

➔ How to book

You can book all courses online at www.the-centre.co.uk.

Alternatively you can email your booking to info@the-centre.co.uk or call **020 7490 3030**.

➔ Course fees

**Small charity price applies to registered charities with an annual turnover of less than £3m.

*Not-for-profit price applies to all other charities and all other not-for-profit organisations (including public sector and housing).

Standard price applies to all other organisations.

All fees are subject to VAT.

➔ Payment

Once you have placed your booking we will send you an invoice. Payment must be received at least 24 hours before the date of the training course. If you are booking several courses, payment must be received before the date of the first course. You can call us to make payment by credit/debit card or BACS. Alternatively, you can send a cheque made payable to 'the Centre'.

➔ Special requirements

If you have any individual requirements, such as dietary, access or religious, please contact us and we will make every effort to accommodate them. Contact our Open Programme Manager on **020 7490 3030** or kerry.johnson@the-centre.co.uk.

➔ Confirmation of booking

We will send you a confirmation letter when we receive your booking. Please contact us if you have not received confirmation within five working days of placing your booking.

➔ Cancellation and transfer policy

Cancellations and transfers must be submitted in writing to info@the-centre.co.uk.

- For cancellations four weeks or more before the training day, we will send a full refund.
- For cancellations less than four weeks, but more than seven days before the course, we will refund half the fee.
- For cancellations within seven days of the course, the full fee will be due.
- If you want to transfer to a different day or course, we will be happy to help.
- If you transfer more than one week, but less than three weeks before the start date, a transfer charge of £50 plus VAT will be payable for each booking transfer.
- If you transfer less than one week before the course date, the full course fee will be due.

You may only transfer once per booking. If you cancel after transferring, the appropriate fee is due. Please note that non-payment and/or non-attendance does not constitute a cancellation. Please see our website for full terms and conditions.

➔ The Centre mailings

If you wish to add, edit or remove your details from our mailing list, please email samantha.clegg@the-centre.co.uk. Thank you.



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enhancing
training

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Early Summer **2015**
training
programme

➔ Venue

All courses on the Centre's Open Programme are held at our main training suite in central London. Courses start at 10am and will finish by 4.30pm. Lunch and refreshments will be provided.

The Centre training venue: 140 Old Street, London EC1V 9BJ

Located in central London, this venue is easily accessible by tube, train or bus.

Alternatively, we can come to you. If you have four or more people interested in the same course it could work out cheaper and easier to run it in-company.

Visit www.the-centre.co.uk for more information.

➔ Contact us

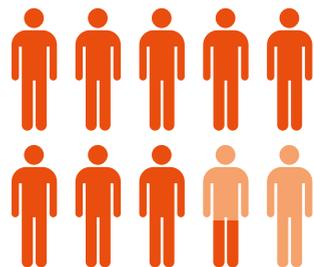
If you have any questions or need any help finding the perfect course for you feel free to contact us. We're always happy to help!

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w www.the-centre.co.uk



84%

of the Centre's clients
say that their performance
at work has improved as a
result of their training with
the Centre.



➔ Contents

The management ladder page 4

Moving into management	28-29 May 29-30 June
Moving up in management	16-17 June
Moving from manager to leader	14-15 May

Management courses pages 5-8

Finance skills for non financial managers	12-13 May
Project management	20-21 May 11-12 June
Handling difficult people and situations: essential tools	22 May 1 July
Budgeting for non financial managers	26 May
Managing staff performance: motivating underperformers	27 May
Interview skills for managers	29 May
Managing volunteers	3 June
Supervision skills: managing people and teams	4-5 June
Training the trainer	10-11 June
Facilitation skills	17 June
Event management: an introduction	18 June
Coaching skills for managers	19 June
Monitoring, evaluation and impact assessment	19 June
Emotional intelligence in management and leadership	22 June
Delegation skills	23 June
Strategic planning and thinking	25-26 June

NEW

Administration courses page 9

Minutes: taking and writing effective minutes	11 May 12 June
Essential skills for administrators	20 May
The Executive PA	1-2 June
Receptionist training: becoming an exceptional receptionist	18 June

Communication courses pages 10-11

Communication in the workplace	11 May
PR strategies that work	15 May
Presentation skills: making confident and effective presentations	27 May 3 July
Managing a media crisis	28 May
Influencing skills	9-10 June
Presentation skills: extending your public speaking skills	15-16 June
Handling the press and media	1 July

Writing courses pages 12-14

Persuasive writing	14 May
Business writing skills	21-22 May
Grammar and punctuation at work	1 June
Proofreading	3 June
Report writing skills	4 June
Digital writing	9 June
Blogging: writing a blog that works hard for your organisation	25 June
Writing speeches	3 July

NEW

Personal effectiveness courses page 15

Assertiveness skills	18 May 23 June
Time management for managers	26 May
Time management for administrators	5 June
Developing your personal brand	29 June

Moving into management: taking on your first management role



2 ½ days 28-29 May follow-up 9 July 10am-12.30pm
29-30 June follow-up 11 August 10am-12.30pm
£655** | £825* | £925

For those embarking on their first management role

This two-and-a-half day course has been specifically designed for people who are stepping onto the first rung of the management ladder. It will increase your understanding of the manager's role and will help you gain confidence and skills, leaving you with a development plan for gaining further management skills. You will cover:

- the manager's role and key responsibilities
- leadership and planning
- motivating and managing your team
- different management styles
- communication skills
- managing with assertiveness
- dealing with issues and difficulties

"The course was brilliant – it gave me what I needed and more to step confidently into my new role. The trainer was a great leader who delivered the subject in manageable portions so I could digest it easily." JR, Teenage Cancer Trust

Moving up in management: extending your management skills

2 ½ days 16-17 June follow-up 11 August 1.30pm-4pm
£655** | £825* | £925

For those with at least two years experience in a management role

If you have been carrying out a management role this course offers you an opportunity to reflect on your experience with others in a similar situation and to catch-up with best practice, especially in relation to managing people. You will cover:

- managing in different organisations
- managing your team and motivating people
- people management: systems and structures
- managing difficult situations
- managing staff in times of stress and change

"The trainer was fantastic. Her ability to put people at ease combined with a subtle but effective way of encouraging participation was absolutely spot on. The content of the course was well aimed, concise and succinct enough to retain interest." DM, Encore Tickets

Moving from manager to leader: taking on a senior management role

2 ½ days 14-15 May follow-up 9 July 1.30pm-4pm
£655** | £825* | £925

For new and aspiring senior managers and chief executives

If you are a new or aspiring senior manager or chief executive, this programme will help you step up to leading your department or organisation. You will cover:

- leadership in today's climate: what we can do
- from operational to strategic management: moving up a gear
- your organisation, its culture and its impact on your leadership approach
- how power works and making the most of your power
- leading and managing through change
- the leader as communicator
- critical incidents in organisations: how to avoid a crisis

"This was a good experience. I've learnt some useful new models and approaches which will be good to take to the next level." DE, The Brooke

ILM Management Ladder: the Centre's Endorsed Award



For candidates who wish to begin working towards a recognised management qualification, the Centre offers a nationally recognised Institute of Leadership and Management endorsed programme, for any of the three management ladder courses: Moving into management; Moving up in management; or Moving from manager to leader. The course fee covers:

- ILM registration
- Chosen management ladder course
- Assessment of set tasks
- A feedback session

As an ILM registered candidate you will be entitled to ILM student membership which allows you to take advantage of the many excellent learning tools on offer.

The fee for the ILM endorsed course is £155 + VAT on top of your usual course fee.

Finance skills for non financial managers

2 days 12-13 May £655** | £825* | £925

For anyone who needs to understand their organisation's finances

If you have difficulty communicating with your auditor or your finance department, this is the course for you. We look at every aspect of financial management and use both case studies and your own accounts to illustrate theory in a really practical way. Over the two days you will cover:

- income and expenditure accounts
- balance sheets and how to read them
- building a reliable budget and managing your budget throughout the year
- cashflow statements and what they tell you
- costing a project or product

"The course was very good. The content was exactly what I was looking for and was set at the right level. The trainer was informative and engaging." LR, CSSC Sports & Leisure

Project management

2 days 20-21 May | 11-12 June £655** | £825* | £925

For anyone who manages projects – large or small

We all have to manage a project at some time – a self-contained piece of work which starts and ends independently from your core work. Based on practical, work-based examples, this course enables you to draw up terms of reference, define critical success factors, produce a realistic budget, develop an effective project team and evaluate success. You will cover:

- defining different kinds of projects
- defining terms of reference and aims and objectives
- planning, timescales and deadlines
- drawing up budgets and working with the project team
- monitoring and evaluation

"I was very pleasantly surprised. The trainer was knowledgeable and had their own real-life knowledge and experience which they delivered in a realistic and enjoyable way." LK, The Football Association

Handling difficult people and situations: essential tools



1 day 22 May | 1 July £345** | £445* | £495

For managers who want to deal with challenging attitudes

Many of us face difficult encounters with colleagues which can have serious repercussions for the whole staff team. This course will equip you with tools and techniques for dealing with different types of situations, giving you the confidence and understanding you need for effective management of difficult situations. You will learn how to effectively communicate with difficult team members whilst ensuring a positive outcome. You will cover:

- knowing how and when to tackle issues
- understanding other people's motivations
- identifying and dealing with behavioural problems before they happen
- dealing with conflict and aggression
- how to build your confidence and assertiveness

"I really enjoyed the course. It allowed me to consider different aspects of managing difficult situations and people." SL, Salisbury NHS Trust

Budgeting skills for non financial managers

1 day 26 May £345** | £445* | £495

For managers who need to set and manage budgets but don't have the expertise

The course will help you avoid common pitfalls and give you the confidence and skills to participate in the budget-setting process within your own organisation. You will be able to proactively manage your budget, improve your cost control and effectively allocate financial resources. You will cover:

- understanding budgeting terminology
- setting a budget that meets your allowance
- phasing, monitoring and reviewing your budget
- what to look for in your management accounts
- forecasting, avoiding overspend and getting back on track
- presenting your budget: what you need to be able to tell others

"I wanted to improve the core elements of building a budget and improve my understanding of terminology used in budgeting. The course met my expectations and clarified the main terms without being too technical." EF, Association of Commonwealth Universities



Managing staff performance: motivating underperformers

NEW

1 day 27 May £345** | £445* | £495

For all those who need strategies to help improve the performance of their staff

Whether a manager, a supervisor or team leader, one of the most difficult aspects of our work is dealing with, and managing, a poor performer. This course will help you analyse the problems and provide you with a set of skills and strategies to take back to the workplace. It will also equip you with the tools you need to prepare for those crucial conversations. You will cover:

- how to tackle inability to perform the job
- how to motivate the underperformer
- managing difficult behaviours
- developing performance solutions with employee input
- record keeping
- how to prepare for the crucial conversations

"The course has given me some good ideas and techniques which will be very useful. I really enjoyed the day and found it helpful. The trainer was a very good communicator and responded to the needs of the group." JB, Royal College of Art

Interview skills for managers

1 day 29 May £345** | £445* | £495

For managers and HR professionals who either want to improve their interviewing skills or who are just starting a recruitment role within their organisation

Hiring the right staff is one of the most important management and HR skills and it is critical to get it right. This practical and highly interactive workshop will cover best practice interview techniques and will help participants choose the best candidate for every job they need to fill. The course will cover:

- interview styles
- best/worst interview practice
- walking in the shoes of the interviewee
- conducting behavioural interviews
- conducting competency-based interviews

"The course was very well structured and had some really useful content. The trainer was extremely welcoming, a very clear communicator and created a relaxed learning environment." SP, British Ecological Society

Managing volunteers

1 day 3 June £345** | £445* | £495

For anyone who works with volunteers and wishes to manage them effectively

Volunteers can be a precious asset to any organisation, bringing with them a host of experience and skills to complement paid staff. This course will help you to get the best from your volunteers in the context of offering them a robust system of management. You will cover:

- the advantages and disadvantages of working with volunteers
- creating a volunteer strategy
- recruitment, selection, induction and training
- how to motivate
- support and supervision

"The training was very positive, insightful and well-led. I have lots of new ideas on how to improve. I've come away with some great advice and found it really useful." RC, King's College London

Supervision skills: managing people and teams

2 days 4-5 June £655** | £825* | £925

For anyone with line management responsibilities

With the right approach, supervision can make a crucial and positive contribution to the attitudes of everyone at work. The course aims to help you understand your role as a supervisor, gives you some helpful guidelines, and shows you how to apply a range of skills in this work. You will cover:

- the purpose of supervision and the role of the supervisor
- setting objectives to manage performance
- staff development and training
- feedback, support and boundaries
- motivating staff in supervision
- effective delegation
- mediation: the supervisor's role

"I very much enjoyed the course and would recommend the course and trainer to others. The Centre's environment is fantastic – the lunch, sweets and snacks were all excellent!" JT, Universities UK

Training the trainer

2 days 10-11 June £655** | £825* | £925

For anyone who supports colleagues at work or trains others on behalf of their organisation

From spreading good customer care skills to teaching people a new IT system, the occasions when managers and other professionals need to train are many and varied. This two-day course will help you run effective training sessions and support the long-term development of your colleagues. Over the two days, you will cover:

- understanding learning styles
- planning and delivering a training programme
- establishing aims and objectives for training
- training techniques, including icebreakers, blue-sky training, case studies and buzz groups
- e-learning and blended learning – creating effective content

"The course was well pitched and the trainer was supportive and informative. She gave confident guidelines, listened well and held the group with positive direction." SJ, Independent Monitoring Board

Facilitation skills

1 day 17 June £345** | £445* | £495

For team leaders and project managers who want to know how to facilitate productive discussion

A facilitator is a coordinator, leader, thinker, negotiator, timekeeper, recorder, referee and neutral observer. This course will help you develop the skills to take on these different roles. You will look at the principles, values and techniques for dynamic, participatory and experiential facilitation. You will cover:

- the art and values of facilitation
- processes including needs assessment, establishing aims and objectives and evaluation
- facilitation tools
- facilitation for meetings, consultation, consensus-building, breakout groups and plenaries
- team-building
- problem-solving, including handling challenging behaviour
- cross-cultural work and equal opportunities

"This was a very practical, useful and focused course. The trainer was very engaging, knowledgeable and friendly." PM, Tri-borough Children's Services

Event management: an introduction



1 day 18 June £345** | £445* | £495

For administrators and coordinators new to event management

This course offers a practical guide to event management for those who have little or no previous experience. You will leave with a toolkit that will help you organise future activities with confidence and flair. There will be group discussion and exercises giving practical solutions to organising and managing events. You will cover:

- event types and audience need
- timeline and budgeting
- risk assessment and health and safety
- checklists for organising the detail – delegate bookings, meeting special needs, insurance, licences and catering

"I feel my learning objectives were met and there was a lot of information that was really useful. The trainer was clear and detailed in her explanations." SC, Viking Cruises

Coaching skills for managers

1 day 19 June £345** | £445* | £495

For anyone who manages, supports or coordinates other people

Coaching is an invaluable tool for managers who want to motivate and support their team to improve performance and manage change. Coaching is increasingly recognised as a flexible and effective way of supporting staff to develop new skills and confidence. This course is designed to help line managers understand coaching, how coaching fits with effective management and to acquire practical techniques to use in their everyday work. You will cover:

- how coaching fits into management
- how a coaching relationship can make a difference
- coaching models and different approaches
- getting started and focusing on outcomes
- overcoming fears and supporting change

"Excellent. As a tutor myself, I learnt a lot from the trainer's approach and the resources she used. The trainer shared some great tips and resources and it was great to work with others from different professions." MB, Hackney Learning Trust



Monitoring, evaluation and impact assessment

1 day 19 June £345** | £445* | £495

For anyone with responsibility for making things happen in their workplace

The pressures for 'change', 'getting results' or 'having an impact' are ever-present in today's workplace. Whether you manage projects, make changes or develop new initiatives, you need to demonstrate that you are making a difference. This course enables you to build monitoring and evaluation systems into your plans from the outset. You will cover:

- impact assessment as part of the project lifecycle
- the difference between outputs and outcomes
- the types of information you need, and how and when to get them
- terms of reference for monitoring or evaluation
- the six key questions you will want to ask
- how to demonstrate success and use the lessons learned

"I found the course enjoyable and would recommend it to others. I really liked working through the forms and work sheets. I feel more prepared to get started and am eager to learn more." AS, LawWorks

Emotional intelligence in management and leadership

1 day 22 June £345** | £445* | £495

For leaders and managers at all levels who want to enhance their people and decision making skills

Your emotional intelligence; how you recognise, use and learn from your emotions, is increasingly being seen as the key intelligence for effective management in the workplace. This course provides you with a comprehensive introduction to the concept of emotional intelligence, what it may mean for you and how you can develop the competencies needed to improve your professional practice. You will cover:

- the emotionally intelligent manager – a different way of being smart
- the emotionally intelligent organisation
- the core skills of emotional intelligence
- how to develop and improve your emotional intelligence

"The course was very interesting and delivered with passion and energy throughout. The trainer was very knowledgeable about the subject." PM, Allianz Global Assistance

Delegation skills

1 day 23 June £345** | £445* | £495

For managers at any level who want to improve their delegation

Delegation is an essential part of management. Yet many managers are afraid to 'let go' of vital tasks, feeling that they run risks in delegating and that 'it's quicker to do it myself'. This course will give you the essential tools you need to delegate well. You will learn when delegation works and when to avoid it, how to choose who to delegate to, and how to make sure every aspect of the delegated task has been heard and understood. You will cover:

- the importance of delegation in managing effectively
- selecting the right person to delegate to
- how to avoid 'dumping' (but still get the mundane stuff done)
- 9 steps to delegation
- 5 levels of delegation and how to choose the appropriate level
- effective communication in delegation

"A very good course in a nice, relaxed atmosphere. The trainer had a good style and encouraged open discussion. My course objectives were met." KS, Leonard Cheshire Disability

Strategic planning and thinking

2 days 25-26 June £655** | £825* | £925

For managers at any level of an organisation who want to think and plan more strategically

Strategic planning is about getting your team, department or organisation where it needs to go. Starting from knowing where you are and moving to where you want to get to, this course takes you right through the strategic planning process with helpful tools, techniques and ideas for every stage. You will cover:

- challenging assumptions
- looking at the bigger picture
- thinking about strategic outcomes and impact
- ideas and tools to facilitate strategic planning
- how to implement and communicate your plan, and assess its success

"I enjoyed the two-day course and found the trainer very engaging. I particularly found the session on strategy tools most helpful and I will be able to apply these principles to my own job role in the future." KC, Broadland Housing Association

Minutes: taking and writing effective minutes

1 day 11 May | 12 June £245** | £355* | £395

For anyone who wants to improve their minute taking

Most people dread taking minutes and very few receive training before they start. This practical one-day course will give you the opportunity to learn the basic rules and guidelines for minutes as well as practising essential skills like listening and taking notes. Over the day you will cover:

- preparation for taking minutes
- layout, grammar and language for minutes
- what to include and what to leave out
- strategies for understanding the meeting
- listening, note-taking and working with the chair

"Absolutely brilliant! I was very impressed with the friendliness of the trainer and that she never waffled on. They always kept it interesting and informative." TB, Open Road Visions Ltd

Essential skills for administrators

1 day 20 May £245** | £355* | £395

For administrators, secretaries and receptionists

In any organisation, the admin team has the biggest variety of responsibilities. It has to be constantly flexible and responsive to the needs of management. The admin team is the face of the organisation as they are the first point of contact for clients, so they must make themselves stand out by being proactive and efficient. You will cover:

- supporting your managers and other team members effectively
- managing your time, priorities and workload
- providing good customer service for internal and external customers
- delegating to others and accepting delegation
- dealing with difficult situations
- top tips for writing effective emails and letters

"I now feel more confident to ask for more assistance and training within my job. My overall experience was wonderful and I wish I could come back every day." JW, Energy Resourcing Europe



The Executive PA: moving from secretary to an executive PA role

2 days 1-2 June £450** | £675* | £775

For PAs who have just been promoted to the role or wish to progress to a more senior level

The Executive PA is in a position of special responsibility; supporting directors and senior managers and playing a pivotal role in the management team requires a proactive approach and range of skills. This practical course will help you understand your role and learn what is expected from a PA, finding solutions to common problems. You will cover:

- developing your relationship with your Director
- confidence, assertiveness skills and learning to say 'no'
- communication skills and managing upwards
- taking ownership, time management and learning to prioritise

"This course gave me lots of things to take back to work that will improve mine and my managers working relationship and help both of us." AH, Zurich Insurance Plc

Receptionist training: becoming an exceptional receptionist

1 day 18 June £245** | £355* | £395

For receptionists, administrators and anyone who deals with the public

The role of the receptionist is paramount in creating the right image of your organisation. The first impression you give is the one that counts – because you never get a second chance to make a first impression! Increasingly the role of reception has taken on added value with new roles and responsibilities. You will cover:

- the role of the modern receptionist
- the client as customer
- creating your professional image
- how to communicate effectively and good listening tactics
- dealing with difficult people
- professional telephone techniques

"The course was very informative and refreshing, as most courses like this are really boring! The highlight was the ice cream." RR, British Heart Foundation



Communication in the workplace

1 day 11 May £295** | £395* | £445

For anyone who wants to improve their written and face-to-face business communication skills

Whether it's writing an email that will get read, making a difficult telephone call or getting your point across in a meeting or presentation, good communication skills are essential in today's organisation. This practical course will help you communicate more efficiently and effectively in your workplace with your colleagues, senior management and clients. You will leave with improved business communication skills and increased confidence in communicating at all levels. You will cover:

- what to say and how to say it effectively
- assertive communications
- speaking and listening skills
- written communication skills
- body language and presenting a positive image
- the problems and pitfalls of poor communication

"The course was very insightful and I was able to get a better overview of how to make the most of communication in the most practical way." SS, Health Planet

PR strategies that work

1 day 15 May £295** | £395* | £445

For those who need a communications strategy to raise the public profile of their organisation

Successful public relations starts with a strategic approach: in promoting an initiative, a service, an issue or a product, the key to achieving the results you want are clear and consistent messages. This course will give you the skills and tools you need to develop public relations strategies that deliver your wider corporate goals. You will cover:

- what PR means to your organisation
- PR as a key component of the 'marketing mix'
- identifying the key elements of a PR strategy
- audiences, messages, branding
- creating clever PR campaigns
- the difference between strategic and tactical PR

"My objectives were to learn more about PR strategies and understand how to formulate them. The course met these objectives and has given me lots of ideas to think about." MI, Individual

Presentation skills: making effective and confident presentations



1 day 27 May | 3 July £295** | £395* | £445

For anyone who is new to giving presentations or who wants to develop their skills and confidence

This practical and enjoyable course is designed to give you the confidence and skills to deliver effective presentations that will be understood and valued by your audience. You will get lots of personal attention. You will cover:

- developing and communicating your message
- structuring, planning and practising your presentation
- tips and techniques to make your presentation lively and effective
- body language, handling nerves and thinking positively
- delivering your presentation clearly and with confidence

"I was a bit nervous about the course but I loved it. As well as providing lots of helpful tips and pointers, the trainer was extremely calming and provided excellent constructive feedback. The feedback has boosted my confidence." ME, Diabetes UK

Managing a media crisis

1 day 28 May £295** | £395* | £445

For PR professionals, managers and others who want to develop their skills and confidence in the area of media management in a crisis

Reputation is one of the most important assets any organisation has. It can take years to build, but can be lost overnight. This highly participative course will help you put in place crisis management procedures and develop the media handling skills that will help your organisation emerge strengthened rather than weakened by a crisis. Over the day you will cover:

- preventative measures – how to avoid a media crisis
- developing good relationships with journalists
- recognising the danger signs
- developing a crisis management plan
- protecting vulnerable staff and customers
- acting swiftly and accountably

"This was an enjoyable and informative course – I will certainly be using the techniques learnt. I would recommend this course to anyone dealing with PR and communications." AM, The Aspinall Foundation

Influencing skills

2 days 9-10 June £595** | £755* | £855

For people who need to shape opinions and change minds

Influencing skills are indispensable in modern organisations. Command and control structures have given way to less hierarchical, cross team working where you get things done by inspiring and persuading. You will cover:

- style – recognising different influencing styles and when to use them
- skills – assertiveness, listening, negotiation and meeting skills
- strategies – clarity about aims, balance of power, identifying friends and opponents, message development
- attitudes and understanding – different organisational cultures, relationship management, handling conflict
- personal impression management – making an impact

"Very good. This was one of the best, most interesting and relevant courses I've attended. The trainer was great – really engaging with the group." CW, Age UK

Presentation skills: extending your public speaking skills

2 days 15-16 June £595** | £755* | £855

For more experienced presenters looking to refresh and sharpen their skills

These days, most of us have to give presentations, and most of us would like to stand out from the crowd – to give memorable presentations that really touch the audience. This course will help you find a unique, compelling style, building on the skills you have and enabling you to be a highly effective spokesperson. You will cover:

- the basis of an excellent presentation
- attention grabbing openings and strong closings
- presenting with increased confidence and effect
- developing an inspirational personal style
- reinforcing and improving on your current skills

"The practical element of the course was hugely beneficial, if daunting, and meant that you could leave the course feeling positive and with plenty of constructive feedback." RS, Royal College of Art

Handling the press and media

1 day 1 July £295** | £395* | £445

For all those who take on the role of press officer

Harnessing the power of the media is a cost-effective way of getting your message across to large audiences and decision-makers. By learning how to deal with journalists you can positively influence what is printed and broadcast. In this course you will find out what makes a good story and what makes journalists tick. You will cover:

- identifying the news outlets that matter to your organisation
- how to tell a newsworthy story and develop news hooks
- developing a media campaign
- how to use celebrity 'stardust' and media stunts that work
- creating a toolkit for journalists
- strategies to handle a media crisis

"The course was excellent. I came away with a very large, and practical, 'things to do' list! It was an excellent introduction to a huge and complex subject." LW, Cranstoun

All courses start at 10am and will finish by 4.30pm. Lunch and refreshments (including ice creams!) will be provided

"A great place for training. I loved all the little touches: free wifi, variety of food, magazines and newspapers. This made me feel well looked after." MC, Lutheran Student Centre



Persuasive writing

1 day 14 May £245** | £355* | £395

For people who need to write for specific audiences and motivate action

This course shows you how to produce engaging and clear written content that encourages your audience to agree with your messages, commit to your campaigns or take up your advice. Whether you are writing letters, emails or printed materials, you will pick up the tips and techniques you need to reach your audiences in the most effective way. You will look at presenting complex information clearly, informing without patronising and keeping a busy reader engaged. You will cover:

- purpose, message and audience
- overcoming readers' prejudices and concerns
- motivating decision makers
- writing for internal audiences
- writing for web and blogs
- the editorial process and house style

"This was a really interesting course and we were able to discuss our specific projects and focus on our individual needs. The trainer was very passionate and engaging." **EB, Cancer Research UK**

Business writing skills

2 days 21-22 May £450** | £675* | £775

For anyone who wants to get lots of practice at improving their basic writing skills

If you are unsure of the basic rules of writing, or struggle to express yourself clearly and concisely, this highly practical two-day course will help increase your confidence and ability to write clear, well-structured English. On the first day we will cover grammar, punctuation and spelling. On the second day we will work on planning, structuring and editing your letters, emails and other documents. You will cover:

- the basic rules of grammar and punctuation
- keeping it simple: writing in plain English
- how to be concise and get to the point
- improving your spelling
- planning, structuring and proofreading your documents

"This course was really useful, informative and interactive. It helped me figure out how to focus on my words and how to structure my writing in a better way. The trainer was credible, creative and easy to understand." **EF, London and Quadrant Housing**

Grammar and punctuation at work

1 day 1 June £245** | £355* | £395

For anyone who wants to go back to basics with their writing

If you are unsure of the rules of grammar and punctuation, or missed out on them at school, this course will fill in the gaps, helping you to become a more fluent and confident writer. You will find out why grammar matters and which bits matter most; how to spot common mistakes and be able to correct them; and when and how to punctuate for clarity and meaning. You will leave with an understanding of the basic principles of grammar and punctuation, and how to apply these to your everyday writing tasks. You will cover:

- the parts of speech
- sentence construction
- the use of verbs and tenses
- the power of punctuation
- capital letters and other style points
- common mistakes and how to fix them

"The course exceeded my expectations as the trainer tailored it to meet our requirements. The trainer was very informative, enthusiastic and engaging." **PL, General Dental Council**

Proofreading

1 day 3 June £245** | £355* | £395

For anyone who needs to improve the accuracy of their writing

Proficient proofreaders make a valuable contribution to their organisation's written material. This course explains general proofreading strategies and provides you with a comprehensive checklist. It will give you a clear understanding of how to proofread, which you will be able to put into immediate practice at work. You will cover:

- spelling and punctuation
- arrangement of paragraphs
- proofreading symbols
- identifying and applying house style
- sense and logic on the page
- 10 ways of reading
- 26 cardinal errors (one for every letter of the English alphabet)

"I thoroughly enjoyed the course. There was a good pace with lots of interaction and the structure was varied to keep my interest. The course gave me a great deal of tips, tricks and new insights." **TA, Conservative Group**



In-company training

The same great training but on your doorstep!

Save time on travel and planning by having one of our expert trainers come to your venue on a date that suits you.

If you have four or more people interested in the same course, then in-company training could save you money.

We can develop or adapt any of our Open Programme courses to ensure your delegates get the level of training that is right for them and your organisation.

"The course was relevant and the trainer was very good at motivating us. We interacted with team members who we wouldn't normally get the chance to." **SP, L'Oreal**

For more information

contact Nadira Love on nadira.love@the-centre.co.uk or 020 7490 3030.

Report writing skills

1 day 4 June £245** | £355* | £395

For anyone who needs to complete a complex form, write reports for committees or boards or report to funders

Even if you feel reasonably confident about your everyday writing, producing a formal report can be a daunting prospect. Aimed at staff who are competent in basic English, this course enables you to produce reports that are clear, concise and fit for purpose. Over the day you will cover:

- agreeing the brief for the report and knowing your audience
- a formula for preparation
- structuring for success
- the importance of presentation and layout
- how to deal with statistics
- editing and proofreading

"I went into the course very stressed out and not sure what to expect, however, the trainer made us all feel very comfortable. I left the course with loads of confidence and have already submitted a report which was received positively." **JT, Derwent London**

Digital writing: writing for websites, newsletters, blogs and other social media

NEW

1 day 9 June £245** | £355* | £395

For anyone who needs to write for their website, corporate blog or other social media

As we increase our online communications and understand just how important online audiences are to our success, many staff are realising that web copywriting requires very particular skills. Whether you're contributing to your organisation's website, developing a corporate blog or building a Twitter campaign this one-day course will give you the ability to write compelling content that gets you the results you need online. You will cover:

- digital writing – the essentials
- search engine optimisation
- your corporate blog as a strategic tool
- persuasive writing
- writing enews – the essentials

"An excellent course. I picked up some great advice about how to make my posts more appealing whilst keeping in mind SEO. The trainer gave great, individual advice." **JT, Communication Workers Union**

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Bloggging: writing a blog that works hard for your organisation

1 day 25 June £245** | £355* | £395

For anyone writing, or considering writing, a blog for their organisation

Increasingly, blogs are seen as a key channel for organisations to engage with audiences and get their message across. But good blogs need thinking about and must be carefully planned. This course will help you to think strategically about what you want your blog to achieve, and where it sits within a broader communication strategy. You will gain practical tips that will dramatically improve your writing and make sure that your blog is a successful communication tool that grows your audiences. You will cover:

- what do you want your blog to achieve?
- the right style, tone and content to reach your target audience
- ten things you need to know about writing a quality blog
- growing your audience – on and off line
- managing comment and discussion
- evaluating the impact of your blog

"The course covered everything I hoped it would. The trainer was very personable and interacted with us as a group really well. I found the Centre very warm and friendly." NR, Virtually UK

Writing speeches: keynotes, presentations and special occasion

1 day 3 July £245** | £355* | £395

For anyone who is involved in the creation of speeches

With a little coaching and preparation, most people can deliver a speech, but few can actually write a good one. A well-written and well-delivered speech can be a forceful medium for promoting an organisation and a powerful way to communicate messages. In this interactive workshop, learn simple skills to help you to write for the ear, not the eye. You will acquire user-friendly techniques for researching and composing speeches to engage, inform, entertain and motivate listeners. You will cover:

- researching and outlining your speech and setting objectives
- developing the best speech structure
- writing with the audience in mind
- crafting powerful openings and memorable conclusions
- anticipating questions and crafting answers with brevity and impact

"Excellent. The course was very useful. I will be able to build on a current speech to good effect." KG, The Pensions Regulator

Assertiveness skills: a practical approach

1 day 18 May | 23 June £245** | £355* | £395

For administrative staff and those new to supervising or leading teams

This course provides the skills you need to become more assertive, and to present your ideas and opinions in ways that enable you to feel heard and respected. It will help you develop a personal style that will benefit you, your colleagues and your organisation. You will cover:

- taking responsibility for your role and workload
- tips for disagreeing constructively
- recognising your own style: passive/aggressive, indirect or assertive
- identifying your communication strengths
- stating your views clearly, and being heard

"The course helped me to look at situations with a positive eye instead of a negative one. It has given me the confidence to explain myself, my ideas and my feelings." CC, NHS South CSU



Time management for managers: work smarter, not harder

1 day 26 May £245** | £355* | £395

For any manager struggling to keep on top of their workload

A positive approach to time management can help you to make the most of each day – improving both your performance and your quality of life. This course highlights skills and techniques to improve your working day without feeling overwhelmed. There are group discussions with examples to help you change the way you work, and you will be given materials to take away. You will cover:

- how you currently manage your time and how to improve
- prioritising workload and effective delegation
- dealing with interruptions: people, phone and email
- your energy cycle – managing stress and burn out
- different time management techniques to develop your personal plan

"The course was very informative and delivered well. It raised a lot of points that I found interesting and I will be using some of the planning tools discussed in my future work." DM, Thames Reach



Time management for administrators: managing time and workload

1 day 5 June £245** | £355* | £395

For administrators and office staff struggling with a heavy workload

Are you juggling too many tasks, responding to too many managers and have no time to get organised? On this course you will learn practical tips, tools and techniques for managing your time more efficiently whilst sharing experiences with others through open group discussions. You will consider practical, real-life examples with suggested solutions. You will cover:

- prioritising and planning your day
- taking control of a heavy workload
- delegation, assertiveness and negotiating with colleagues
- managing phone calls, emails and dealing with interruptions
- tips and techniques for meeting deadlines

"I thought the course was well structured, interesting and fun. The course met my objectives and I can go back to work with new skills to try." JG, Estuary Housing Association

Developing your personal brand

1 day 29 June £245** | £355* | £395

For anyone who wants to develop their personal brand in order to progress their career

In today's business world outstanding performance is no longer enough if you want to progress your career. Image and visibility are now essential components of career success. You are a brand – and you need to know what your brand stands for. This highly interactive and intriguing one-day course gives a fascinating insight into who you are and what you stand for. You will cover:

- building up a comprehensive profile of "Me PLC"
- knowing how to communicate to build rapport and empathy
- your strengths and areas for development in interpersonal relationships and gain tips and techniques on how to build and develop them

"Fantastic – it's the attention to detail in the 'experience' that makes the Centre a unique place. I now know my weaknesses and what I need to work on." NDE, Advertising Standards Authority