.

As a Human Resources consultant Michael runs training courses and delivers a consultancy service for all employment issues.

He can advise on strategic issues and prepare a policy for you, or audit an existing policy to ensure that it conforms to current law. You can benefit from his advice and guidance on your current policies and problems.

His roles include:

Strategic HR Advisor to the Home Office; Director of HR for a Police Force and Head of Workforce Strategy for the National Policing Improvement Agency

Director of Human Resources function for major organisations employing many thousands of staff

HR Lead for major organisational change programmes at both national and regional levels.

Michael is involved in all the major service areas including outplacement consulting, executive team building, executive selection and a broad range of other organisational development activities. Because of his experience, executives at the highest levels seek him out to help with their most personal and professional issues.

He is also sought out by executives for his insight on career planning; his expertise in helping executive teams perform more productively and to turn around problem managers.

These are some of the many courses Michael facilitates:

- Appraisal Skills
- Diversity and Equal Opportunities
- Employment Law
- Selecting Staff
- Quality Customer Service
- Change Management
- Career Planning
- Executive Team Building.



Our Consultants

Linda Rumbold

Following a 15-year long career in the insurance industry Linda commenced working for AVON Cosmetics on a self-employed basis providing training and coaching to direct sales staff for a number of years. In 2012 she started specialising in providing Social Media Training for businesses.

Linda has joined our team to support the delivery of our Social Media Strategy courses to help businesses through the minefield of social media and supporting them to find the most effective and appropriate strategies to maximise their potential.

Linda is passionate about her subject and she is on a mission to help businesses use social media more effectively in order to generate leads that can be converted to sales.

Linda runs training courses on:

- Facebook
- Twitter
- LinkedIn
- Facebook Advertising
- Email Marketing

She can either deliver these on a one-to-one or group basis and they are tailor made to meet your specific needs.



John Millar

John has an infectious enthusiasm for developing simple, easily integrated habits into our working lives that enhance our effectiveness, productivity and physical and mental wellbeing.

Drawing on the simple techniques at the heart of the ancient Chinese art of Qigong, and combining this with current scientific thinking and 20 years' experience working as an IT consultant and trainer in the corporate sector, John provides Leadership, Stress Management and Communication Skills training.

Since 2010, John has worked with a diverse range of organisations in order to enhance leadership, develop communication skills and transform the way we approach stress.

John is qualified as a teacher in 4 different systems of Qigong, but his main focus is on a system known as Zhineng Qigong. This focus has resulted in him representing the UK at the International Zhineng Qigong Teachers conference in China in 2013.

These are some of the many courses John facilitates:

- Anger Management
- Assertiveness
- Coaching Skills
- Dealing with Difficult People
- Handling Aggression at work.



Our Consultants

Ann Youngs MA Dip Ed

Ann's early career was in secondary education, from where she moved into a number of senior management posts in an educational publishing company, Nelson UK.

She later developed a role as a Director of the corporate university of The Thomson Corporation with specific responsibility for Europe and Asia.

Ann's experience and expertise include developing leadership competencies and personal effectiveness in individuals as well as working with leaders to help them facilitate change effectively in their organisations. Believing that leaders can only be truly effective when they understand themselves and their impact on others and this philosophy underpins the work she does.



Working with Thomson over many years has afforded her many opportunities to work with a diverse range of cultures, which has added to the breadth and depth her understanding of the attitudes, values and skills required to operate in a global environment.

Her Accreditations include

The Forum Corporation:

- Face to Face Selling Skills
- Strategic Selling Skills
- Sales Leadership
- Practical Leadership
- Organisational Leadership
- PMIS
- Achieving Service Excellence
- Understanding Service Excellence

Global Integration

- Remote and Virtual Teams
- Skills for the Matrix Environment

Corporate Lifecycles Inc.

- Pathway to Prime Facilitator training
- Pathway to Prime Strategy and Structure sessions
- Diagnostic workshop facilitation

Wilson Learning:

- High Performance Team Workshop
- Leading in a High Performance Team Environment

Leadership Research Institute

- Situational Leadership

Franklin Covey:

- What Matters Most

Achieve Global:

- Leadership for Results
- Tools for Performance Leaders

Leadership Research Institute

- Remote and Virtual Teams
- Skills for the Matrix Environment

Career Systems International:

- Career Power
- Career Power for Coaches

Ann facilitates many courses for individual and corporate development and is qualified to use the following tools:

- SDI - Strength Deployment Inventory®
- MBTI - Myers-Briggs Type Indicator ®
- Belbin - Team Role Profiles

*"If you desire a one year return on your investment,
grow corn.
If you desire a lifetime investment,
grow people."*
Carlos Cervantes

Quality In-House Courses for Personal Development



"The course was a lot better than I expected. I would recommend it to others. Really opened my eyes to things I had not even thought about. The trainer was excellent. Very approachable, friendly and knowledgeable on the subject."
J. Dean
Chartered Institute for Public Finance and Accountancy



"Very interactive and so kept my interest throughout. Well organised and delivered courses. Would highly recommend the company."
K. Norton – BAA Airports

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