

➔ 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 naomi.glenn-sempare@the-centre.co.uk.

➔ Confirmation of booking

We will send you a confirmation letter via email 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 natasha.oldham@the-centre.co.uk. Thank you.



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➔ 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, our 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!

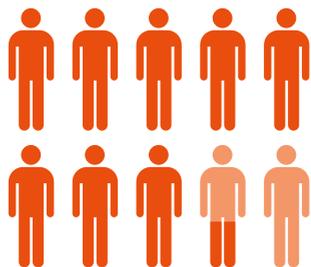
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🔄 Updated courses

As the working world changes so do our courses. We refresh our course materials on a regular basis to ensure our constantly evolving learners' needs are met. You'll find this symbol next to our courses that have most recently been updated. Take a look at the course page to read our new outline.



84%

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



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Moving into management: taking on your first management role



2 ½ days

17-18 May follow-up 28 June 10am-12.30pm &
13-14 June follow-up 19 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 very useful and I will be able to put all aspects of it into practice straight away. I have learnt how to manage myself, as well as my team and their output more effectively."
GN, Museum of London

Moving up in management: extending your management skills

2 ½ days 23-24 May follow-up 5 July 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

"I never expected to gain and benefit as much as I have from this course. The content and delivery really have made me think about my role and performance. The trainer was full of ideas about how to offer support." DA, Goldsmiths, University London

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

2 ½ days 8-9 June follow-up 8 August 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

"The content of the course was varied and interesting with a fantastic trainer who was engaging and approachable. They helped me gain a more in-depth knowledge of how to bridge the gap from manager to leader." FW, Climb

ILM Management Ladder: the Centre's Endorsed Award



Recognised Provider

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.

Training the trainer



2 days 11-12 May £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 focused on delivery rather than theory which meant I could practically deliver after two days. I feel I could now facilitate courses and deliver them should the need arise."
FP, Henderson Energy

Leading with authenticity **NEW**

1 day 23 May £345** | £445* | £495

For senior managers who want to enhance their leadership attributes and skills so they have greater impact

In today's environment, effective leaders combine a personalised mix of skills, capacities and experience with insight, intelligence and story-telling to effectively promote their vision and increase engagement with their organisational and long-term objectives. This one-day course provides the opportunity to explore effective styles of leadership and their impact, the markers of outstanding leadership and the personal characteristics and values that define your authenticity. You will cover:

- key leadership theories and styles
- characteristics of outstanding leaders
- organisational culture and its impact
- leadership self-assessment
- creating personal narratives through story-telling
- values-based leadership
- leading amidst uncertainty

Project management



2 days 24-25 May £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

"The course was engaging and well-structured with a good range of techniques to keep things interesting. It helped me to focus and identify where previous projects could have been improved."
WB, The Human Project

Finance skills for non financial managers



2 days 31 May-1 June £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 went a long way to building my confidence and for that I am grateful. The trainer was engaging, interesting and made a complicated topic very accessible. I am very pleased I attended."
JC, The British Academy



Talent management and succession planning NEW

1 day 1 June £345** | £445* | £495

For anyone responsible for HR decision-making within an organisation

An organisation's greatest resource should be its people, but too often talent is under-utilised or even ignored. Too many good people are lost through poor planning or a lack of engagement, often leaving organisations without the skills they need to succeed. This course will equip you with the tools and strategies you need to plan for your future HR needs, to engage and develop staff, and to ensure that your organisation gets the best from its most important resource from the moment they arrive. You will cover

- smarter recruiting strategies to hire the right people at the outset
- techniques to address talent shortages and leadership gaps
- tools to inspire and reward staff
- how to better engage staff and inspire them to perform and develop
- how to create a culture that nurtures talent from the outset

Supervision skills: managing people and teams

2 days 2-3 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

"The course was very informative and really helped me to think about my team members and the best way to approach individual management, as well as the team as a whole." MJ, JHub

Appraisal skills

1 day 6 June £345** | £445* | £495

This course will appeal both to managers new to appraisal and to those wanting to review their appraisal system

A good appraisal brings benefits to people and organisations. The course reviews models of appraisal and looks at the different paperwork as well as issues to take into account when setting up a new system. Using case studies and role plays, the course will enable you to adapt your appraisal system to your organisation's culture and will enhance your confidence:

- the benefits of an appraisal system
- different models of appraisal
- how to design and use appraisal forms
- preparation for the interview
- running a positive appraisal interview

"This course and the trainer are excellent. It has built my confidence around having difficult conversations, given me a better understanding of best practice and so much more." LE, Teenage Cancer Trust

Event management: an introduction top seller

1 day 9 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

"The course met my expectations and taught me more than I initially had on my objectives. The course was very interesting and grabbed my attention all the way through." AJ, Octavia Foundation

Listening skills

1 day 10 June £345** | £445* | £495

For anyone who wants to improve their listening skills

This practical one day workshop looks at a key but often ignored communication skill: focused listening. By taking the time to truly listen to what the speaker has to say, the other person is likely to feel respected and heard. Real and focused listening leads to greater trust on the part of listener and the potential for a stronger overall relationship.

More importantly, the skills taught will help create deeper, more rewarding relationships with your staff, colleagues, customers, clients and other stakeholders. You will cover:

- why listening is so important
- the principles of communication
- understanding the deeper meaning to other people's communication
- identifying your barriers to listening
- too much noise level and overcoming this

"The trainer was great – I was able to be attentive without getting bored. The course was great as well, it taught me skills that I can apply to the work I'm doing at the moment." SB, Housing for Women

Strategic planning and thinking top seller

2 days 15-16 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

"My objectives were met fully by this course and my confidence level is much higher after attending the course. The trainer had extensive knowledge and experience, and kept us engaged throughout. This is an A+ course all round." JG, The Engineering Development Trust

Coaching skills for managers

1 day 17 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

"I've come away with a solid theoretical basis and also have lots of ideas to take back. There's a lot of attention for detail at the Centre – from healthy sweet snacks to the care shown on reception." RB, New Voice Media

Women in management and leadership

1 day 20 June £345** | £445* | £495

For women managers, leaders, supervisors or executives

This fast-paced and highly interactive workshop will address many of the issues women face as they progress in their careers. The programme is led by international trainer and communications expert, Susan Croft, herself a leading advocate in women's workplace issues. This is a powerful and dynamic course focusing on communications, career planning, work/life balance and management and leadership development for mid to senior level women managers. This is a unique opportunity to network and share with other women from different organisations. You will cover:

- creating an effective support system
- gender and communication – communicating with brevity and impact
- creating high-performing work teams
- how to avoid getting trapped in the 'Superwoman Syndrome'

"Overall I found this course to be interesting, informative and enjoyable and it has had a positive impact on my working practice. The Centre was a great place to study and I highly recommend this course and the Centre." SR, The Paul Mellon Centre



Team leader skills: building and leading a high performance team



1 day 21 June £345** | £445* | £495

For anyone who wants to enhance their team's performance

This course looks at the role of the supervisor in putting together and leading a high performance team. We will explore all aspects of team leadership, including recruitment, personal leadership, managing team communication and dealing with common difficulties faced by team leaders. The course offers a range of tried and tested tools, techniques and models to guide the new and aspiring team leader. You will cover:

- building the perfect team
- managing yourself as team leader
- directing your team's work
- inspiring and motivating your team
- common challenges for team leaders

"All of my objectives I had for this course were met and I am grateful to the trainer. I feel I am now better equipped in my team leader skills as a result." EN, Believers Loveworld

Motivating and inspiring your workforce

NEW

1 day 22 June £345** | £445* | £495

For managers, supervisors, team leaders and anyone responsible for managing staff

There is no limit to what can be achieved by a motivated team led by an inspiring leader. But everyday pressures of work make it hard to know how to get the best from the people you manage. This course provides workable techniques to help you become a leader who can effectively inspire and motivate individuals. You will cover:

- the key concepts of motivation and motivation theories
- identifying individual and organisational motivators
- how to inspire others to want to succeed
- how to better engage staff by creating and communicating goals
- delivering praise and developmental feedback

Budgeting skills for non financial managers

1 day 23 June £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

"The course has met my objectives to a great extent and I can see how my learning will be applied in my role. The course was very helpful and was delivered in a very accessible way." MO, Royal Academy of Dance

Interview skills for managers

1 day 24 June £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

"This Interview skills course was brilliant and well put together. The trainer was friendly and the Centre had a lovely environment and delicious food." LJ, Moore Stephens

The effective learning and development administrator

1 day 9 May £245** | £355* | £395

For PAs and training administrators who wish to improve their contribution to the training function

Designed for individuals who need an understanding of the learning and development function and who wish to develop the skills and knowledge required for this role. This practical course will allow you to review the role, and support you currently provide, and have the opportunity to generate new ideas that can be applied in the workplace. You will cover:

- the learning cycle and how it links with the needs of the organisation
- reviewing the changing role of training, learning and development
- planning and delivery of CPD across the business
- reviewing evaluation methods and data
- producing an action plan that can be transferred into the workplace

"I think the course met my objectives very well – I now have a better understanding of the subject. We had an excellent trainer – knowledgeable, engaging and interactive." SH, A2Dominion Housing Group Ltd

Minutes: taking and writing effective minutes



1 day 16 May & 10 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 understand the basic rules and guidelines for minutes as well as practising essential skills like listening and taking notes. You will learn how to write accurate minutes with confidence. Over the day you will cover:

- preparation for taking minutes and meetings
- layout, grammar and language for minutes
- what to include and what to leave out
- listening skills
- tips and tricks for note-taking
- working with the chair

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

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

2 days 19-20 May & 23-24 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

"The course helped me understand different ways of managing difficult situations and I took away new perspectives and ideas of how to implement changes in my workplace." LB, University College London

Managing better meetings

1 day 22 June £245** | £355* | £395

For anyone who runs or manages meetings

Meetings which go over their allotted time? Poor attendance coupled with persistent lateness? Agendas which don't hang together and have to be changed as you go along? Participants who feel frustrated and negative? Unclear outcomes or none at all? Do your meetings feel like this? If so, this is the course for you. The course considers the criteria for a successful meeting and offers the chance to define and practise the skills needed for chairing different types of meetings and build participants' confidence in their abilities. You will cover:

- what's on the agenda
- planning, preparation and setting objectives
- what makes a well-run meeting
- the chair's role during and after the meeting
- dealing with difficult people and conflict
- working with the minute taker

"A helpful and informative course. The trainer delivered a very good session that kept everyone involved and managed to address everyone's expectations." SD, GamCare



Assertiveness skills: a practical approach



1 day 12 May & 8 June £245** | £355* | £395

For administrative staff and those new to supervising or leading teams

This course provides the skills and tools you need to become more assertive, and to present your ideas and opinions in ways that enable you to feel heard and respected. You will learn how to communicate in a confident and positive way, with a focus on developing a personal style that will benefit you, your colleagues and your organisation. You will cover:

- the Neuroscience of assertiveness
- recognising your own style: passive/aggressive, indirect or assertive
- tips on how to think and act more assertively
- receiving and giving praise and criticism
- communicating clearly and being heard
- impression management and the importance of body language

"The course helped me to become more confident in interacting with other departments at work, providing tips on how I can approach a team. I enjoyed the interaction with other members of the group."
SP, Samba Financial Group

Personal effectiveness: be more confident at work

2 days 16-17 May £450** | £675* | £755

For anyone who wants to improve their workplace confidence

This practical course will help you find confidence in a range of situations at work – speaking up in meetings, giving presentations, attending networking events, or just generally feeling more confident within a group. We will look at some of the general issues around assertiveness and apply these to specific tasks and workplace situations. You will cover:

- communicating in an assertive way
- prioritising your workload
- confidence on the telephone and representing your organisation
- giving talks and presentations: one:one or to a large group
- negotiation skills and communicating difficult messages
- assertiveness in dealing with senior managers and saying "no"

"I will now take the practical tools away with me and apply those that best fit my team. This was a very good course with an excellent range of resource and materials." AB, The Football Association

Time management for managers: work smarter, not harder



1 day 19 May & 27 June £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 training has given me lots to think about and take away with me. The course was well-structured, engaging and extremely well delivered. I really enjoyed it and got a lot out of it."
AS, Prostate Cancer UK

Time management for administrators: managing time and workload



1 day 3 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 really enjoyed this course. I have lots of tips and feel more confident on time management and ways to deal with certain situation. I can't wait to give it a go." ES, Odgers Berndson

Self-awareness at work



1 day 13 June £245** | £355* | £395

For anybody who wants to understand emotional intelligence and how it can help them in the workplace

Being self-aware in the workplace is vital if you want to develop your own skills and the skills of those you work alongside. Starting with an introduction to emotional intelligence, this practical one-day course will also examine how you handle conflict and give and receive feedback. You will cover:

- simple, proven processes for improving self-awareness
- handling conflict with confidence
- how to assert yourself more calmly
- giving and receiving better feedback
- questions and techniques for handling and resolving conflict situations
- action planning for future development

Mindfulness at work: an introduction

1 day 20 June £245** | £355* | £395

For those new to mindfulness or who want to understand the neuroscience behind this practice

This powerful one-day course will introduce you to the emerging science of Mindfulness. Mindfulness has been shown by numerous studies to have beneficial effects on health, productivity, resilience and team dynamics resulting in healthier, happier, smarter, more efficient, creative and resilient employees. You will cover:

- what is mindfulness?
- the benefits of mindfulness in an organisational setting
- mindfulness in every day working life: from reacting to responding
- mindful communication
- mindful leadership
- boosting creativity and innovation using mindfulness
- mindfulness and positive psychology

"I have learnt so much and am leaving the day feeling positive and refreshed. I will use the techniques learnt at work and in everyday life. The trainer was knowledgeable and answered my questions in-depth."
KL, Camden Borough Council

savings@the-centre

- 40% discount on a different course each month in our 'course of the month' offer
- buy training vouchers in advance and save up to 40%. You can use them whenever you like on whatever courses you want
- Recommend a friend and get a £20 retail voucher



For more details on these and other ways to save money, visit www.the-centre.co.uk, call us on 020 7490 3030, or email info@the-centre.co.uk



Confident and effective presentations



1 day 13 May & 2 June £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 plenty of opportunities to practise and get valuable feedback. 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

"The course was well structured and appropriately practical – the practise sessions were invaluable. It met my objectives and more! It helped me identify my strengths and weaknesses." SA, Diabetes UK

Managing a media crisis

1 day 18 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

"The course completely met my objectives and the content was good and relevant. The trainer was both lovely and engaging." KL, Tradewind Recruitment

Communication in the workplace

1 day 26 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 taught me some new ways to encourage my email recipients to respond and also made me realise that replying on email alone is not sufficient with communication." KLH, CW Pharmaceuticals

Impactful presentations: two-day masterclass

2 days 6-7 June £595** | £755* | £855

For experienced presenters looking to develop their style and deliver impactful presentations

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:

- what makes a presentation memorable
- attention grabbing openings and strong closings
- presenting with increased confidence and effect
- developing an inspirational personal style
- building rapport with your audience

"I really enjoyed this practical course. I felt at ease straight away and the staff were welcoming and friendly. The trainer was knowledgeable and offered realistic, practical examples." AM, Mothers' Union

Influencing skills

2 days 14-15 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

"The course 100% met my objectives. I have taken away some great techniques and excellent advice. The course was made directly applicable to my own challenges and situations." JW, Bucks Student Union

Reputation management: **NEW** create a powerful reputation for your organisation

1 day 30 June £295** | £395* | £445

For anyone who wants to build a robust reputation for their organisation's brand

Managing your reputation – online and offline – is a vital for building strong relationships with your customers, supporters and funders. This one-day course will help you make strategic choices about promoting and protecting your reputation. It will enable you to communicate the value of a good reputation and how to manage a crisis when the worst case scenario becomes a reality! You will also cover:

- auditing your organisation's reputation
- creating a reputation strategy
- putting it into practice through multi-channel marketing
- crisis management strategy
- multi-channel marketing – ensuring that your communications reinforce each other

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 tailored to suit our needs and the trainer was aware of the unusual set-up in the organisation which was extremely valuable." LR, Heritage Lottery Fund

For more information contact us on incompany@the-centre.co.uk or 020 7490 3030.

Business writing skills

2 days 9-10 May £450** | £675* | £755

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

"It has been an interesting course which certainly will help me with my writing in the future. The use of our own piece of work as part of the course made it much more interesting." TA, CHP Consulting

Writing skills: the basics

1 day 11 May £245** | £355* | £395

For anyone who wants to improve their basic writing skills and learn the rules of grammar, punctuation and clear effective writing

If you write at work but are unsure about the basic rules of writing, or missed out on them at school, this abridged version of the two-day writing course may well suit you. We will use a combination of instruction, discussion and some practical work to help increase your confidence and ability to write clear, well-structured English. You will cover:

- keeping it simple – writing in plain English
- tailoring your writing for your audience
- tips on grammar, punctuation and spelling
- checking and editing your writing
- a personal action plan

"For me, everything about the course was excellent and very informative. I definitely will be using the advice the trainer gave me in future." VK, Client Earth

Proofreading

1 day 13 May £245** | £355* | £395

For anyone who needs to improve the accuracy of written communications

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

- writing style – general points and house style
- proofreading strategies, tools and techniques
- how to use proofreading symbols
- error hotspots
- common errors in grammar, punctuation, spelling and layout

"Proofreading has the potential to be a rather dull topic but the workshop approach and lively course leader kept us on our toes. I have already recommended the course to some of my colleagues." PB, Engineering Council

Email newsletters and ebulletins

1 day 31 May £245** | £355* | £395

For anyone planning, writing or editing an newsletter on behalf of their team or organisation

Your audience are deleting more and more of their inbox. So how can you make sure your electronic newsletter gets opened and read? This course breaks down the essentials of a successful newsletter so that you get your message across to your audience and motivate them to act now. Using writing exercises, examples and group discussion you will cover:

- subject lines and the 'from' address
- images – when and how to use them
- writing content your audience want to share
- the secrets of quality copy
- writing for the screen
- a formula for the first paragraph
- writing good, short, clear pieces
- interactivity and driving traffic back to your website

"I wanted to learn how to develop skills in producing enews and this course surpassed my objectives and expectations. The trainer was knowledgeable, engaging and inspired all of the attendees." CB, National Council for Voluntary Organisations

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



1 day 7 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

"This was definitely one of the best training courses I have attended in a long time. I felt very engaged throughout and I learnt a lot." PG, Financial Services Compensation Scheme

Report writing skills



1 day 16 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

"My objectives were met really well and I now have a much clearer idea of reports. The trainer gave me some good guidelines and tips to remember back in the workplace." CM, First Great Western

Write for success

1 day 17 June £245** | £355* | £395

For anyone who needs to take their writing skills to the next level

This course will help you identify your personal strengths as a writer and show you how to breathe new life into corporate prose. You will learn how to give your messages more impact, explain your business to diverse audiences, and make all your documents attractive and highly readable. You will leave with a coursebook that includes tips and tools to use back at work. The course will include guidance on:

- finding your own voice in the corporate context
- choosing the best structure for the job
- engaging your readers and holding their interest
- making your writing vivid and memorable
- producing documents that look good

"I really enjoyed this course. It was interesting and engaging and I feel I have learnt a lot that can be applied to my work." AC, Electoral Commission

Blogging: writing a blog that works hard for your organisation

1 day 21 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