

MAY 2009

0800 132 448 | WWW.REEDLEARNING.CO.UK

Management development  
Personal development  
Marketing  
PA & secretarial skills  
Sales & customer service  
Google marketing

Information technology  
Finance  
HR, training & recruitment  
Health & safety  
Project management  
Green learning

REED  
LEARNING  
● ● ●

INVEST IN YOUR PEOPLE FOR THE BEST RETURNS IN 2009

**NEW STUFF:**



**GOOGLE ACCREDITED  
MARKETING  
COURSES P87**

**POSTGRADUATE  
CERTIFICATE  
IN INTERNATIONAL  
BUSINESS P32**

**PROJECT  
MANAGEMENT  
BOOT CAMP P51**

**HOW TO GET  
FUNDING P104**

**IMPROVE  
EFFICIENCY WITH  
MAILIENS P9**



## QUALITY AND VALUE

We aim to be the most respected business training provider in the UK. Consequently we must adhere to the highest possible standards



### The academic board

Above, left to right: Dr Caroline Whalley, Sir Michael Richard, Chris Howorth, Dr Hilary Macaulay.

### Quality

#### The Reed Learning Academic Board

Our independent academic board is charged to challenge any and all of our processes related to learning delivery.

Its members currently include:

- Sir Michael Richard – Rector of the University of the Arts, London (former Permanent Secretary at the Department of Education and Employment)
- Dr Caroline Whalley – Academic Director, Reed Learning (former Director of Education for the London Borough of Ealing)
- Chris Howorth – Deputy Dean of Faculty, Director of External & Executive Programmes, Royal Holloway, University of London
- Dr Hilary Macaulay – Principal of the West London Academy and a member of the national Academy Principals Steering Group advising government on policy initiatives.

### Expertise

#### Reed Learning Faculty

All professional trainers who work with us are invited to join the Reed Learning Faculty. Built upon the foundations of our Active Learning Model, the faculty encourages all of its members to continuously improve their professional skills through engagement with our **competency framework**. This framework also underpins our own "Train the trainer" programmes which lead to our Certificate of Professional Training Competency.



To download our competency framework visit [reedlearning.co.uk/quality](http://reedlearning.co.uk/quality)

### Service

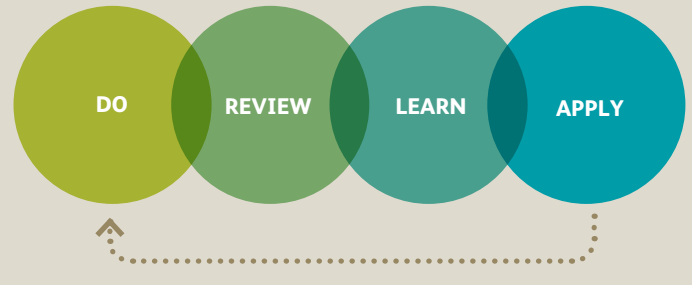
#### ISO 9001 accreditation

Seamless course booking and administration is as central to what we do as the quality of our courses. We're ISO 9001 accredited and always looking to develop the service we provide, from groundbreaking new material to innovative new ways of bringing it to you.

Call 0800 132 448 to talk to an advisor



### Active Learning model



### Knowledge

#### Active Learning Theory

People learn by adding variations to what they already know and do. In this way their understanding and actions become more complex and sophisticated.

Our learning model, although seemingly simple, is profound in impact. The model sits alongside other well-known theoretical frameworks and is behind the design and delivery of all of our programmes (see diagram above).

We believe that by making our learning theory explicit we can help our delegates discover more about themselves and discover greater achievements in their professional lives.

**For more information on Active Learning visit [www.reedlearning.co.uk/quality](http://www.reedlearning.co.uk/quality)**

### Loyalty discount

2nd course	10%
3rd course	20%
4th course	30%
5th course	40%
6th course	50%
All subsequent	50%

#### £ Loyalty discount

Save up to 50% with our loyalty discounts. The more courses you attend, the greater the discount you will receive. You can earn up to 50% off and, in addition, we'll give you a 10% discount when you send more than one person on the same course.

#### 💧 Free refresher courses

To help keep knowledge fresh and to embed learning, all delegates can repeat any course for FREE. What's more, should a member of your team leave within six months of attending a course, we will offer the same course for free to their replacement. These knowledge guarantees are unique to Reed Learning and highlight our commitment to high quality, value-for-money learning.

#### 🔍 Course guarantee

Our high quality standards are reflected in the endorsement of many of our courses by professional industry associations (see opposite). And to give you absolute reassurance, we offer a no quibble full refund or free replacement on any course if you are not totally satisfied.

## PROFESSIONAL ACCREDITATIONS

Our programmes provide a demonstrable, industry-recognised testimony to your learning, and all these institutions agree

 Post-graduate certificate in international business in partnership with **Royal Holloway, University of London** (p32).



Integrated qualifications for L&D professionals (p65).



 Certificate in first line management, accredited by the **Chartered Management Institute** (p31).



Look for this logo in the directory to see which courses qualify for **CIMA Mastercourses CPD**.



Introductory diploma in management, accredited by the **Chartered Management Institute** (p31).


Certificate in management & leadership, accredited by the **Chartered Management Institute** (p31).

Award in management, coaching and mentoring accredited by the **Chartered Management Institute** (p38).

Courses marked with this logo are run by Insights, an accredited **PRINCE2** training organisation (p51-53).



The PRINCE2<sup>®</sup> cityscape logo is a Trademark of the Office of Government Commerce and is registered in the US Patent and Trade Office.


 Diploma in advanced sales & marketing, accredited by the **Institute of Sales & Marketing Management** (p75).



### Managing Successful Programmes™:

These courses are run by Insights, an accredited MSP training organisation (p55).



 Certificate in professional PA & secretarial skills, endorsed by the **Institute of Professional Administrators** (p97).



Look for this logo for Green Learning, delivered in partnership with **Article 13**.



 Level 2 award in Health & Safety in Workplace from the **Chartered Institute of Environmental Health** (p72).



Accredited by the **European Coaching Institute** (p49).



**Microsoft Business Certification** qualification (p92).



Accredited by the **Institution of Occupational Safety and Health** (p72).



**ITIL** is a registered Trademark of the Office of Government Commerce. This course is run by Insights, an accredited training organisation (p55).



**The Reed Learning Google Marketing Academy** all courses officially accredited by Google (p87).



Reed Learning is a registered centre for **ACCA** continuing professional development. **All courses in this directory count towards CPD points.**



World of Learning's Learning provider of the year 2008



*Winner*

Learning Provider of the Year 2008

www.learnevents.com

We are committed to the highest levels of quality and service, and to minimising the impact of our business on the environment. Our ISO 9001:2000 accreditation and CarbonNeutral<sup>®</sup> status and Sustainable Cities Award are testament to this commitment.



## WHAT WE DO

A lot more than just open courses

**REED  
LEARNING**



### Open courses – over 35,000 delegates trained per year

Reed Learning offers the largest portfolio of business courses in the UK. Over 35,000 delegates a year attend courses on everything from bookkeeping to neuro-linguistic programming. Our courses echo the demands of today's business environment and are regularly updated to reflect current best practice and the latest thinking. 99% of participants say they would recommend them to a colleague. Take a look at the wide variety of subjects listed throughout this directory, then find out for yourself.

To book call **0800 132 448**

### In-company training – tailor-made courses

Of course, organisations are different and sometimes you need something designed just for you. We can put together an in-house training and development programme to match your requirements exactly. Need something specific? We can adapt any course to your market, or we'll design a new one from scratch.

If you're not sure what your requirements are, we can conduct Training Needs Analysis and individual 360° reviews to determine what – and whether – training will provide the best return on investment for you.

Call **020 7520 6953**  
(or Ireland and Northern  
Ireland **02890 248 347**)  
to arrange a free consultation

### LEARNING & DEVELOPMENT

- Over 3000 days of training delivered per year – choose from more courses on more dates than anyone else
- The largest range of commercial training in the UK – open courses & bespoke options
- Professional qualifications
- Continuing Professional Development

### MANAGEMENT & ADMINISTRATION

- Completely flexible outsourcing services
- Bespoke services that can deliver hundreds of thousands of pounds in savings

### RECRUITMENT

- The UK's only specialist recruiter of trainers, instructors and course designers
- Learning and development experts on a permanent and interim basis

**All our services are completely flexible and can be adapted to your exact requirements. If you would like to talk through the options available, start by giving us a call on 0800 132 448**

## WHAT WE DO

A lot more than just open courses

### Coaching for individuals & teams

Our consultants can build coaching into your individual or team development plans. In-house programmes give you a confidential environment where you can use real issues and situations to learn practical, not theoretical lessons.

Reed Learning offers a suite of coaching services and we can work with your organisation at all levels, from developing front line staff in sales and customer services to providing board level coaching in strategy and leadership.

In addition we can train managers of all levels to develop their own coaching skills, allowing them to develop, encourage and gain the buy-in and trust required to let their teams excel.

[See coaching on pages 38 & 49](#)

### Recruit your training personnel

Reed Training Professionals is the largest UK consultancy dedicated to finding you skilled, qualified training personnel. Through a rigorous selection process, we can source training specialists for you, both permanently or on an interim basis.

[To speak to a consultant call 0800 132 448.](#)

### Outsourcing – managed services

The wide variety of programmes needed to meet a large organisation's learning strategy effectively can prove a logistical headache. Reed Learning Managed Services can act as a single gateway for all your training activity – we can devise and deliver programmes, source training from other providers, find training personnel for you and manage operations day to day.

**By consolidating procurement through a single purchasing channel, you save time and money, improve and standardise quality and introduce consistency.**

[Call 0800 132 448 for more information.](#)

### Professional qualifications

Endorse your learning with industry recognised accreditations and qualifications. We work in close partnership with leading universities and accrediting bodies (such as Royal Holloway, University of London, the Chartered Management Institute and the Institute of Sales and Marketing Management) to provide learning options that enhance your career and CV.

In addition, Reed Business School delivers courses leading to ICAEW, CIMA and CII qualifications. Pass rates in all these qualifications are excellent and our students regularly receive awards for their academic excellence.

## Our diverse 3,000-strong client base includes

#### Construction/engineering

Balfour Beatty Power Networks  
John Crane  
Earth Tech  
Hoare Lea  
Vinci Plc

#### Financial services

APACS  
Barclays  
Lloyds of London  
LloydsTSB  
Merill Lynch  
Premium Credit  
QBE European Operations  
The AA  
Westpac  
Zenith Insurance  
Zurich

#### Manufacturing

British Sugar  
Corus  
Ferrero  
Indesit  
Kodak  
Samsung  
Toshiba

#### Media/publishing

Clear Channel  
The Daily Mail  
Egmont  
EMI Music Publishing  
Financial Times Business  
John Mills Ltd  
Nature Publishing  
RCN Publishing  
Time Life International  
TimeOut  
Universal Pictures International

#### Pharmaceutical

Astra Zenica  
Generics  
GSK  
Nobel Biocare  
Novo Nordisk  
Pharmion

#### Public sector

BBSRC  
Cambridge Assessment  
Dept of Culture, Media and Sport  
Directorate of Information  
Greater London Authority  
House of Commons

Local Government Association  
London Fire Brigade  
Metropolitan Police  
NHS Confederation  
Skills Active  
The Standards Board for England

#### Retail

ASOS  
GAP  
Majestic Wine

#### Technology

Ciena Ltd  
Level 3 Communications  
Mblox Ltd  
QAS  
Scisys  
Sony Computer Entertainment  
Europe THQ

#### Transport/distribution

Axis Europe  
London City Airport  
Network Rail

#### Professional Services

Bain and Company  
BSI Global  
The Boston Consulting Group

PKF  
PWC  
TNS Global  
**Utilities/energy**  
B.P.  
BG Group  
EDF Engineering  
Exxon mobile  
NPower



## REED BUSINESS SCHOOL

Professional finance and HR qualifications

# 35 years of expertise

REED  
BUSINESS  
SCHOOL



Established in 1972, Reed Business School has built a reputation as a leading provider of professional qualifications in the UK. The combination of high quality tutors and the unique learning environment enables delegates to consistently achieve strong results. Residential courses, tucked away in the heart of the Cotswolds, provide an ideal setting in which to study and excel in passing your exams.

For further information on these courses, together with dates, pass rates and how to enrol, please call 01608 674 224, email [rbs@reed.co.uk](mailto:rbs@reed.co.uk) or visit [www.reedbusinessschool.co.uk](http://www.reedbusinessschool.co.uk)



### The qualifications we offer

Reed Business School offers courses leading to professional exams set by the ICAEW, ACCA, CIMA and CII. We are also an Approved Centre for the CIPD Professional Assessment of Competence leading to chartered membership – visit [www.reed.co.uk/cipd](http://www.reed.co.uk/cipd)

The complete ICAEW syllabus is delivered on a full-link basis – an integrated programme combining teaching and revision phases that maximises tutor-student contact through small class sizes and longer residential teaching hours.



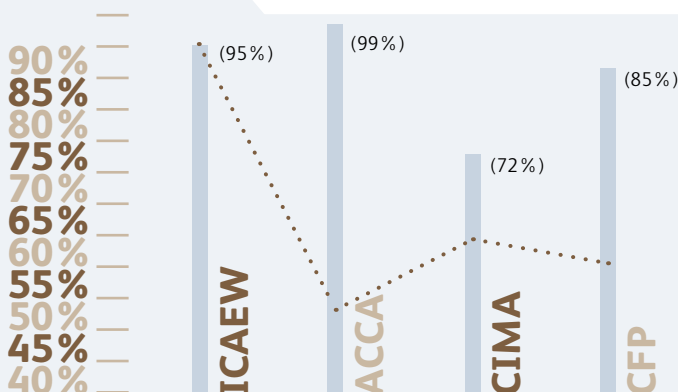
We are a platinum approved ACCA learning partner providing expert exam-focused courses with intensive teaching sessions, revision days and mock exams all designed to help you pass with flying colours first time.



Tuition, revision and question based courses for all CIMA papers from certificate level to Top CIMA. We have a wealth of experience helping students gain their CIMA qualification and are a CIMA learning quality partner.



In association with The Chartered Insurance Institute, Reed Business School offers the only residential/non-residential intensive revision courses for the Certificate in Financial Planning together with on-line computer based exams at the end of the course.



### Why choose Reed Business School?

Pass rates in all of the finance qualifications are second to none and we regularly teach students who win national awards for exam success. Our commitment to ensuring students pass first time is paramount in all we do, and we support this with a free revision course guarantee for any unsuccessful candidates.

- Reed overall average
- ..... National overall average

Data shown is average result over past six sittings

## MAILIENS™

A visit from the Mailiens could save your organisation  
10 working days per person per year\*



# Improve efficiency by 5% with Mailiens



### These little guys could change your business in a serious way

We'd like to introduce you to the Mailiens: six characters who could quickly and dramatically improve productivity in your organisation. The Mailiens programme teaches best practice email use through a combination of fun and flexible, face-to-face and online training. This blended approach, combined with 'viral' communication throughout the business, ensures powerful reinforcement proven to produce remarkable results.

### Inefficient email use in the UK wastes billions of pounds of employee time each year

Teaching people to improve their email use is only half of the challenge – the other half is to make the learning stick by stopping them from slipping back into their old habits. To do this the Mailiens deliver a fun, interactive and memorable series that represent the six key areas of email best practice. The flexible programme ensures continued improvement by combining various methods of reinforcement during workshops and using an internal communication campaign.

A visit from the Mailiens could have a massive impact on your business.

### Introducing the Mailiens

The power of the Mailiens lies in six characters that represent the six key areas of email best practice, as follows:

- **Right-time:** How and when you deal with your e-mails can help you get much more done.
- **Smart:** Clever use of advanced e-mail tools can save everyone time.
- **Subject:** The way you use a subject line can make your e-mails much clearer.
- **Read:** Just reading e-mails through fully when they come in and before you send them will save time and prevent confusion.
- **Attachments:** Using attachments carefully saves space and delivery time.
- **Style:** How you write your e-mails can really improve how effective you are.

### Proven to save you time and money\*

A Mailiens programme at a multinational FMCG company resulted in average savings of 26 minutes per person per day.

### Anytime, anywhere...

The Mailiens can be bought online and all you need is access to the internet to begin to reap the benefits of best practice email use.



The Mailiens are available separately for **£139 per person** or for as little as **£25 per person** when purchased on an organisation-wide licence. Call **0800 132 448** or visit **[www.reedlearning.co.uk/mailiens](http://www.reedlearning.co.uk/mailiens)** to find out how you could make astronomical savings.

\*Trials at multinational FMCG company resulted in savings of 26 minutes per day per person  
© LINE Communications Group Ltd 2009

EMAIL [MORE.INFO@REEDLEARNING.CO.UK](mailto:MORE.INFO@REEDLEARNING.CO.UK)

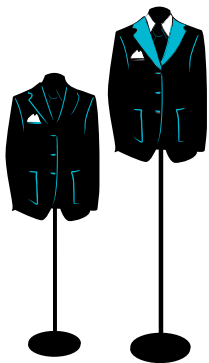


## TAILORED TRAINING

Achieving results through collaboration

# Tailored in-house courses

Any course in this directory can be customised to your needs and delivered at a location of your choice. In-house courses are simple to arrange and offer cost savings if you want to train five or more people. Alternatively, if you have a specific need we can design a programme just for you.



**YOU CAN TRIAL OUR TRAINING BEFORE YOU BOOK. CALL 020 7520 6600**

### Three ways to run training in-house:

- 1. Standard:** choose a course from this directory and run it on your premises. The standard service provides an 'off-the-shelf' course, delivered to order.
- 2. Customised:** tailor one of our courses to your requirements. Clients find that incorporating real-life data, case studies and materials makes the course easier to engage with and put into practice.
- 3. Bespoke:** Sometimes we start with a blank sheet of paper and design a totally bespoke programme for our clients. With the option to choose from a huge range of delivery methods (from one-to-one coaching to drop-in training surgeries to outdoor teambuilding events) along with training needs analysis & post-course evaluation, this is our most comprehensive training service. Let us build precisely the training you need.

### Tailored training: how we work

#### 1. Get in touch

- ↓ Having identified a training need that may not be met by an open scheduled course, **call our customer services team on 0800 132 448**. They will direct you to one of our experienced, sector-specific account managers.

#### 2. Needs analysis

- ↓ **An initial consultation** will help clarify what will provide the best return on investment for you. Effective communication and really listening to our clients' needs helps us begin to understand the culture and dynamics of your organisation, and therefore what methods will work best in practice.

#### 3. Development

- ↓ With your objectives in mind, **your account manager will help you plan a programme** that gets the best from your training budget, no matter how large or small. A trainer with the most relevant experience and compatible training style will be selected, and you will receive a draft written programme outline for review.

#### 4. Review

- ↓ **You will have the opportunity to review the course proposal**, discuss the best delivery methods with your trainer and make any revisions until you are completely satisfied with the content.

#### 5. Delivery

- ↓ 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. All course materials will be provided (e.g. workbooks, certificates, evaluation forms, name cards, pads, pens and USB sticks), and these will be delivered to the course venue two days prior to your training event.

#### 6. Evaluation

Within two weeks of the training taking place a **detailed summary report** will be emailed to you containing the trainer's and delegates' evaluation of the programme. The evaluation is an essential and interesting stage of the programme, and for longer programmes this feedback helps drive continual improvement.

## TAILORED TRAINING

Achieving results through collaboration



We're proud of the results our in-house programmes have achieved for our clients. With over 10 years' experience working across a variety of industry sectors, we can advise what, and whether, training will provide the best return on investment for you – just listen to our clients:

### Specialist learning services

#### We provide a lot more than on-site training:

##### Management certification

Built from scratch or based on our exiting, tried and tested management qualifications

##### Executive coaching

Highly customised one-to-one coaching for senior executives

##### Team building

Facilitated events at locations ranging from the Cotswolds to the Austrian Alps

##### 360° assessment & feedback

Tried and tested systems to manage 360° assessments to generate positive feedback that informs future learning and development

##### Training surgery

A day of drop-in sessions for individuals

##### Observation sessions

Allowing our experts to immerse themselves in the realities of your organisation so subsequent training has a real impact

##### Learning/training needs analysis

Do you know exactly where the skills gaps are in your team/department? What about in your whole organisation?

##### L&D communication

The success of a L&D initiative is often determined by how it is implemented and communicated

##### Flexible Learning

Specially designed 90 minute or half day bite-sized sessions of our most popular courses

##### Evaluation services

Built into your training from the start to ensure you can demonstrate a real return on investment

##### Facilitation of your Investors in People accreditation

We have already undertaken this valuable work for a number of companies and can offer attractive rates and peace of mind in achieving this standard

##### Train your trainers

Get your trainers trained by the experts. Let us share our experience in best practice with your in-house team

##### And much, much more...

### Whittington Insurance

*"Reed Learning's in-house option allowed us to match our requirements exactly, whilst maintaining a consistent message, and offering significant cost efficiencies. Not only did the 10 training sessions receive very positive feedback we've seen a significant improvement in performance reviews completed well and on time from below 50% to 97% – it's certainly a positive step for our business."*

**Marcus Jenkins, Training & Development Manager**



Whittington

### Habib Bank AG Zurich

*"What Reed Learning delivered proved they had genuinely understood our requirements. I am still seeing the positive change; managers are adopting a more responsive style with their teams, teams are increasingly looking to improve the way they work, and employees are more engaged – it's been an excellent step in the right direction."* **Jim Bird, Training and Development Manager**

*"The course content and structure were excellent and the trainer made it a very positive and useful day. An on-site course meant we were accessible for any issues that came up and made fitting the course in less problematic. It was more than worth taking time out for."*

**Bob Lupton, Vice President**



**CALL US NOW ON 020 7520 6600  
OR FOR NORTHERN IRELAND  
CALL 02890 248 347**

# WELCOME TO GREEN LEARNING

Green training that really means business



## Six green pledges by James Reed, Chairman, Reed Learning

We are a company that cares passionately about the environment and it remains a high priority for all of us. At the Mayday Climate Change summit in 2007 Reed committed to six green pledges. These being:

1. Calculate your company's carbon footprint
2. Report your carbon footprint publicly or to Business in the Community
3. Set an absolute target and take action to reduce your company's emissions
4. Encourage employees to reduce their carbon footprint at home and at work
5. Work in partnership with suppliers to reduce emissions in the supply chain
6. Mobilise customers to take action

I'm delighted with the progress we have made in the Reed group since we first committed to these pledges. We have reduced our CO<sub>2</sub> emissions by 2,500 tonnes by installing Thin Terminals across the company, removing bottled water coolers from all Reed offices, introducing a mobile and printer cartridge recycling scheme and launching a range of Green Learning courses. However there is great deal more we can do. To raise awareness Climate Change issues Reed is proud to support the Climate Week initiative.



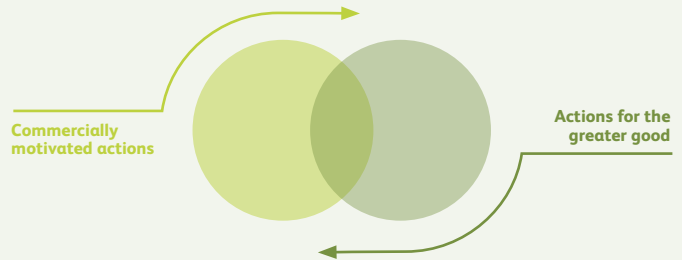
From 23 to 29 November 2009, Climate Week will catalyse action on climate change across society. Thousands of organisations will promote ways of tackling climate change, showcase low-carbon products and services, and enter the prestigious Climate Awards. It will be a new annual national occasion that becomes international.

Climate Week is backed by former US Vice President Al Gore, former United Nations Secretary-General Kofi Annan, the Prime Minister Gordon Brown, Conservative leader David Cameron and Liberal Democrat leader Nick Clegg. It is also supported by the Institute of Directors, the Federation of Small Businesses and Reed Learning.

Climate Week's newspaper partners are read by 23% of UK adults. Marketing partners will promote Climate Week to 400,000 organisations.

**For more info visit:**  
[www.reedlearning.co.uk/green](http://www.reedlearning.co.uk/green)

## What is the green shift?



## What is green learning?

It is a myth that a successful organisation cannot also be environmentally friendly. In fact there is a growing realisation that business improvements and a reduction in environmental impact can progress side by side. This is Green Shift – the altering of individual and organisational mindsets to realise that environmental and profit/efficiency motivations can drive each other.

The courses provide practical tips and guidance, explaining the simple and cost effective steps all organisations can take to become greener, improve efficiency, save money and become better prospects to employees and customers.

Whether you want to improve your working practices as an individual, office manager or organisation-wide at a director level, we have a course for you.

### The courses

Becoming a green champion		p28
The green manager		p48
Green HR		p70
The green PA & office manager		p101

**If you'd like to know a bit more about Green Learning, why we think it is so important and what we are doing to live these values visit [reedlearning.co.uk/green](http://reedlearning.co.uk/green). If you think there is a green course we should be running, email us at [green.ideas@reedlearning.co.uk](mailto:green.ideas@reedlearning.co.uk)**

## VERBAL COMMUNICATION

Professional presentation skills	14
Advanced professional presentation skills	15
Mastering the art of public speaking	15
Effective communication	16
Communication excellence	17
Neuro-linguistic programming	17
Facilitation skills	18
Making an impact at meetings	18

## WRITTEN COMMUNICATION

Report writing for business	19
Proofreading	19
Essentials of business grammar	20
Essential business writing skills	20

## PERSONAL EFFECTIVENESS

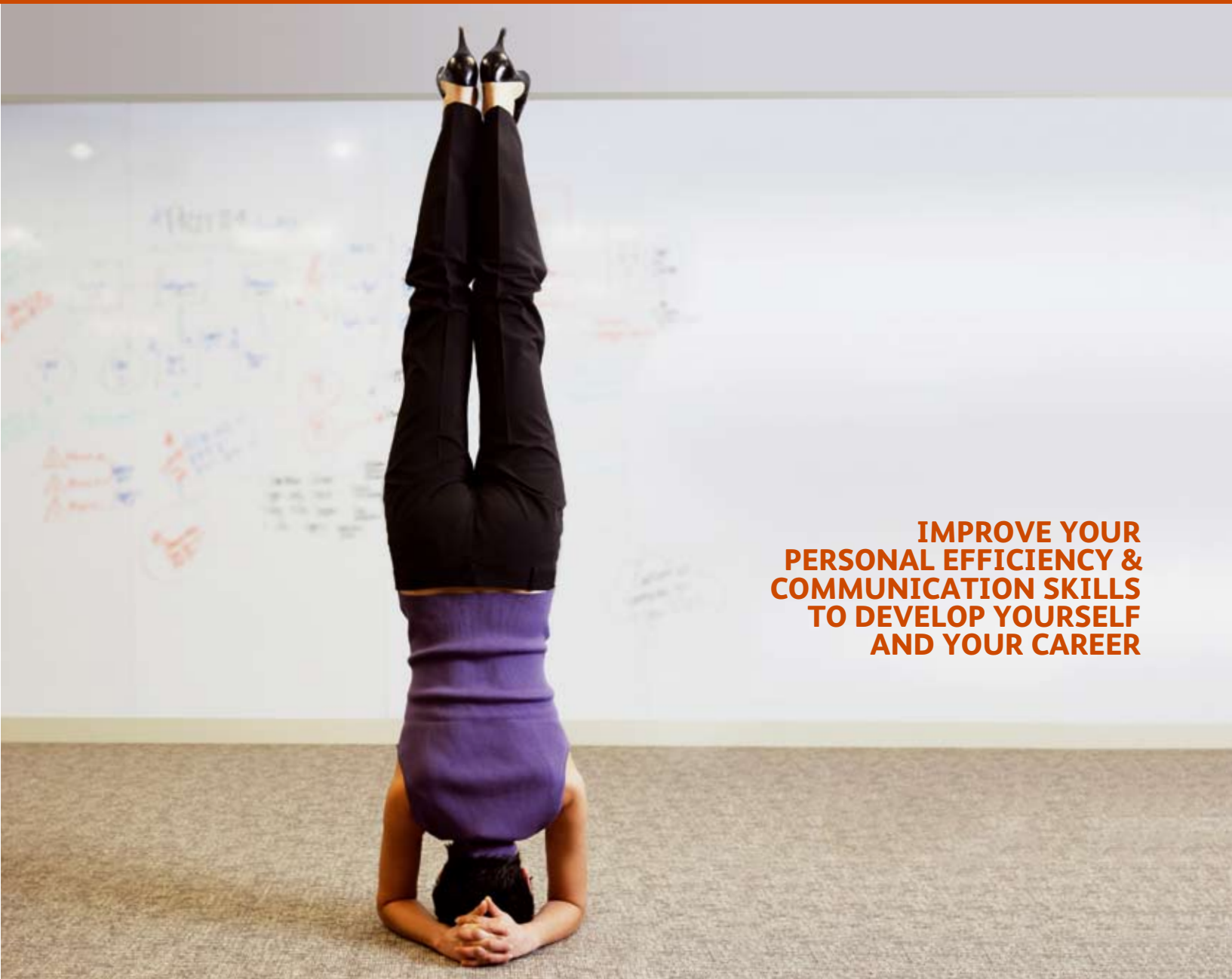
Persuading & influencing people	21
Time management	22
Assertiveness at work	23
Anger management	24
Stress management	24
The art of being brilliant	25

## BUSINESS CONFIDENCE

Emotional intelligence at work	25
Discovering the secrets of self-confidence	26
Delivering beyond yourself	26

## MORE COURSES

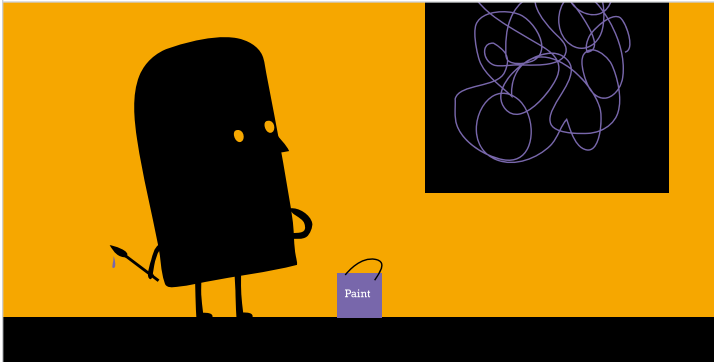
Self-belief for peak performance	27
Advanced report writing	27
Read faster, read smarter	27
Essentials of personal development	27
Creative thinking	27
Problem solving	27
Realise your potential	27
Developing self-esteem & assertiveness	28
Managing upwards	28
Persuasion masterclass	28
Becoming a green champion	28



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

## PROFESSIONAL PRESENTATION SKILLS

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



### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Now includes

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

### Stage 1 – The course

Three key factors that can make anyone a successful presenter

#### Planning and preparation

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

#### Structuring the talk

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

### The delivery

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


### Stage 2 – MP3 Learning bites

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

### Stage 3 – e-learning

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

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

 Forms part of the diploma in management, accredited by the Chartered Management Institute (p31)

 Includes 'Learning on the go' modules



<b>Duration &amp; cost</b>	2 Days, £967 + VAT (Belfast £695)
<b>Belfast</b>	May: 20-21 Jul: 20-21 Sep: 14-15 Nov: 16-17
<b>Birmingham</b>	Jun: 15-16 Aug: 4-5 Sep: 22-23 Nov: 10-11
<b>Bristol</b>	Jun: 29-30 Sep: 9-10 Nov: 19-20
<b>Edinburgh</b>	May: 28-29 Aug: 24-25 Nov: 23-24
<b>Leeds</b>	Jun: 17-18 Sep: 14-15 Dec: 15-16
<b>London</b>	May: 5-6, 14-15, 26-27 Jun: 4-5, 11-12, 17-18, 22-23 Jul: 2-3, 13-14, 21-22, 30-31 Aug: 10-11, 18-19, 27-28 Sep: 7-8, 14-15, 24-25 Oct: 5-6, 14-15, 22-23 Nov: 2-3, 12-13, 19-20, 30-1 Dec: 8-9, 17-18
<b>Manchester</b>	Jun: 24-25 Sep: 14-15 Dec: 8-9
<b>Code</b>	PPS

## ADVANCED PROFESSIONAL PRESENTATION SKILLS

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

## MASTERING THE ART OF PUBLIC SPEAKING

Unlock the speaking skills that will engage and captivate any audience

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Course overview

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

### Follow-up courses

Advanced negotiation skills for senior managers p46. Persuading & influencing people p21.

### 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

### Follow-up courses

Professional presentation skills p14. The art of being brilliant p25. Essentials of personal development p27.

<b>Duration &amp; cost</b>	2 Days, £995 + VAT
<b>Birmingham</b>	<b>May:</b> 20-21 <b>Aug:</b> 18-19 <b>Nov:</b> 19-20
<b>London</b>	<b>May:</b> 18-19 <b>Jun:</b> 29-30 <b>Aug:</b> 3-4 <b>Sep:</b> 9-10 <b>Oct:</b> 12-13 <b>Nov:</b> 16-17 <b>Dec:</b> 10-11
<b>Code</b>	APPSL

<b>Duration &amp; cost</b>	1 Day, £499 + VAT
<b>London</b>	<b>May:</b> 7 <b>Jun:</b> 15 <b>Jul:</b> 29 <b>Sep:</b> 11 <b>Oct:</b> 26 <b>Dec:</b> 7
<b>Code</b>	TVA



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

## EFFECTIVE COMMUNICATION

Master your message and achieve positive results through enhanced communication skills



### Who is it for?

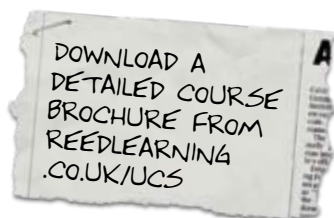
Ideal for anyone looking to enhance their interpersonal relationships as well as their effectiveness to present a clear and positive message in work situations.

### What is it about?

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

### What will I get out of it?

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



 Any course can be bundled with Mailiens for an additional £99+VAT (see page 9 for details)

 Forms part of the Introductory diploma in management, accredited by the Chartered Management Institute (p31)

 Forms part of the diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management (p75)

 Includes 'Learning on the go' modules



### Now includes

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

### Stage 1 – The course

#### The art of communication

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

#### Communication styles

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

#### Unspoken communication

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

#### Presenting a positive image

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

#### Personal excellence

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

### Stage 2 – MP3 Learning bites

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

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

### Stage 3 – e-learning

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

Duration & cost	1 Day, £534 + VAT (Belfast £375)
Belfast	Jun: 12 Jul: 31 Aug: 25 Oct: 12 Dec: 1
Birmingham	May: 12 Jun: 16 Jul: 24 Sep: 7 Oct: 16 Nov: 8
Bristol	May: 22 Aug: 14 Nov: 13
Edinburgh	May: 7 Aug: 7 Nov: 5
London	May: 5, 20 Jun: 5, 23 Jul: 8, 23 Aug: 7, 26 Sep: 10, 28 Oct: 14, 29 Nov: 13 Dec: 1, 17
Manchester	May: 8 Aug: 5 Nov: 4
Code	UCS

## COMMUNICATION EXCELLENCE

Increase value in all your business relationships through advanced communication techniques

## NEURO-LINGUISTIC PROGRAMMING

Use heightened awareness techniques to improve your professional and personal effectiveness

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Course overview

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

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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



### Course overview

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

### Follow-up courses

Emotional intelligence at work p25. The five-day management programme p37.



SEE ALSO APPLIED NLP FOR MANAGERS P40

<b>Duration &amp; cost</b>	2 Days, £967 + VAT (Belfast £695)
<b>Belfast</b>	<b>May:</b> 20-21 <b>Jul:</b> 6-7 <b>Sep:</b> 16-17 <b>Nov:</b> 5-6
<b>Birmingham</b>	<b>May:</b> 5-6 <b>Aug:</b> 6-7 <b>Nov:</b> 5-6
<b>Bristol</b>	<b>Jun:</b> 11-12 <b>Sep:</b> 3-4 <b>Dec:</b> 2-3
<b>London</b>	<b>May:</b> 7-8 <b>Jun:</b> 11-12 <b>Jul:</b> 1-2, 23-24 <b>Aug:</b> 18-19 <b>Sep:</b> 8-9, 29-30 <b>Oct:</b> 22-23 <b>Nov:</b> 17-18 <b>Dec:</b> 10-11
<b>Code</b>	COM

<b>Duration &amp; cost</b>	2 Days, £850 + VAT
<b>Belfast</b>	<b>Aug:</b> 26-27 <b>Oct:</b> 22-23 <b>Dec:</b> 17-18
<b>London</b>	<b>Jun:</b> 2-3 <b>Jul:</b> 16-17 <b>Sep:</b> 1-2 <b>Oct:</b> 15-16 <b>Nov:</b> 30-1
<b>Code</b>	NLP



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

## FACILITATION SKILLS

Control and guide any group towards its objectives

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Course overview

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

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

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

### Follow-up courses

Persuading & influencing people p21.  
The five-day management programme p37. Effective communication p16.

## MAKING AN IMPACT AT MEETINGS

And we don't mean by spilling your coffee!

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Course overview

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



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

### Follow-up courses

Art of conducting meetings p40.  
Persuading and influencing people p21. Mastering the art of public speaking p15.

**Duration & cost** 2 Days, £925 + VAT

**London** Jun: 2-3 Jul: 13-14 Aug: 26-27 Oct: 8-9 Nov: 23-24

**Code** FS

Endorsed for CPD purposes by  
CIMA Mastercourses



**Duration & cost** 1 Day, £479 + VAT

**London** Jun: 9 Jul: 15 Aug: 21 Sep: 28 Oct: 30 Dec: 7

**Code** MIM

Endorsed for CPD purposes by  
CIMA Mastercourses



## REPORT WRITING FOR BUSINESS

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

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Course overview

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

### Follow-up courses

Professional presentation skills p14.  
Introduction to Microsoft Word p94.

### In-company option

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

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

**Duration & cost** 1 Day, £524 + VAT

**London** **May:** 8, 29 **Jun:** 17 **Jul:** 6, 24 **Aug:** 13  
**Sep:** 2, 22 **Oct:** 9, 30 **Nov:** 18 **Dec:** 8

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

**Code** RWB



Forms part of the diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management (p75)

Endorsed for CPD purposes by CIMA Mastercourses



### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

## PROOFAMATICS

Proven techniques to increase accuracy and measurably improve proofreading skills

### Course overview

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

### Follow-up courses

Everything you wanted to know about copywriting p86. Essentials of business grammar p20. Essential business writing skills p20.



**Duration & cost** 2 Days, £870 + VAT

**London** **Jun:** 3-4 **Jul:** 28-29 **Sep:** 23-24 **Nov:** 23-24

**Code** PRF



Any course can be bundled with Mailiens for an additional £99+VAT (see page 9 for details)



## ESSENTIALS OF BUSINESS GRAMMAR

Don't let your writing skills betray you

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

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

### Course overview

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

### Follow-up courses

Essential business writing skills p20.  
 Everything you wanted to know about copywriting p86. Introduction to Microsoft Word p94.

<b>Duration &amp; cost</b>	1 Day, £499 + VAT
<b>London</b>	<b>May:</b> 14 <b>Jun:</b> 3, 19 <b>Jul:</b> 6, 29 <b>Aug:</b> 17 <b>Sep:</b> 4, 23 <b>Oct:</b> 13 <b>Nov:</b> 2, 19 <b>Dec:</b> 8
<b>Code</b>	EOG



Any course can be bundled with Mailiens for an additional £99+VAT (see page 9 for details)



## ESSENTIAL BUSINESS WRITING SKILLS

Create professional written communication that achieves your objectives

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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



### Course overview

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

### Follow-up courses

Report writing for business p19.  
 Advanced Microsoft Word p94.

<b>Duration &amp; cost</b>	1 Day, £524 + VAT
<b>London</b>	<b>May:</b> 8 <b>Jun:</b> 1, 22 <b>Jul:</b> 9, 28 <b>Aug:</b> 14 <b>Sep:</b> 4, 21 <b>Oct:</b> 8, 28 <b>Nov:</b> 18 <b>Dec:</b> 2, 21
<b>Code</b>	EWS



Any course can be bundled with Mailiens for an additional £99+VAT (see page 9 for details)

Endorsed for CPD purposes by  
 CIMA Mastercourses





## PERSUADING & INFLUENCING PEOPLE

Develop powerful and compelling techniques to win people over

### Now includes

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

### Who is it for?

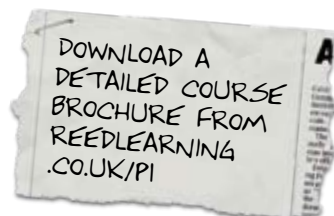
This course is for anyone who needs to build relationships within their organisation in order to get colleagues on side and for those in a sales or account management role who are dealing with potentially difficult customers or situations.

### What is it about?

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

### What will I get out of it?

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



### Stage 1 – The course

#### Understand persuasion

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

#### Preparing to persuade

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

#### Explore what others want

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

#### Communication styles

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

#### Overcome resistance

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

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

#### State your case persuasively

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

### Stage 2 – MP3 Learning bites

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

### Stage 3 – e-learning

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

Duration & cost	2 Days, £967 + VAT (Belfast £695)
Belfast	May: 18-19 Jul: 6-7 Sep: 3-4 Nov: 2-3
Birmingham	May: 27-28 Aug: 10-11 Oct: 22-23
Bristol	May: 28-29 Jul: 30-31 Oct: 7-8 Dec: 16-17
Edinburgh	May: 18-19 Aug: 18-19 Nov: 19-20
Leeds	May: 7-8 Aug: 5-6 Nov: 4-5
London	May: 6-7, 27-28 Jun: 15-16, 29-30 Jul: 14-15, 28-29 Aug: 12-13, 27-28 Sep: 10-11, 24-25 Oct: 12-13, 26-27 Nov: 10-11, 24-25 Dec: 8-9, 21-22
Manchester	Jun: 9-10 Sep: 14-15 Dec: 10-11
Code	PI

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

Forms part of the certificate of higher education in management ([www.reedlearning.co.uk/RHUL](http://www.reedlearning.co.uk/RHUL))

Introductory diploma in management, accredited by the Chartered Management Institute (p31)

Includes 'Learning on the go' modules



## TIME MANAGEMENT

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



### Who is it for?

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

### What is it about?

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

### 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



THREE-STAGE  
BLENDED LEARNING  
PROGRAMME



Any course can be bundled with Mailiens for an additional £99+VAT (see page 9 for details)



Forms part of the Introductory diploma in management, accredited by the Chartered Management Institute (p31)



Includes 'Learning on the go' modules

Endorsed for CPD purposes by  
CIMA Mastercourses



### Now includes

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

### Stage 1 – The course

The three-pronged attack to improved efficiency

#### Doing the right things:

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

#### At the right time:

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

#### In the right way:

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

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

### Stage 2 – MP3 Learning bites

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

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

### Stage 3 – e-learning

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

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

Duration & cost	1 Day, £534 + VAT (Belfast £375)
Belfast	May: 6 Jun: 19 Aug: 5 Sep: 18 Nov: 4 Dec: 16
Birmingham	May: 21 Jun: 22 Jul: 23 Aug: 25 Sep: 24 Oct: 23 Nov: 30
Bristol	Jul: 22 Oct: 23
Edinburgh	Jul: 27 Oct: 28
Leeds	Jul: 29 Oct: 30
London	May: 1, 8, 18, 26 Jun: 2, 10, 17, 24 Jul: 1, 10, 17, 27 Aug: 3, 12, 19, 26 Sep: 3, 11, 18, 28 Oct: 5, 13, 21, 28 Nov: 2, 12, 20, 30 Dec: 7, 15, 22
Manchester	Jul: 6, 31 Sep: 16 Oct: 26 Nov: 27
Code	TM



THREE-STAGE  
BLENDED LEARNING  
PROGRAMME

## ASSERTIVENESS AT WORK

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

### Now includes

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



### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Stage 1 – The course

#### Understanding assertiveness

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

#### Applying assertiveness

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

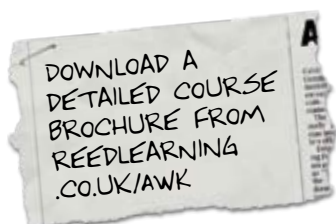
- Appreciate the motivations of other people
- Work through various scenarios, giving you the opportunity to put your new assertiveness skills into practice, in a supportive environment
- Two-way developmental and motivational feedback sessions with the other delegates, to embed the learning.

### Stage 2 – MP3 Learning bites

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

### Stage 3 – e-learning

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



Duration & cost	2 Days, £940 + VAT, (Belfast £695)
Belfast	Jun: 4-5 Aug: 3-4 Oct: 1-2 Nov: 30-1
Birmingham	May: 11-12 Aug: 12-13 Nov: 9-10
Bristol	Jun: 18-19 Sep: 9-10 Dec: 10-11
Leeds	May: 12-13 Aug: 11-12 Nov: 9-10
London	May: 5-6, 21-22 Jun: 1-2, 15-16 Jul: 1-2, 20-21 Aug: 3-4, 20-21 Sep: 7-8, 22-23 Oct: 7-8, 22-23 Nov: 9-10, 25-26 Dec: 10-11
Manchester	Jun: 15-16 Sep: 10-11 Dec: 8-9
Code	AWK

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

▶ Includes 'Learning on the go' modules



## ANGER MANAGEMENT

Don't let anger affect your decisions and performance

### Who is it for?

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

### What is it about?

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

### Follow-up courses

Assertiveness at work p23.  
Persuading & influencing people p21.  
Delivering beyond yourself p26.

## STRESS MANAGEMENT

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

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Course overview

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

### Follow-up courses

Anger management p24.  
Time management p22. Developing self-esteem & assertiveness p28.

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

**Duration & cost** 2 Days, £859 + VAT

**London** Jun: 4-5 Aug: 5-6 Oct: 1-2 Nov: 24-25

**Code** AM

**Duration & cost** 1 Day, £469 + VAT

**London** May: 6 Jun: 4 Jul: 2 Aug: 3 Sep: 3 Oct: 6 Nov: 2 Dec: 3

**Code** SM



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

## THE ART OF BEING BRILLIANT

Techniques to communicate, influence and build rapport

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Course overview

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



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

### Follow-up courses

The five-day management programme p37. Motivational techniques p41. Neuro-linguistic programming p17.

**Duration & cost** 1 Day, £499 + VAT

**London** May: 15 Jun: 16 Jul: 14 Aug: 12  
Sep: 14 Oct: 16 Nov: 20 Dec: 18

**Code** ABB



Any course can be bundled with Mailiens for an additional £99+VAT (see page 9 for details)



Forms part of the diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management (p75)

Endorsed for CPD purposes by CIMA Mastercourses



## EMOTIONAL INTELLIGENCE AT WORK

Build strong working relationships through control of your reactions

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Course overview

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

### Follow-up courses

Neuro-linguistic programming p17. Essentials of personal development p27. Delivering beyond yourself p26. Persuasion masterclass p28.

**Duration & cost** 1 Day, £499 + VAT

**London** Jun: 3 Aug: 6 Oct: 7 Dec: 2

**Code** EIW

## DISCOVERING THE SECRETS OF SELF-CONFIDENCE

What's holding you back?

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Course overview

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

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

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

### Follow-up courses

Persuading & influencing people p21.  
 Making an impact at meetings p18.  
 Self-belief for peak performance p27.

## DELIVERING BEYOND YOURSELF

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

### Who is it for?

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

### What is it about?

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

### What will I get out of it?

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

### Course overview

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



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

**Duration & cost** 2 Days, £922 + VAT  
**London** **May:** 20-21 **Jun:** 17-18 **Jul:** 16-17 **Aug:** 17-18  
**Sep:** 17-18 **Oct:** 20-21 **Nov:** 16-17 **Dec:** 14-15  
**Code** DSSC

**Duration & cost** 1 Day, £578 + VAT  
**London** **May:** 11 **Jun:** 5 **Jul:** 1, 27 **Aug:** 21  
**Sep:** 18 **Oct:** 14 **Nov:** 6 **Dec:** 3  
**Code** DBY



Forms part of the diploma in advanced sales & marketing, accredited by the Institute of Sales & Marketing Management (p75)

## MORE COURSES

Find all of our personal development courses online at [www.reedlearning.co.uk/pd](http://www.reedlearning.co.uk/pd)

<p><b>SELF-BELIEF FOR PEAK PERFORMANCE</b></p> <p><b>Who is it for?</b></p> <p>If you have ever felt you could perform to a higher level, or feel higher self-esteem would boost your progression at work, then this course has been developed for you.</p> <p><b>What is it about?</b></p> <p>Free yourself from self-imposed restraints and set goals for change. This course will refocus your energies and set you on the right track for a more positive, effective and confident life, and peak work performance.</p> <p><b>Venue</b> London  <b>Dates</b> May: 11, Jun: 30, Aug: 13            Sep: 28, Nov: 5, Dec: 18  <b>Duration</b> 1 day  <b>Cost</b> £424  <b>Code</b> SEPP</p>	<p><b>ADVANCED REPORT WRITING</b></p> <p><b>Who is it for?</b></p> <p>This course is specifically for experienced report writers looking to produce more effective documents.</p> <p><b>What is it about?</b></p> <p>It's about making sure the reports you write actually get read and the contents acted upon. The course shows you how to sell ideas on paper, influence decision making and successfully communicate information through the written medium.</p> <p><b>Venue</b> London  <b>Dates</b> May: 14, Jun: 26, Aug: 24            Oct: 14, Dec: 11  <b>Duration</b> 1 day  <b>Cost</b> £524  <b>Code</b> ARWB</p>	<p><b>READ FASTER, READ SMARTER</b></p> <p><b>Who is it for?</b></p> <p>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.</p> <p><b>What is it about?</b></p> <p>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.</p> <p><b>Venue</b> London  <b>Dates</b> Jun: 10, Jul: 15, Aug: 19            Sep: 30, Oct: 29, Dec: 2  <b>Duration</b> 1 day  <b>Cost</b> £409  <b>Code</b> RFRS</p>	<p><b>ESSENTIALS OF PERSONAL DEVELOPMENT</b></p> <p><b>Who is it for?</b></p> <p>A broad course for anyone wishing to develop their personal style and interpersonal skills to improve their performance and quality of work.</p> <p><b>What is it about?</b></p> <p>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.</p> <p><b>Venue</b> London  <b>Dates</b> May: 26-27, Jul: 2-3            Aug: 10-11, Sep: 15-16            Oct: 22-23, Nov: 26-27  <b>Duration</b> 2 days  <b>Cost</b> £958  <b>Code</b> EPD</p>
<p><b>CREATIVE THINKING</b></p> <p><b>Who is it for?</b></p> <p>Ideal for project managers, middle and senior managers and those in creative roles who have complex problems to solve and need new ideas and creative thinking tools.</p> <p><b>What is it about?</b></p> <p>This course will show you how a structured approach will help you in your search for creative solutions. Using practical techniques and creative thinking tools, you will learn how to confront work challenges proactively and from a new angle.</p> <p><b>Venue</b> London  <b>Dates</b> May: 13, Jun: 19, Jul: 31            Sep: 14, Oct: 27, Dec: 4  <b>Duration</b> 1 day  <b>Cost</b> £439  <b>Code</b> CT</p>	<p><b>PROBLEM SOLVING</b></p> <p><b>Who is it for?</b></p> <p>If you are involved in problem solving, project planning or management, event management, creative work or a role that requires you to solve problems, then this course has been designed for you.</p> <p><b>What is it about?</b></p> <p>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.</p> <p><b>Venue</b> London  <b>Dates</b> Jun: 12, Aug: 7            Sep: 30, Nov: 27  <b>Duration</b> 1 day  <b>Cost</b> £449  <b>Code</b> MM</p>	<p><b>REALISE YOUR POTENTIAL</b></p> <p><b>Who is it for?</b></p> <p>For all those who feel they have more to give and have aspirations that they want to achieve.</p> <p><b>What is it about?</b></p> <p>This course promotes the idea of us all taking active responsibility for our own growth and development. It will teach you how to take control of your own life, achieve your goals and aspirations, strive for new challenges and reach for the stars.</p> <p><b>Venue</b> London  <b>Dates</b> May: 22, Jul: 22            Sep: 21, Nov: 20  <b>Duration</b> 1 day  <b>Cost</b> £459  <b>Code</b> RYP</p>	 <p><b>"A very good course which has taught me a great deal. I am looking forward to using it when I return to work and in my home life." Andrew Ford, SAS</b></p>

## MORE COURSES

Find all of our personal development courses online at [www.reedlearning.co.uk/pd](http://www.reedlearning.co.uk/pd)

### DEVELOPING SELF-ESTEEM & ASSERTIVENESS

#### Who is it for?

An essential learning experience for the shy or unassertive.

#### What is it about?

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

#### What will I get out of it?

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

**Venue** London  
**Dates** Jun: 15-16, Aug: 17-18  
Oct: 15-16, Dec: 8-9

**Venue** Residential  
**Dates** Jun: 8-9, Jul: 27-28  
Sep: 17-18, Nov: 9-10

**Duration** 2 days  
**Cost** £895 or  
£1,170 (Residential)  
**Code** DSE, DSER (Residential)

### MANAGING UPWARDS

#### 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. It teaches you how to be assertive, gain control and most importantly manage your manager for a more effective and efficient working relationship.

#### What will I get out of it?

- Development of mutually beneficial relationships
- 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
- Alignment of the needs of yourself, your manager and your business for greater success

**Venue** London  
**Dates** May: 6, Jun: 18, Jul: 23  
Sep: 1, Oct: 2, Nov: 6  
Dec: 14

**Duration** 1 day  
**Cost** £459  
**Code** MUP

### PERSUASION MASTERCLASS

#### Who is it for?

Designed for managers and senior executives, this cutting edge course has been created for anyone who wishes to increase their levels of gravitas and personal powers of persuasion, negotiation and influence.

#### What is it about?

Fast moving, challenging, highly participative and fun, this two-day programme features a range of team and one-to-one exercises, self-analysis, feedback and coaching. A major highlight is Fever Pitch™ a persuasion and influencing game where teams must create and deliver a persuasive pitch and attempt to outsmart their competition.

#### What will I get out of it?

- Higher levels of confidence and credibility when persuading at a senior level
- New tools and tactics to persuade others in a natural and engaging style
- Greater understanding of the elements of successful persuasion and influence

**Venue** London  
**Dates** Jul: 6-7, Oct: 1-2

**Duration** 1 day  
**Cost** £999  
**Code** PMC2

### BECOMING A GREEN CHAMPION

#### Who is it for?

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

#### What is it about?

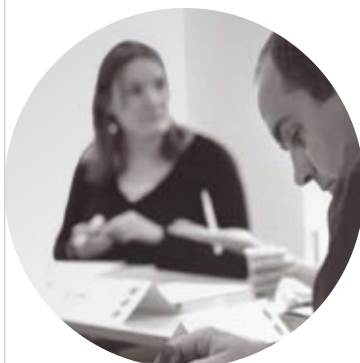
This practical course will identify the changes that you can implement in your role to make your organisation 'greener'. During the course you will identify 'quick green wins'; financial and environmental benefits that can be achieved almost immediately, and consider the medium to long-term strategies required to support future improvements.

#### What will I get out of it?

- An understanding of the green challenges that face you and your organisation
- Knowledge of how others have made changes using current case studies
- Skills to inspire, motivate and promote awareness and sustainability in your organisation
- Ideas that will quickly reduce your personal impact on the environment
- A personal plan of activity for you to implement

**Venue** London  
**Dates** Jun: 10, Sep: 7, Dec: 4

**Duration** 1 day  
**Cost** £399  
**Code** GCH



**"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**