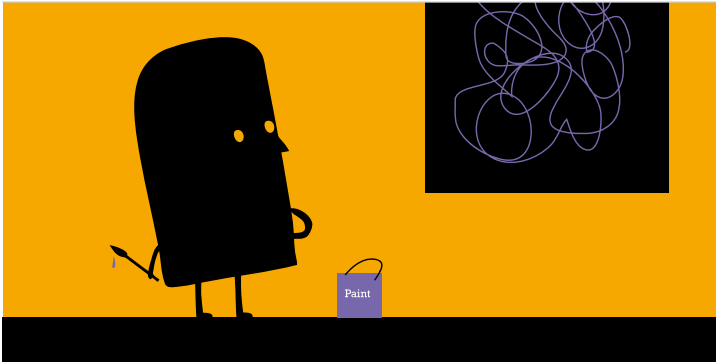




Professional Presentation Skills

An interactive workshop on presenting persuasively and confidently



What's so special about this course:

- Small class sizes
- One-to-one coaching from an expert facilitator
- Recorded practice sessions with a DVD to take away

Who is it for?

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

What is it about?

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

What will I get out of it?

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

The course

Three key factors that can make anyone a successful presenter

Planning and preparation

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

Structuring the talk

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

The delivery

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

MP3 learning bites

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

eLearning

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

98% of people who have attended this course so far in 2011 would recommend it to a colleague

Includes 'Learning on the go' MP3 modules to reinforce your learning after the course

Forms part of the Level 3 Certificate in Sales and Marketing awarded by ISMM (p100)



Duration & cost	2 days, £899 + VAT
Birmingham	Sep: 6-7 Nov: 17-18 Feb: 29-1
Bristol	Nov: 10-11 Mar: 15-16
Edinburgh	Oct: 12-13 Jan: 17-18
Leeds	Sep: 5-6 Nov: 30-1 Mar: 6-7
London	Sep: 5-6, 19-20, 29-30 Oct: 11-12, 24-25 Nov: 3-4, 15-16, 28-29 Dec: 8-9, 20-21 Jan: 9-10, 18-26, 26-27 Feb: 6-7, 14-15, 23-24 Mar: 5-6, 13-14, 19-20
Manchester	Nov: 22-23 Feb: 9-10
Newcastle	Oct: 3-4
Code	PPS

Advanced Professional Presentation Skills

Fine-tune your delivery and adapt your style for maximum impact

Who is it for?

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

What is it about?

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

What will I get out of it?

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

Course overview

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

You may also like:

Advanced negotiation skills for senior managers p48. Mastering the art of public speaking p14. Advanced communication skills p16. Facilitation skills p23.

Mastering the Art of Public Speaking

Engage and captivate any audience

Who is it for?

This one-day, highly motivational and interactive course is for chief executives, directors, senior managers and professionals who find themselves presenting and speaking to any kind of audience. If you need to make an impact, get an important message across or influence people to take action then this course is for you.

What is it about?

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

What will I get out of it?

- Methods to inject colour, drama and impact in all your speeches and presentations
- A full range of voice techniques to improve the audience's perception of you and your content matter
- The confidence of your audience by banishing the common pitfalls that can distract from your message
- The opportunity to practice and develop your delivery style in a safe, supportive environment with expert hints and tips

Course overview

- Develop methods of breathing, which will drive and strengthen your voice
- Use easy to take home breathing exercises to develop and maintain a fully supported voice
- Use the full range of your voice: Tone, inflection, emphasis, rate, pitch and emotion
- Conquer your nerves using simple relaxation techniques for use before a presentation or during a stressful day
- Be clear and succinct: Reduce stammering, rambling and unfocused speech patterns
- Learn to use silence and timing, and articulation practice for clarity
- Short, improved talks: you will learn to edit and refine in a nurtured environment that provides encouraging developmental feedback
- Power rooted in confidence and associated body language: Display self-assurance and techniques to free, tune, and enlarge your voice

You may also like:

Professional presentation skills p13. The art of being brilliant p18. The personal development toolkit p27.

Duration & cost 2 days, £949 + VAT

London **Sep:** 26-27 **Nov:** 7-8 **Dec:** 15-16 **Feb:** 16-17

Code APPSL

Duration & cost 1 day, £499 + VAT

London **Oct:** 6 **Nov:** 25 **Jan:** 25 **Mar:** 15

Code TVA



Early bird discount – book any short course seven weeks in advance and get 30% off!



Effective Communication

Master your message and achieve positive results



What makes this a best-seller:

- One-to-one feedback on your communication style
- MP3 and eLearning modules at no extra cost
- Practical exercises so learning can be put into practise immediately

Who is it for?

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

What is it about?

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

What will I get out of it?

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

The course

The art of communication

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

Communication styles

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

Unspoken communication

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

Presenting a positive image

- Ensuring your message is perceived as intended
- Phrasing your message appropriately

Personal excellence

- Assertiveness
- Persuasion skills

MP3 learning bites

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

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

eLearning

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

Assertiveness and dealing with difficult conversations were identified as the most useful elements of this course by **55%** of delegates

▶ Includes 'Learning on the go' modules



Duration & cost	1 day, £499 + VAT
Birmingham	Nov: 8 Feb: 21
Bristol	Nov: 17 Feb: 8
Edinburgh	Nov: 21 Feb: 24
London	Sep: 9, 23 Oct: 7, 24 Nov: 9, 24 Dec: 12, 22 Jan: 16, 27 Feb: 10, 27 Mar: 9, 26
Manchester	Oct: 31 Jan: 9 Mar: 6
Newcastle	Nov: 9
Code	UCS

Advanced Communication Skills

Fine-tune your communication style for improved business relationships

Meet the trainer: **Terence Mauri**



Terence is part of our training faculty and regularly delivers this course. He is well equipped to offer practical advice on communication, with over 10 years' international management experience working for global leaders in the consultancy and advertising sectors.

Terence has been a guest speaker at a number of national conferences on the topic of the Art and Science of Influence. He has also appeared on TV and radio, and is well placed to offer insights on communicating under pressure. Terence's focus on real-life business scenarios and exercises ensures every delegate leaves with a practical toolkit to dramatically increase their confidence, performance and professional effectiveness.

Who is it for?

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

What is it about?

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

What will I get out of it?

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

Course overview

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

You may also like:

Conflict resolution p40. Advanced negotiation skills for senior managers p48. Emotional intelligence p26.

Duration & cost	2 days, £899 + VAT
Birmingham	Nov: 2-3 Feb: 8-9
London	Oct: 3-4 Nov: 3-4 Dec: 15-16 Feb: 2-3 Mar: 13-14
Code	COM



Early bird discount – book any short course seven weeks in advance and get 30% off!

Neuro-Linguistic Programming

Use heightened awareness techniques to improve your professional and personal effectiveness

Meet the
trainer:

Sara Cooke



Sara is part of our training faculty and regularly delivers this course. With a background in financial services and retail banking, Sara became a professional trainer and executive coach, working with clients in telecommunications, travel & tourism and commercial finance. She now delivers a broad range of management and personal development programmes, including accredited training from the Chartered Management Institute.

Sara incorporates Neuro-Linguistic Programming (NLP) techniques into all her programmes and is a qualified NLP practitioner. Sara's two-day NLP course focuses on the practical application of NLP techniques to encourage self-awareness and excellence in communication, client service and leadership.

Who is it for?

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

What is it about?

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

What will I get out of it?

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




Course overview

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

You may also like:

Emotional intelligence p26.
Advanced communication skills p16.
Creative thinking and problem solving p28.

Duration & cost	2 days, £899 + VAT
London	Oct: 6-7 Nov: 23-24 Jan: 12-13 Feb: 29-1
Code	NLP

 **Early bird discount – book any short course seven weeks in advance and get 30% off!**

The Art of Being Brilliant: An introduction to Neuro-Linguistic Programming (NLP)

Key techniques to communicate and influence

Who is it for?

This course is for anyone with an open mind who would like learn more about techniques to communicate, influence others and build rapport within every aspect of their life.

What is it about?

Come prepared for an interactive day where you will take a look at and take part in neuro-linguistic programming (NLP) techniques to help you change the way you view the world and change the way the world views you.

What will I get out of it?

- An understanding of the foundations of NLP
- New ways of thinking and understanding
- Specific techniques that will help improve your relationships at home and at work
- Increased flexibility when communicating with others

Course overview

- The world of NLP: what it is and where it comes from
- Understanding the 4 pillars of NLP
- How to build great rapport from the start to leave a lasting impression
- Solving problems using empathy and NLP techniques
- How you can use NLP techniques to influence others around you, in order to achieve a win:win



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

- The power of positive thinking and what it can do for you
- How to decide what the right questions are and how to ask them

You may also like:

Persuading and influencing people p22. Neuro-linguistic programming p17. Delivering beyond yourself p31.

NLP Practitioner

Techniques to understand, inspire and develop yourself and others

Who is it for?

This course is ideal for HR and L&D professionals, coaches, team leaders and anyone who wishes to help other people in the organisation to raise their performance. Those involved in business communication processes i.e. sales, marketing and negotiation will also benefit from NLP Training.

What is it about?

This course is about enabling people to connect with other people more effectively, coaching others for improved levels of performance and developing self awareness and leadership qualities.

NLP is the study of how different people organise their thinking, feeling, language and behaviour to produce the results they do. It provides people with a variety of skills to deal with the complexity of human behaviour and interaction that is a feature of the modern day business world.

What will I get out of it?

- The ability to read other people's non-verbal behaviour
- How to communicate with different styles
- How to develop rapport
- The skill to detect patterns in individuals and others
- Language skills for influence
- Strategies for coaching yourself and others
- Formats for leading meetings and training sessions that resonate with different personality types

Course overview

- Core NLP patterns
 - Epistemology, the NLP model for how human beings know what they know
- Language models
 - Hypnotic language patterning through the Milton Model
- Classic Code models and NLP processes for change
 - Anchoring formats for building and manoeuvring state
- Working with the unconscious mind
- New Code NLP, the latest developments in NLP
 - New Code change formats and models
- The Practitioner ethics
 - Doing what it takes within the ethical boundaries of the relationship
 - Framing and dealing with expectations

Certification as an NLP Practitioner is awarded through the NLP Academy and validated through the International Trainers Academy of NLP. All certificates signed by NLP Co-founder, John Grinder.

**MASTER PRACTITIONER
COURSE ALSO AVAILABLE
FIND OUT MORE AT
REEDLEARNING.CO.UK**

Duration & cost 1 day, £479 + VAT

London **Sep:** 19 **Oct:** 26 **Dec:** 9 **Feb:** 1 **Mar:** 16

Code ABB



Forms part of our IAM-accredited qualifications (p73)



Duration & cost 12 days, £2,924 + VAT

London **Oct:** 12 **Mar:** 4

Code NLPP

This course is delivered in partnership with the NLP Academy



Essential Business Writing Skills

Create professional written communication that achieves your objectives

Who is it for?

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

What is it about?

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

What will I get out of it?

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

Pre-course activity

Please bring along examples of your own written work, so you can review, edit and analyse with the trainer on the day.



Course overview

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

You may also like:

Report writing for business p20.
Essentials of business grammar p19.
Speed reading p21.

Essentials of Business Grammar

Righting the wrongs of written English

Who is it for?

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

What is it about?

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

What will I get out of it?

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

“The course and trainer were excellent and all aspects were explained well.”

Cymone Brooks, Royal Bank of Scotland

Course overview

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

You may also like:

Essential business writing skills p19.
Proofreading p21. Introduction to Microsoft Word p116.

Duration & cost 1 day, £479 + VAT

London **Sep:** 5, 23 **Oct:** 13, 31 **Nov:** 10, 29 **Dec:** 19
Jan: 17 **Feb:** 3, 21 **Mar:** 9, 28

Code EWS



Forms part of our IAM-accredited qualifications (p73)



Duration & cost 1 day, £479 + VAT

London **Sep:** 23 **Oct:** 17 **Nov:** 9 **Dec:** 6 **Jan:** 13 **Feb:** 17 **Mar:** 21

Code EOG

Report Writing for Business

Create compelling and persuasive business documents

Who is it for?

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

What is it about?

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

What will I get out of it?

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

Course overview

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

Pre-course activity

Please bring along examples of your own written work, so you can review, edit and analyse with the trainer on the day.

In-house option

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

Any course can be delivered on an in-house basis – call 020 7520 6600 for more details.

Advanced Report Writing

Produce complex reports for specific purposes

Who is it for?

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

What is it about?

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

What will I get out of it?

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



Course overview

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

Duration & cost 1 day, £479 + VAT

London Sep: 16 Oct: 12 Nov: 7 Dec: 1 Jan: 11 Feb: 8 Mar: 8

Code RWB



Participation on this course followed by successful completion of written assessment leads to level 4 award in management



Forms part of our CMI management qualifications (p50)

Duration & cost 1 day, £499 + VAT

London Sep: 14 Oct: 27 Dec: 12 Feb: 9 Mar: 30

Code ARWB

Speed Reading

Learn to read more quickly and more accurately



Proofreading

Proven techniques to increase the accuracy of your proofreading

Who is it for?

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

What is it about?

Smart reading is about knowing how to adapt your technique to suit the reading materials and purpose of the task. You will find you can save significant business time by learning how to get to the information you need promptly and with ease. This programme provides proven and specific techniques for quickly comprehending any written document. It also comes with specifically-designed assessments, so delegates are able to track real improvements in their speed reading ability.

What will I get out of it?

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

“The trainer was great – I’ve been really impressed by Reed Learning so far. I left with practical knowledge to apply to my work and life.”
Sophie Nicolay, Hitachi

Course overview

- Benchmark your current reading speed and comprehension
- Use new techniques for reading business correspondence and reports, newspapers, magazines and professional journals faster
- Improve comprehension and retention of what you read
- Identify bad, slow-you-down, reading habits
- Learn new, speed-you-up, reading habits
- Adapt to different kinds and styles of reading materials
- Find information fast with skimming and scanning
- Be surprised by your improved reading speed and comprehension after the course

You may also like:

Proofreading p21. Report writing for business p20. Professional presentation skills p13.

Who is it for?

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

What is it about?

The cost of errors in e-mails, letters, reports and other documents can be staggering. Proofreading is aimed at anyone involved in producing quality documentation and will equip you with a structure and process when checking for accuracy and content. You will learn to recognise the most common errors quickly and accurately through a range of activities, and you are guaranteed measurable improvement in your concentration and visual memory. If you are already good you will improve, if not the improvement will be dramatic.

What will I get out of it?

- Effective proofreading skills
- Greater accuracy in e-mails, letters, reports and documents
- Increased speed in finding and correcting errors
- Confidence in understanding grammar and the use of English

Course overview

- Pre-course exercise to measure accuracy and speed
- The essential proofreading skills
- Terms and proofreading symbols in current use
- Visual exercises which force the eyes to focus quickly and enable more efficient concentration
- Successful proofreading tips and techniques
- Principles of correct grammar and spelling
- Guidance on punctuation and capitalisation
- Rapid accuracy exercises employing the proofreading process
- Post-course exercise to measure improvement

You may also like:

Report writing for business p20. Essentials of business grammar p19. Essential business writing skills p19.

Duration & cost 1 day, £499 + VAT
London **Oct: 27 Feb: 3**
Code RFRS

Duration & cost 1 day, £499 + VAT
London **Sep: 9 Nov: 18 Feb: 6**
Code PRF2



Free refresher courses – repeat any course free of charge

Persuading & Influencing People

Develop powerful and compelling techniques to win people over



Meet the trainer: Jo Gordon



Jo Gordon is part of our training faculty and regularly delivers this course. She is a highly experienced manager, mentor and coach with over twenty years' experience. Jo has designed, managed and delivered highly successful training in a variety of sectors with clients including Airbus UK, the Food Standards Agency and the Olympic Delivery Authority.

Jo's engaging, inspirational delivery style and passion for coaching help her get the most from every delegate attending her courses. She gives practical, expert guidance on all aspects of communication and management, from persuasion to presentation skills, and ensures that everyone attending one of her courses leaves with the knowledge they need to make a real difference.

Who is it for?

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

What is it about?

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

What will I get out of it?

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

The course

Understand persuasion

- The characteristics of a successful persuader
- Moving from a push to a pull style of persuasion

Preparing to persuade

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

Explore what others want

- Effective questioning techniques
- Hone your listening skills and overcome barriers to active listening

Communication styles

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

Overcome resistance

- Select one of the six levels of assertiveness, without compromising the values of others
- Use emotional intelligence to your advantage

State your case persuasively

MP3 learning bites

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

eLearning

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

**DOWNLOAD A DETAILED
COURSE BROCHURE
FROM REEDLEARNING.CO.UK/PI**

▶ Includes 'Learning on the go' MP3 modules to reinforce your learning after the course



Duration & cost	2 days, £899 + VAT
Birmingham	Oct: 6-7 Jan: 11-12
Bristol	Sep: 8-9 Dec: 1-2 Mar: 7-8
Edinburgh	Oct: 19-20 Jan: 24-25
Leeds	Nov: 7-8 Feb: 9-10
London	Sep: 1-2, 20-21 Oct: 6-7, 26-27 Dec: 1-2 Jan: 4-5, 19-20 Feb: 6-7, 20-21 Mar: 6-7, 22-23
Manchester	Nov: 3-4 Feb: 7-8
Newcastle	Nov: 3-4
Code	PI

Facilitation Skills

Control and guide any group towards its objectives



Who is it for?

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

What is it about?

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

What will I get out of it?

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

Course overview

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

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

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

You may also like:

Train the trainer p85. Emotional intelligence p26. Advanced communication skills p16.

Duration & cost 2 days, £899 + VAT

London **Sep:** 22-23 **Oct:** 27-28 **Dec:** 6-7 **Feb:** 22-23

Code FS

Negotiation Skills

Master the art of negotiation

Who is it for?

This course is aimed at anyone who is new to negotiation or is looking to develop their core skills and confidence in this area. Negotiation is certainly not restricted to formal activities such as purchasing or selling: indeed anyone within an organisation can find themselves negotiating without even realising it.

What is it about?

This one-day workshop examines the fundamentals of successful negotiation and will equip you with the tools and techniques to negotiate with confidence. It will explore how to prepare and carry out a sincere and effective negotiation to achieve an outcome that benefits all parties.

What will I get out of it?

- An understanding of what negotiation is (and what it isn't)
- The ability to achieve win:win outcomes every time
- A strategy for successful negotiation based on careful planning
- Improved face-to-face communication and rapport building skills
- Tried and tested questioning techniques to establish trades and build flexibility
- Tactics that ensure you will always trade and never concede
- The opportunity to practice new skills in a safe environment

Course overview

- Defining what constitutes effective negotiation
- The traits of a successful negotiator
- Preparing to negotiate: Establishing your boundaries in advance
- Creating a constructive environment
- The importance of non-verbal communication
- Questioning techniques to control the negotiation
- How to trade not concede
- Dealing with emotion and deadlock
- Practical exercises to put these principles into practice
- Individual action planning to transfer your learning back to work

You may also like:

Advanced negotiation skills for senior managers p48. Effective communication p15. Neuro-linguistic programming p17.

Duration & cost 1 day, £479 + VAT

London **Sep:** 9 **Oct:** 21 **Dec:** 5 **Jan:** 23 **Feb:** 29

Code NEG

Endorsed for CPD purposes by
CIMA Mastercourses



Time Management

Take charge of your day and respond productively to changing priorities



Delegates leave this course with:

- New tools to organise their day efficiently
- The confidence to say “no” to unreasonable requests
- Techniques to stop them feeling trapped by their workload

Who is it for?

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

What is it about?

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

What will I get out of it?

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

The course

The three-pronged attack to improved efficiency

Doing the right things:

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

At the right time:

- Using a prioritising matrix and time logs
- Scheduling tools in practice
- Recognising 'time bandits' and the strategies to beat them
- Important vs urgent
- Re-prioritisation: when and where

In the right way:

- Emotional brain vs thinking brain
- Tips and tools for better organisation
- Managing expectations proactively
- Using delegation effectively to free up time
- Saying 'no' scenarios

MP3 learning bites


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

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

eLearning

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

56% of delegates attending this course highlighted the prioritisation matrix as the topic they found most useful

 Forms part of our IAM-accredited qualifications (p73)

 Forms part of our CMI management qualifications (p50)

 Includes 'Learning on the go' MP3 modules



Duration & cost	1 day, £479 + VAT
Birmingham	Sep: 29 Nov: 28 Feb: 2 Mar: 30
Bristol	Oct: 13 Jan: 18
Edinburgh	Nov: 3 Feb: 8
Leeds	Oct: 21 Feb: 1
London	Sep: 7, 14, 26 Oct: 3, 14, 19, 28 Nov: 4, 11, 18, 30 Dec: 7, 16, 22 Jan: 12, 20, 30 Feb: 7, 15, 24 Mar: 2, 12, 21, 29
Manchester	Oct: 17 Jan: 20
Newcastle	Nov: 3
Code	TM

Anger Management

Don't let anger affect your decisions and performance

Stress Management

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

Who is it for?

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

What is it about?

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

What will I get out of it?

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

Course overview

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



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

You may also like:

Assertiveness at work p29.
Persuading & influencing people p22.
Stress management p25.

Who is it for?

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

What is it about?

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

What will I get out of it?

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

Course overview

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

You may also like:

Anger management p25.
Time management p24.
Realise your potential p28.

13 MILLION DAYS
ARE LOST EACH YEAR DUE
TO STRESS AT A COST OF
£3.7BN
TO UK BUSINESS

Duration & cost 2 days, £899 + VAT


London **Nov:** 23-24 **Feb:** 28-29

Code AM

Duration & cost 1 day, £499 + VAT

London **Sep:** 13 **Oct:** 10 **Nov:** 8 **Dec:** 7 **Jan:** 12 **Feb:** 15 **Mar:** 19

Code SM

 **Early bird discount – book any short course seven weeks in advance and get 30% off!**

Emotional Intelligence

Build strong working relationships through control of your reactions



“The trainer was very good. I started out nervous but she put me at ease, so I felt confident enough to chip in. I feel very empowered and a lot more confident.” Shanna Chessman, Ordnance Survey

Who is it for?

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

What is it about?

This course is about understanding how emotion affects work performance and relationships in the workplace. It demonstrates how to ensure emotions can be controlled and focused into greater 'task efficiency' and 'relational effectiveness'. A combination of insight, skills and abilities are identified and practised to enable you to drastically improve your ability to grasp what is driving a particular situation and adapt your behaviour to gain the most beneficial outcome.

What will I get out of it?

- A clear understanding of how working relationships can be improved
- An insight into the underlying emotions which shape one's own and others' behaviours
- An ability control and deal with one's own emotions
- The skills to read and respond effectively to the emotions of others
- An understanding of how to build empathic relationships with others

Course overview

- Understanding how emotions work
 - The relationship between emotion and intelligence
 - How emotions can affect everything we think, feel and do
 - Why we become emotionally over-sensitive
 - How to avoid emotional confusion
- How to manage and control one's own emotions
 - The difference between reaction and response
 - The relationship between emotion and motivation
 - Identifying the learned beliefs that shape many of our emotions
 - Increasing self-motivation
- How to respond to others' emotions
 - Cultivating awareness of others' emotions
 - Non-verbal communication and how to listen with your eyes
 - The difference between empathy, sympathy and apathy
 - The art of non-violent communication

You may also like:

The personal development toolkit p27. Delivering beyond yourself p31. Stress management p25.

Duration & cost 1 day, £499 + VAT

London Code **Sep:** 14 **Oct:** 14 **Nov:** 11 **Dec:** 12 **Jan:** 20 **Feb:** 20 **Mar:** 20



Early bird discount – book any short course seven weeks in advance and get 30% off!

The Personal Development Toolkit

Everything you need to be effective and efficient



Managing Upwards

Manage your manager

Who is it for?

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

What is it about?

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

What will I get out of it?

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



Course overview

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

Who is it for?

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

What is it about?

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

What will I get out of it?

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

Course overview

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

You may also like:

Effective communication p15.
Persuading and influencing people p22.
Negotiation skills p23.

Duration & cost 2 days, £899 + VAT

London Sep: 22-23 Nov: 21-22 Feb: 8-9

Code EPD

Duration & cost 1 day, £479 + VAT

London Oct: 18 Dec: 14 Feb: 13

Code MUP



Free refresher courses – repeat any course free of charge

Creative Thinking and Problem Solving

Escape conventional thinking and generate fresh ideas

Who is it for?

Ideal for project managers, middle and senior managers and those in creative roles who have complex problems and would like to harness creative thinking tools in order to generate new ideas.

What is it about?

This course is designed to give your brain a real workout! Using practical problem solving techniques and structured creative thinking tools, you will learn how to confront challenges from a different perspective. The day will work towards unleashing your creative brain in order to solve technical problems.

What will I get out of it?

- Skills to overcome barriers to thinking creatively
- Different techniques to explore all the options that you can use immediately to produce new ideas and solve complex problems
- Enhanced performance and results through creative thinking and problem solving

Course overview

- What are creativity and innovation, and why are they important?
- How the brain works in respect of creativity and innovation
- Difference between vertical and lateral approaches; what are the benefits and weaknesses?
- Learn creative thinking tools:
 - Brainstorming
 - Tony Buzan's Mind-mapping
 - Edward de Bono's Six Thinking Hats
 - Metaphorical thinking
 - Rule Reversal
 - Bissociation
- Methods of testing ideas for practicality and relevance
- Apply the more fluid style of the right hemisphere of the brain
- Recognise and cope with obstacles to creativity in the mind, in approach and in the working environment
- Understand the limitations and applications of conventional problem solving
- Apply mind mapping techniques to workplace problems
- Ensure that creativity becomes a useful tool for day-to-day problem solving

You may also like:

Delivering beyond yourself p31.
Management excellence p48.
Managing successful projects p62.

Realise Your Potential

The skills you need to achieve everything you are capable of

Who is it for?

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

What is it about?

This course promotes the idea of us all taking active responsibility for our own growth and development. It provides delegates with the confidence and skills to actively seek out ways to improve and be more satisfied. This course will teach delegates to break the mould and take control of their lives, achieving goals and aspirations, striving for new challenges and reaching higher.

Delegates will learn to communicate more effectively, be more assertive with people that matter and develop in a huge variety of ways. The practical input given by this course can be applied not just in the workplace, but in all aspects of life.

What will I get out of it?

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



Course overview

- How to realise my potential
- Introduction to personality types model
- Positive attitude and assertive behaviour
- The importance of planning and setting priorities
- Visualisation techniques and goal setting
- Positive thought – the how and the why
- Introduction to communication skills
- Building more effective business relationships

You may also like:

Delivering beyond yourself p31.
Negotiation skills p23. Stress management p25.

Duration & cost 1 day, £479 + VAT

London Sep: 28 Nov: 24 Feb: 13

Code CT

Duration & cost 1 day, £479 + VAT

London Oct: 10 Dec: 5 Feb: 10

Code RYP



Early bird discount – book any short course seven weeks in advance and get 30% off!

Assertiveness at Work

Communicate with your colleagues in a confident, self-assured manner



“The course was challenging. I have learned a lot about myself, how to consider the values & beliefs of others and how to communicate clearly. Would certainly recommend.”
 Caroline Brooks, Facilities Officer, Association For Project Management

Who is it for?

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

What is it about?

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

What will I get out of it?

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

The course

Understanding assertiveness

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

Applying assertiveness

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

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

MP3 learning bites

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

eLearning

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

LEARN TO SAY “NO” CONFIDENTLY OR GET YOUR MONEY BACK!

Every delegate that has attended this course so far in 2011 feels it made them more effective in their role within eight weeks

Includes ‘Learning on the go’ MP3 modules to reinforce your learning after the course



Duration & cost	2 days, £899 + VAT
Birmingham	Oct: 31-1 Feb: 6-7
Bristol	Sep: 1-2 Nov: 24-25 Feb: 29-1
Edinburgh	Jan: 25-26
Leeds	Nov: 1-2 Feb: 6-7
London	Sep: 15-16 Oct: 3-4, 19-20 Nov: 7-8, 24-25 Dec: 12-13 Jan: 10-11, 30-31 Feb: 16-17 Mar: 6-7, 26-27
Manchester	Sep: 5-6 Dec: 1-2 Mar: 7-8
Code	AWK

Making an Impact at Meetings

Become more confident in every meeting

Who is it for?

This course has been specially created for delegates who are struggling to stand out during meetings or wish to improve their success in when attending them.

What is it about?

This programme is about how to create a confident impression in any meeting, helping delegates to achieve credibility, build rapport and reduce resistance to their objectives. The course covers non-verbal communication skills, presenting a case with impact and the principles of negotiating to achieve win-win. Delegates will leave full of positive ideas about how to make an impact in any future meeting.

What will I get out of it?

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



Course overview

- Understand the purpose of the meeting
 - Set clear objectives
 - Evaluate your priorities and preferences?
- Communication
 - How to maximise impact by making a confident start
 - Listening techniques
- Presenting your case
 - Structure your case to avoid irrelevance
 - Make an impact by focusing on key benefits
 - Make people flexible and negotiate towards mutually agreeable outcomes
 - Deal with disagreement through assertive behaviours

You may also like:

Professional presentation skills p13.
Assertiveness at work p29. Delivering beyond yourself p31.

Discovering the Secrets of Self-Confidence

Stop self-limiting beliefs from holding you back

Who is it for?

This course is an essential learning experience for the shy, unassertive or those who think they are under-performing because they lack self-confidence.

What is it about?

To move forward with confidence you need to cultivate positivity and self-worth. This course will encourage you to build and maintain your self-image and put your opinions and ideas forward with confidence and conviction. You will also explore the balance between aggression and submission and how to employ assertive behaviour to get what you want.

What will I get out of it?

- Tools to break down the invisible barriers that hinder your success
- Assertiveness techniques to respond to aggressive and submissive behaviour
- Building blocks to higher self-esteem and self-confidence
- A strategy to put forward your ideas confidently

“Really enjoyed the two days. Most importantly I feel more positive and confident than before the course.”

Catherine Jeffries,
Manager, Diageo

Course overview

- The self
 - Self-esteem: where does it come from?
 - Build and maintain self-image
 - Self-motivation: setting goals for success
- Assertiveness and communication
 - Top tips for effective communication
 - Understanding the perfect balance between aggression and submission
 - Using assertive body language
 - Making your case with confidence

You may also like:

Effective communication p15.
Making an impact in meetings p30.
Delivering beyond yourself p31.

Duration & cost 1 day, £479 + VAT

London **Sep:** 8 **Oct:** 17 **Nov:** 23 **Jan:** 23 **Mar:** 9

Code MIM

Duration & cost 1 day, £479 + VAT

London **Oct:** 21 **Jan:** 6 **Feb:** 14 **Mar:** 23

Code SSC



Early bird discount – book any short course seven weeks in advance and get 30% off!

Delivering Beyond Yourself

Unlock your hidden potential and make an impact

Meet the
trainer:

Ian Golding



Ian is part of our training faculty and regularly delivers this course. He has been running Delivering Beyond Yourself for Reed Learning for over five years.

Ian's fifteen years' experience as part of an award-winning professional theatre company allow him to provide unique and innovative techniques drawn from theatrical traditions across the world to help delegates increase their confidence, charm and charisma.

Delivering Beyond Yourself is a challenging programme for many people, but Ian's relaxed style creates a safe environment for delegates to thoroughly explore all aspects of their self-image and personal projection.

Who is it for?

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

What is it about?

This experiential course is about helping delegates to discover their inner strengths and exploring just how much better and more effective they can be at work. It focuses on the application of theatrical techniques to business contexts, so delegates will learn how actors project their voice and physical presence in order to command a stage, and how to control their own interactions in the same way. It will help delegates reach a new level of empowerment, confidence and productivity. Silence the inner voice of doubt that says "you can't!"

What will I get out of it?

- The realisation of your true potential and how to fulfil it
- Practical tools to unleash your imagination for outstanding results
- Powerful communication skills to suit every occasion
- Greater self-confidence and physical presence
- Simple yet effective techniques to banish past fears to make the most of social and business occasions
- Raised and maintained performance levels by enhancing your natural charisma

Course overview

- How to deliver beyond yourself
 - Break through the self-imposed barriers that limit your success
 - Learn not to be afraid of failure
 - Neutralise fear and re-ignite your motivation
- How to have courage
 - What helps us fight for what we want and achieve our goals
- Unlock your potential
 - Recognise where you are holding yourself back and unleash your full potential
 - Unlock your imaginative self
 - Exploring your character and your legacy
- Unique communication skills
 - How to form an instant bond with people on first meeting
 - Using voice projection and tonality to connect powerfully with groups of all sizes
 - Dealing with silence by using effective stillness, posture and body language
 - Connecting with colleagues or clients through comfortable eye contact
 - Holding the attention and engaging difficult individuals or bigger groups
 - Understand how to really engage people

You may also like:

Professional presentation skills p13.
Assertiveness at work p29. Emotional intelligence p26.

Duration & cost 1 day, £499 + VAT

London **Sep:** 14 **Oct:** 17 **Nov:** 23 **Jan:** 6 **Feb:** 6 **Mar:** 7

Code DBY



Early bird discount – book any short course seven weeks in advance and get 30% off!

More courses

Certain specialist or technical courses run only in-house or on request. Call us on 0800 170 7777 or visit reedlearning.co.uk to find out more

Cross-Cultural Communication

This course provides delegates with insight into the ways cultures vary, and how they can make the most of intercultural and international relationships. The format is a workshop with exercises and examples to ensure it is practical and relevant, with the cultural focus shifted depending on the needs of the delegates.

Duration 1 day

Consultancy Masterclass

This course is aimed at those who provide professional service support within their organisation. It is a full suite of analytical and influencing skills to ensure that delegates are able to add maximum value when working as an internal consultant to the business.

Duration 2 days

Modelling & Mapping – Tools for Problem Analysis & Solution

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

Duration 1 day

Positive Organisational Politics – Political Intelligence™

Organisational politics are often cast in a negative light, but it doesn't have to be that way. It's possible to manage politics in the workplace to benefit not just the individual, but their entire team or organisation.

Duration 1 day

Personal Performance Excellence

This course uses experiential learning techniques to practically explore the difficult and complex issues of acquiring confidence and charisma, communicating clearly, tackling problems fearlessly, loving challenge and using imagination creatively, leaving delegates motivated and inspired.

Duration 1 day

Presenting with Exceptional Impact

This one-day masterclass in presentation skills gives delegates expert coaching on their own individual presentations. Advanced delivery, preparation and projection skills are taught by theatrically-trained facilitators to ensure every delegate leaves with an inspirational presentation.

Duration 1 day

You may also like:

Networking Masterclass 1 day, £479 + VAT

The core financial skills needed by any effective manager. Turn to page 48

Managing Difficult and Demanding Customers 1 day, £479 + VAT

Learn to keep even the most demanding customers happy. Turn to page 110

Conflict Resolution 1 day, £499 + VAT

Techniques to prevent and resolve conflict harming you or your organisation. Turn to page 40

Working Effectively in a Busy Environment

This course will provide techniques to facilitate concentration, tune out noise and focus your attention, while adapting to your environment and alleviating tension.

Duration 1 day

Persuasion Masterclass

How do you become persuasive? This cutting edge course has been created for anyone who wishes to have greater gravitas and personal powers of persuasion, negotiation and influence.

Duration 1 day

Self-Improvement and Image Projection

Image and self-projection are two of the most important opportunities for creating a positive impact. Improvement in these areas will get you noticed by both colleagues and customers. This programme identifies ways to improve confidence and self-esteem leading to improved relationships with others.

Duration 1 day

Self-Belief for Peak Performance

Gain the critical combination of confidence, assertiveness and self-respect to excel at work. If you have ever felt you could perform to a higher level, or feel your self-esteem is not always as complementary to your work life as it could be, then this course has been developed for you.

Duration 1 day





Case study

Perfect presentation skills training for the design company, Stranger & Stranger.

“We all found the session very inspiring – just what I was hoping would happen, everyone has been talking about it! A greatly educational yet entertaining and above all enjoyable course. The whole team feel energised and are now much more enthusiastic about presenting – long may it last! A job well done – delivered with authority and inspiration.”

Senior Manager, Stranger & Stranger

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WHO DELIVERED THIS
PROGRAMME
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Objective

Stranger & Stranger is a packaging design and branding company specialising in alcoholic drinks. The company's designs have helped sell a billion bottles of beer, wine and spirits worldwide.

To win new business the company's consultants need to present the value of their award-winning designs to senior clients with credibility and impact. The company approached Reed Learning to create a practical in-house course in powerful presentation skills. They were looking for:

- A creative and inspirational trainer
- Effective ways to give consultants credibility and personal impact
- Practical skills development in responding to questioning

Solution

A trainer was selected from the Reed Learning faculty with the creativity to deliver a two-day experiential course on Perfect Presentations. The bespoke programme drew on techniques from the world of performance to transform the way the Stranger & Stranger consultants communicate.

Unlike typical classroom training there were no chairs or tables, to help delegates feel comfortable with standing up and delivering a confident pitch. The programme format mirrored the task of presenting to clients, allowing delegates to practise and fine tune their skills over the two days.

A set of 'Behaviour Change Targets' was developed to measure the delegates' behavioural development during the programme and beyond.

Result

The programme was a huge success with delegates:

“Excellent!”

“Brilliant and very useful”

“Refreshing, very interesting, not boring”

“Great enthusiasm and knowledge, perfect”

Since the course, delegates have reported feeling far more confident when facing important presentations, and there have been some promising new pitches since the programme too.

“What can I say? It was like seeing a different group of people. The important thing is that they all got something out of it which will stay with them. Great stuff.” **Managing Director, Stranger & Stranger**