

➔ 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 before your training date, we will refund the full fee.
- For cancellations more than seven days, but less than four weeks before your training date, we will refund half of the fee.
- For cancellations less than seven days before your training date the full fee will be required.
- 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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training



the-centre **20**
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20% off
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our birthday!

see page 12

Summer **2016**
training
programme

book

online at www.the-centre.co.uk
email info@the-centre.co.uk
call **020 7490 3030**

➔ 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!

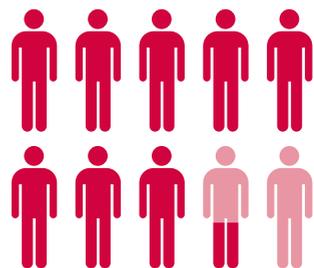
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e info@the-centre.co.uk

w www.the-centre.co.uk

🔄 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

14-15 July follow-up 25 August 10am-12.30pm & 1-2 August follow-up 30 September 1.30pm-4pm
£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 has helped me understand what skills I will need to become a successful manager in the future. It has helped me understand what I am good at and what I need to develop."
AM, Financial Services Compensation Scheme

Moving up in management: extending your management skills

2 ½ days 7-8 July follow-up 25 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

"I have managed a number of people over the years but never had any formal training before. This course helped me to confirm I was on the right track and gave me some new, empowering ideas."
SS, Association of Colleges

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

2 ½ days 4-5 August follow-up 13 September 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 Centre was incredible as always, it is a great venue. The trainer was great and I have learnt a lot from her. I am now able to concentrate my development towards my goals."
NN, Hexagon Housing Association

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.

Project management



2 days 29-30 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

"The trainer communicated the material clearly and with enthusiasm. Having done a project management course before I was worried it would be boring, but that was not the case. Fantastic course!"
CD, Data Locator Group Ltd

Equality, diversity and inclusion

NEW

1 day 4 July £345** | £445* | £495

For anyone wishing to be confident in applying equality, diversity and inclusion in the workplace

Equality, diversity and inclusion are everyone's business. But the concepts can seem complex, confusing and divisive. You may want to do the right thing but be frightened of getting it wrong. Aimed at people at any level in an organisation, this lively and practical course demystifies the Law and the issues. It provides a common-sense understanding of how equality and diversity apply in everyday working life. You will cover:

- the Law and how it applies to you
- the protected characteristics (such as ethnicity, disability and sexual orientation) and issues associated with them
- everyday equality situations and how to handle them
- how to make your work and workplace more inclusive
- when and how to challenge behaviour and assumptions
- a toolkit of practical hints and tips to give you the confidence to get it right

Training the trainer



2 days 4-5 July £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

"There were some very good ideas for involving people in training, which was something I was not confident in before. The course looked at different learning styles which was very useful and will help me shape future training."
LB, Diabetes UK

Human Resources: the basics

NEW

1 day 8 July £345** | £445* | £495

For managers who need an understanding of key HR challenges

Knowing about basic HR is essential for developing your staff and for avoiding costly mistakes. This course offers a taster of the kind of issues you are likely to face, and how to go about dealing with them. It will give you a better understanding of HR fundamentals through a series of case studies, information sessions and group discussions. You will cover:

- essentials of employment law
- recruitment and selection
- getting the best from your staff
- managing sickness and absence
- dealing with difficult employment problems
- a checklist for disciplinary action
- how HR strategy can make your organisation work better



Conflict resolution

NEW

1 day 11 July £345** | £445* | £495

For anyone who wants to learn simple techniques to help resolve everyday conflict situations positively and effectively

In even the best run organisation, conflict happens. This course looks at why conflict happens, how it escalates and provides you with some practical tips and techniques for resolving conflict situations before they escalate into a fully blown crisis. The course includes practical work and you will leave with the basic skills and increased confidence to respond constructively to conflict wherever it is found. You will cover:

- understanding conflict at work and why it happens
- managing reactions to conflict
- effective communication in difficult situations
- creative problem solving
- following a structured process for resolving conflict

Negotiation skills

1 day 12 July £345** | £445* | £495

For anyone whose work involves negotiation or persuasion – with individuals or in groups

Negotiation can help you achieve aims and solve problems. It is about reaching win:win solutions, where all parties feel the outcome is fair. This course will help you understand the process of negotiation – how to prepare, having clear aims and objectives, how and when to use different negotiating styles, strategies and tactics. It will give you the confidence to be a successful negotiator. You will cover:

- your values and how they impact on your negotiations
- understanding the nature of the gap between you and the other party
- what does win:win really mean?
- preparing for a negotiation
- conducting a negotiation

"A really excellent course. I have been able to look at my own strengths and weaknesses and think about how I can practically improve my abilities." **HC, Southbank Centre**

Managing underperformance, absence and stress

1 day 15 July £345** | £445* | £495

For managers who need to deal with poor employee performance

Addressing staffing challenges helps managers to contribute to organisational effectiveness and a failure to do so can damage all stakeholders. This course focuses on working within an appropriate policy and legal framework to secure desired outcomes. The course uses group discussion and case studies based on real experience, whilst offering guidance on appropriate policy frameworks. You will cover:

- the law on performance, absence, stress and disability
- dealing with cases of victimisation, bullying and harassment
- managing absence – acceptable levels and medical support
- setting and communicating performance standards
- appraisals, supervision and addressing unacceptable performance

"An excellent course – I feel all of my objectives were fully met. The pace of the training was good and the delivery was really clear. The Centre facilities are great too." **VW, Equality Challenge Unit**

Finance skills for non financial managers



2 days 18-19 July £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

"I have learnt a great deal from this course. My understanding has definitely improved and I feel confident in interpreting my accounts." **JB, Rights of Women**

Managing change

1 day 20 July £345** | £445* | £495

For managers and leaders who want to bring about positive change in their team, workplace or organisation

Change is the only constant at work and without it we can't go forward. As managers, we need to embrace change and motivate our teams to do the same. This course will give you tools for understanding underlying models of change as well as how to manage and lead others to ensure good results. You will cover:

- Kotter's fundamental model of change
- different kinds of change and different ways to lead your team
- planning change: frameworks to help your thinking
- dealing with resistance in your team and in stakeholders
- Kurt Lewin's three phases of change: managing in the tricky transition period
- influencing others and gaining buy-in
- measuring and communicating the results

"This was the most useful course I have been on. The tasks were particularly relevant and helped clarify my thinking and begin to create a strategy going forwards"

AC, Health and Care Professionals Council

Event management: intermediate

1 day 21 July £345** | £445* | £495

For event managers who want to learn new approaches to managing events

A one-day course aimed at event managers who want to learn new approaches and tactics for managing events. There will be a focus on targeting your marketing, communication and event to your specific target audience. There will be group discussion and self reflection and the opportunity to seek advice from our expert trainer who has been organising large scale events for many years. You will cover:

- conceptualising an event
- team management
- marketing and promotion
- managing stakeholder expectations
- evaluation and review

"I feel I now have the fundamental tools to use and refer back to for all events, from small ones to large international ones. I have learnt a lot which can be transferred immediately to my current projects and help me clarify my tasks in a clearer way." **JS, Goldsmiths**

Emotional intelligence in management and leadership

1 day 22 July £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

"This course has really made me think about how to be more of an emotionally intelligent person in the workplace. The trainer was very interesting, clear and gave good suggestions."

SS, Marjory Kinnon School

Handling difficult people and situations: essential tools

1 day 25 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

"This training course was excellent – I have gained techniques that can be used for a range of situations. Everything covered will be very useful in my work."

SE, The Mayor's Office for Policing and Crime



Risk management

1 day 26 July £345** | £445* | £495

For anyone who needs a structured approach to managing risks at a strategic, programme, project or operational level

Effective risk management is a foundation for managing your business but there is much more to success than 'compliance' and multi-coloured risk registers! Whether you are working at a strategic, programme, project or operational level, this one day course has been designed to share tools and techniques that will help you ensure that the processes of risk management become embedded in your day-to-day activities and decision-making. You will cover:

- exactly what is risk?
- managing risks
- choice and avoiding complacency
- living with risk and embedding risk thinking

"I have gained tools which will help me to identify and manage risk in my own area of work. It was a great course which was easy to follow and relatable." **PT, Institute of Physics**

Strategic planning and thinking

2 days 28-29 July £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

"The course was fantastic. I feel much more equipped and confident to construct a strategy properly since taking this course. The trainer was the best I have ever had: he was interesting, engaging and articulate." **BE, London Legacy Development Corporation**

Event management: an introduction

1 day 2 August £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

"We had a great trainer who listened, got everyone involved and made the content relevant to us." **SG, Premier Group Recruitment Ltd**

Budgeting skills for non financial managers

1 day 11 August £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

"This course met all of my needs and challenged me to push myself, as well as helping me to realise that sometimes even the basic methods are best. I had a great experience at the Centre and I am looking forward to my next course here." **MS, Bucks Students' Union**



Reputation management: 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 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 cover:

- auditing your organisation's reputation
- creating a reputation strategy
- monitoring and protecting your reputation
- crisis management strategy
- multi-channel marketing – ensuring that your communications reinforce each other

Confident and effective presentations

1 day 6 July & 9 August £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 has given me really good hints and the confidence to do a three minute presentation. The trainer was incredibly engaging, listened to our needs and gave valuable feedback." **FD, Talbot Underwriting**

Internal communication

1 day 25 July £295** | £395* | £445

For those who want to improve the internal communication in their organisation

Successful internal communication lies at the heart of any thriving organisation. It helps involve and motivate staff and makes a big contribution to effective external communication. If people don't communicate well teams soon feel out of touch and uninformed. This course will provide you with lots of practical tips for improving the way in which people relate and process information. You will leave the course with ideas to implement on your return to your organisation. You will cover:

- the communication culture of your organisation
- how to conduct an internal communications audit
- developing an internal communications action plan
- monitoring and evaluating your internal communication

"The course met my needs perfectly. It was the best course I've done in a long time! I'm leaving feeling really inspired with lots of practical tools to help me." **AP, Breast Cancer Now**

Influencing skills

2 days 11-12 August £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 has helped me to identify and feel more comfortable using my own style (and not 'force' things that don't suit me). I now feel more confident that I am able to identify other people's style using different techniques." **JW, RSA**



PowerPoint: bring your presentation to life

NEW

1 day 17 August £295** | £395* | £445

For anyone who wants to breathe life into their presentations and enhance the audience's experience

Slides are a visual aid, not to be confused with text documents. During a presentation, they're more like your partner in a double-act, the dummy to your ventriloquist, the stooge to your stand-up. This one-day PowerPoint presentations course will help you to create interactive and memorable presentations through effective and clever use of PowerPoint. You will cover:

- making presentations memorable – using graphics and images
- engaging with the audience and building in interactivity
- when and how to use animation
- deciding what to show and what to tell
- adding value to the text, rather than repeating it
- guidelines on reader-friendly styles, fonts and colours

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

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. This 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**

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

2 days 23-24 June & 16-17 August £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 is the best course I think I have ever been on! I now feel confident in being able to support my manager. It is probably the first course I have felt able to answer questions, share my views and gain useful tips." **VH, The Bell Foundation**

Essential skills for administrators

top seller

1 day 1 July £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

"This course has sharpened my admin skills and I have found out more effective ways to support my team. I will definitely be using the tips regarding outlook and emails to help me prioritise my workload."
KM, Universities UK

Receptionist training: becoming an exceptional receptionist

1 day 6 July £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

"Everything I needed advice on was covered, going over and above my expectations. I can now do my job more confidently, assertively and to the best of my abilities. I would recommend the course to everyone in my line of work." **JP, National Council for Voluntary Organisations**

Minutes: taking and writing effective minutes

top seller

1 day 13 July & 10 August £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

"The trainer made us all feel comfortable to join in and talk about where we struggled in minute writing. We got great tips and the free book has been incredibly useful! I highly recommend this course."
ERC, Berks, Bucks & Oxon Wildlife Trust

Customer care and telephone skills

1 day 18 July £245** | £355* | £395

For anyone who comes into contact with customers – on the telephone or in person

Everyone in an organisation is responsible for customer care. Good customer care depends on staff acting with professionalism and self-confidence. This course will ensure you can establish customer needs and handle tricky situations – that is, give good customer service. You will cover:

- listening skills
- how do you want your customers to see your organisation?
- providing a good service in person and on the phone
- telephone do's and don'ts
- assertiveness and personal presentation
- dealing with difficult customers and complaints

"I found the course beneficial to my role and will take away tips on handling difficult customers. I was very apprehensive to begin with, but having completed the course I have found it very informative and productive." **CK, Capital Office**

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 trainer was clearly very qualified and credible. I learnt as much from the course workbook as I did from the trainer's tips and conversations with other delegates – which was great!"
LP, Charities Aid Foundation

Writing speeches: keynotes, presentations and special occasion addresses

1 day 1 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

"The techniques given to me about answering questions were extremely useful. Overall, I had a very positive experience at the Centre. I will certainly consider future courses here." NS, Peabody

Copywriting: promotional and marketing material that gets the response you need

1 day 12 July £245** | £355* | £395

For anyone writing marketing or promotional material, or those who need to write for an external audience

Whether you are writing marketing emails or print material to promote your services and products, you need to write short, sharp copy that makes your readers respond. You will cover:

- using the right copy and tone for the right audience
- what really is in it for them?
- short, clear writing that achieves its aims
- magic words that make your copy come alive
- five things you need to know about web writing
- evaluating your own writing and the writing of others

"The course exceeded my objectives! The trainer was hugely informative, engaging and helpful. It was a fantastic session and it is going to help me so much back in the office." VW, Eclipse

Business writing skills

2 days 20-21 July £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

"I wanted to increase my confidence when writing and this course met my objective. It also taught me other things I did not realise I needed to know. The trainer was very good at tailoring the course to meet all the participants' needs." LT, Progressive Partnership

Preparing tenders and proposals: the pitch, process and presentation

1 day 27 July £245** | £355* | £395

For anyone who delivers tenders and proposals

This workshop will prepare you for all aspects of tendering. Whether you're delivering services or developing fundraising proposals, you will be encouraged to share your own experiences and apply learning to your own situation. You will work on your own specific tendering and fundraising opportunities from which to draw shared learning so that at the end of the day you leave with a clear action plan. You will cover:

- understanding your business and your competition
- key strategies for bidding
- the right style and structure for your tenders and proposals
- presenting your proposal with impact
- building long-term relationships after the contract

"The course and trainer are first class. I would highly recommend the trainer who was insightful, engaging and patient. I was hoping, despite having years of experience, to get some useful tips and I did."
LD, Picker Institute

Professional writing skills for non-native English speakers

1 day 10 August £245** | £355* | £395

For anyone working in English as a second language who would like support with any aspect of writing at work

If English isn't your first language, business writing can be a big challenge. This tailored course will help you to express yourself clearly and appropriately in written English, including tips on building your skills and confidence. You will cover:

- using plain English
- getting the right words in the right order
- formal or informal? getting the tone right
- tricky points of grammar, spelling and punctuation
- structures and guidelines for letters and emails
- one-to-one help with your own documents
- developing your skills after the course

"I wanted to learn more about grammar, style and tone. This was definitely the right course for me and really helpful. I enjoyed the course and gained a lot."
AP, The Associated Board of the Royal Schools of Music

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To celebrate the Centre's 20th birthday and to say thank you for supporting us over the years, we are offering 20% off all training courses and dates featured in this brochure. To claim your discount quote **'Happy Birthday'** when you place your booking online or over the phone.

This offer is only valid on our Open Programme courses and dates featured in this brochure. Terms and conditions apply.

Terms and conditions: Offer subject to availability. Cannot be used in conjunction with any other offer including vouchers, recommend a friend, £50 discount voucher or any other promotional discount. Offer only applicable to bookings made for Open Programme courses featured in our Summer 2016 brochure. Discount is not applicable to existing bookings or those which are transferred to these dates. 'Happy Birthday' must be quoted at the time of booking to qualify for the discount.



Time management for managers: work smarter, not harder



1 day 27 June & 12 August £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. 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 has helped me to challenge myself and the way I approach deadlines in order to be a more effective line manager and team member. I especially liked the opportunity to exchange working experiences with other trainees." RJ, Tower Hamlets Community Housing

Time management for administrators: managing time and workload



1 day 11 July £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 and deadlines
- delegation, assertiveness and negotiating with colleagues
- managing phone calls, emails and dealing with interruptions

"The course was really helpful and the trainer was very approachable, engaging and had relevant experience and feedback. The Centre itself was great, I want to come back!" GB, Museum of London

Developing your personal brand



1 day 26 July £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' in terms of how you perceive yourself
- knowing how to communicate to build rapport and empathy
- your strengths and areas for development in interpersonal relationships
- how to be assertive without being aggressive

"There are definitely things that I can take away from this course and use in my professional and personal life. The trainer was great and kept the group engaged. I very much enjoyed the course and would recommend it to others." CG, Zurich Insurance Plc

Assertiveness skills: a practical approach



1 day 29 July £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

"I am now able to identify and understand the meaning of being assertive and have been given techniques to use when dealing with difficult circumstances. The venue was comfortable and the refreshments given were great." DM, Remix Metals Ltd

Stress management and resilience

1 day 3 August £245** | £355* | £395

For anyone who wants to understand stress and establish effective, practical, stress management strategies

This stress management and resilience programme will enable delegates to recognise the symptoms of stress, as well as the effects of stress on the body and mind. Throughout the day you will identify your personal stressors and establish what you can do to maintain a healthy and happy lifestyle. You will have the opportunity to learn about the latest research from the field of psychology, neuroscience and contemplative practice and then practise tried and tested strategies from these disciplines. You will cover:

- understanding stress
- the role of resilience
- stress triggers and how to avoid them
- the neuroscience of stress
- creating your own wellbeing plan

"I wanted to learn new ways to cope with stress. I found this course enlightening on how to manage yourself and stress. I also found that I wanted to go away and learn more!" DGI, STOLL Foundation

Increasing performance with positive psychology

NEW

1 day 5 August £245** | £355* | £395

For anyone who wants to increase individual and group performance and consistently maintain a high level of achievement

The scientific-based one-day course provides the opportunity to examine and practice the processes, tools and highly effective techniques for increasing performance and achieving success with positive psychology. You will gain a range of positive psychology approaches, from building a repertoire of positive emotions to manage challenges, to understanding and increasing focus to stay on track with performance related goals. You will cover:

- positive psychology theories and how their application can have a positive impact on performance
- how positive psychology can support us to increase and maintain focus enabling improved performance
- the importance of mindset when seeking to increase and maintain performance at high levels
- how to increase your ability to deal effectively with challenges and setbacks

Personal effectiveness: be more confident at work

2 days 8-9 August £450** | £675* | £775

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 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
- leaving a positive impression
- 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"

"The course was excellent, it has given me confidence and given me practical advice to use in my job role. The trainer was a good communicator, approachable and has made me feel that I can achieve." LL, L&Q Housing

In-company training

The same great training but on your doorstep!

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