

Communication skills training contributes to positive client relations at the I&DeA

Reed Learning has designed and delivered a successful series of training in Persuading and Influencing for the I&DeA, as part of their Core Curriculum Programme.



1. THE PROBLEM

Richard Browne, I&DeA HR Business Partner (Learning & Development) says:

"A key part of our learning and development service has been the development of a Core Curriculum Programme, which was originally commissioned by the I&DeA. This development need was identified through an organisation-wide training analysis linked to business needs.

'Persuading and influencing skills' is one of the workshops that features within the Core Curriculum. The I&DeA employed a number of consultants and advisers who have extensive experience of the public sector to deliver this.

We deal with councils all over England and get involved with people at various levels including chief executives, senior managers and councillors. So of course, the ability to understand, communicate and explain proposals to these groups is an essential skill."

2. THE SOLUTION

Jess O'Brien, Consultant, I&DeA, says:

"The Reed Learning 'Persuading and Influencing Skills' course was different from other courses I've attended. Its scope was broader than just 'persuading and

influencing' – covering a range of communication skills, including a number of tools for use not just at work, but in everyday life. We looked at:

- Simple ways to enhance our persuasive powers
- Tools to use in meetings to add credibility to ideas
- How to become more aware of our own style
- Tone, body language & making an impact

The benefit of in-house training for me was:

- There was no need to explain the background to the situations and challenges
- The content of the session was tailored to match our needs
- Everyone in the group shared a level of mutual understanding

3. THE VERDICT

"Astrid, the trainer, has been excellent and the course has been well-received by delegates, and is also attended by representatives from other Central Bodies. Overall it's been a very cost-effective and worthwhile process."

Richard Browne, I&DeA

"Both the course and the trainer were great - I'd certainly recommend them to colleagues."

Jess O'Brien, I&DeA

The Improvement and Development Agency (I&DeA) works for local government improvement so councils can serve people and places better. Working with national, regional and local partners, the organisation helps councils work through local partnerships to tackle local priorities such as health, children's services and promoting economic prosperity. It advises councils on improving customer service and value for money, and promotes the development of local government's workforce.



SPECIALIST ACCOUNT MANAGEMENT

The Reed Learning Account Manager chosen for the I&DeA project was Kully Mangat.

"I have been working with the I&DeA since 2005 on a number of learning interventions and the Persuading and Influencing course has proved very popular with core staff."

Kully is the relationship manager for clients within the public and not for profit sectors, and manages large scale, complex learning projects for clients such as the MPA, the House of Commons and Great Ormond Street Children's Charity.

Kully has been working within the learning & development arena for six years, and her key objective is to fully understand each client's requirement before recommending learning solutions. Her expertise helps ensure that a trainer with the best experience and cultural fit is selected for each client organisation.

Feedback shows that Kully offers clients a winning approach. Supported by Reed Learning's extensive portfolio of training programmes and specialist trainers, Kully is able to recommend new and exciting learning solutions or simply offer ideas to help improve existing programmes.

IN-COMPANY TRAINING IS:

- Convenient – courses can be delivered at your chosen location at your chosen time, minimising your employees' time away from work
- Tailored – a range of courses can be mixed and matched to create the programme that best meets your needs
- Industry-specific – case studies and materials used in our programmes can be selected based on relevance to your particular industry
- Brand new – if we don't already have the course you want, we will write it for you. We can deliver a huge range of programmes, from workshops to executive coaching to 360° reviews
- Confidential – in your own location or environment, delegates can discuss real issues and use real data to learn practical, not theoretical lessons
- Expert – Reed Learning has over 30 years' experience delivering training and access to the UK's largest database of training and consulting expertise. If we don't have the expertise in-house we will find it for you

THE DEVELOPMENT PROCESS VARIES ENORMOUSLY FROM CLIENT TO CLIENT, BUT AS A ROUGH GUIDE, THIS IS HOW IT WORKS:

1. Tailored requirement

You identify a training need that may not be met by an open scheduled course. Or you may be looking to run a training event for a group or whole department.



2. Contact

You call our account management team on 020 7520 6600 (England, Scotland & Wales) or 028 9024 8347 (Northern Ireland and Ireland).



3. Consultation

You'll be directed straight to one of our sector-specific account managers, who'll schedule a time to establish what you want to achieve from the course. With your objectives in mind, they'll help you plan a programme that gets the best from your training budget, no matter how large or small.



4. Programme outline

Once your Account Manager knows what you want to achieve, they'll select the most appropriate trainer who will provide you with a draft programme outline.



5. Review proposal

You can then review the course proposal, discuss the best delivery methods with your trainer and make any revisions until you are completely satisfied with the content.



6. Location

Then you just need to decide whether you want to run the course on your premises or at an external location, which we can arrange for you.



7. Feedback

Within two weeks of the training a detailed summary report is emailed to you containing the trainer's and delegates' evaluation of the programme.



A LITTLE ABOUT REED LEARNING

Reed Learning is one of the UK's leading training companies, delivering more courses, more often, in more locations than anyone else. We're passionate about quality, and many of our courses are endorsed by professional industry associations. Our public and in-house training courses deliver results that make a real difference, and our clients agree: 99.8% would recommend us to a colleague.



Greater London
National Training Awards 2003



protecting our future

