

## ➔ How to book

You can book all courses online at [www.the-centre.co.uk](http://www.the-centre.co.uk).

Alternatively you can email your booking to [info@the-centre.co.uk](mailto:info@the-centre.co.uk) or call **020 7490 3030**.

## ➔ Course fees

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

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

Standard price applies to all other organisations.

All fees are subject to VAT.

## ➔ Payment

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

## ➔ Special requirements

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

## ➔ Confirmation of booking

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

## ➔ Cancellation and transfer policy

Cancellations and transfers must be submitted in writing to [info@the-centre.co.uk](mailto: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 change 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.

## ➔ The Centre mailings

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



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Autumn **2014**  
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programme

New  
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added

See pages 6, 7 & 12  
for full details

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email [info@the-centre.co.uk](mailto: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, this venue is easily accessible by tube, train or bus.

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

Visit [www.the-centre.co.uk](http://www.the-centre.co.uk) for more information.

## ➔ Contact us

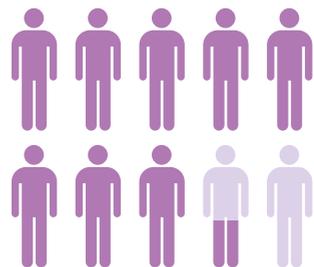
If you have any questions or need any help finding the perfect course for you feel free to contact us. We're always happy to help!

**t** 020 7490 3030

**f** 020 7490 3032

**e** [info@the-centre.co.uk](mailto:info@the-centre.co.uk)

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# 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  
1-2 October follow up 12 November 10.00am-12.30pm &  
29-30 October follow up 11 December 10.00am-12.30pm  
£635\*\* | £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 to 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 covered a lot of useful topics and I liked the extra exercises provided. Overall, I feel more confident in my ability to manage someone in the future and look forward to putting these tools into practice." **KG, Breast Cancer Campaign**

## Moving up in management: extending your management skills

2 ½ days  
17-18 September follow up 31 October 10.00am-12.30pm  
£635\*\* | £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

"Although I have been in a management role for some time, it was helpful to understand certain processes and the importance of having structure. The trainer was very engaging and enthusiastic." **EC, NCVO**

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

2 ½ days 4-5 November follow up 11 December 13.30-4.00pm  
£635\*\* | £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

"My aim was to gain insight and tools to take back to the workplace that will energise and motivate my colleagues. I feel this has been achieved and I look forward to implementing some of the theory to further my personal effectiveness." **RJ, Citizenship Foundation**

## 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.**

## Handling difficult people and situations: essential tools



1 day 25 September & 11 November £285\*\* | £395\* | £450

### 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 behaviour problems before they happen
- dealing with conflict and aggression
- how to build your confidence and assertiveness

"I wanted to learn about different behaviours and how to deal with these. The course met my objectives and I feel that I will be able to get the best out of people." **SDS, The Football Association**

## Project management

2 days 25-26 September & 20-21 October  
£590\*\* | £810\* | £910

### 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

"This was a very useful course that I will recommend to others. I learnt an awful lot and have lots to take away and use on my next project." **EC, Bokomo Foods UK Ltd**

## Managing volunteers

1 day 29 September £215\*\* | £325\* | £375

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

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

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

"The course was very informative with lots of useful information to take away and digest. The trainer was very inclusive and made sure we all got a chance to contribute to the discussions." **RH, Self Management UK**

## Event management: intermediate

1 day 3 October £285\*\* | £395\* | £450

### 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

"The trainer was lovely – very friendly, knowledgeable and professional. The course was very informative and helpful and I have some great ideas to leave with." **NVD, London Victoria**



## Strategic planning and thinking

2 days 7-8 October £495\*\* | £695\* | £795

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 – the vision thing
- 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 trainer was interesting, knowledgeable and calm – a good listener and excellent at interacting and giving food for thought. His pace of delivery and material were excellent, well organised and comprehensive." MG, Financial Services Compensation Scheme

## Effective mentoring

NEW

1 day 10 October £215\*\* | £325\* | £375

For those new to mentoring as well as more experienced mentors

Whether you are beginning your mentoring journey, or you are an experienced mentor, this practical one day course will introduce the role of a mentor, providing an opportunity to practise the skills necessary to mentor successfully. Through a series of discussion, interactive exercises and case studies, the day will cover the essentials of mentoring alongside potential pitfalls and problems. This course will enable you to practise key mentoring skills as well as develop your unique mentoring style. This introductory course will cover:

- what is mentoring and how it can contribute to organisational and individual development
- managing the mentoring process using contracting and establishing ground rules
- your mentoring style and how self awareness can enhance the mentoring relationship. Using personality types, learning styles and mentoring to develop effective relationships
- mentoring pitfalls and how to avoid them
- evaluation of a mentoring session

## Working effectively with your manager

1 day 10 October £195\*\* | £315\* | £365

For anyone who wants to improve their skills in supporting their boss and developing seamless, fun and highly effective working relationship.

To many people, the phrase "managing your boss" may sound like manipulation or corporate 'cozying up'. But this workshop is not about political maneuvering, it's about the best ways of consciously working with the person you report to in order to get the best possible results for you, your boss, and your organisation. This course is not about creating a better filing system or honing your note taking skills, it's about:

- effective workplace communications, particularly listening
- conflict management and resolution
- dealing with pressure and priorities
- understanding your boss' working style
- problem solving and creativity

"I found this training course very useful and positive. There were lots of very good techniques and information for future use." BA, British Red Cross

## Event management: an introduction

top seller

1 day 13 October £270\*\* | £385\* | £430

For administrators and co-ordinators new to event management

Whether you are new to the role and unsure where to start, or you have experience of managing events and want to review the strategy to reach your target audiences, both courses will build on your experience and explore the processes of planning, producing and evaluating the impact of events for your organisation. 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, licenses and catering

"The course, trainer and overall experience were really good. I thoroughly enjoyed my day at the Centre." JK, Kent County Council

## Supervision skills: managing people and teams

2 days 16-17 October £495\*\* | £695\* | £795

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 to 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

"My main objective was to learn how to communicate more effectively with the people I supervise. The course covered this and gave me much more! I feel much better equipped to be an effective and professional supervisor." CM, Encore Tickets

## Team leader skills: building and leading a high performance team

1 day 22 October £205\*\* | £305\* | £355

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

"I learnt ways to improve my understanding of other people's actions and behaviour in the workplace. The trainer explained everything clearly." CM, Momena

## Becoming an effective consultant

NEW

1 day 27 October £215\*\* | £325\* | £375

For anyone interested in becoming a consultant this course offers an introduction to the skills and abilities necessary to create a successful consultancy

Are you thinking about taking the first step to becoming a consultant? Do you have strong business skills? Can you analyse information and construct a recommendation on a course of action? Do you have good communication, observation and character analysis abilities? Then you could be a good candidate to provide business consulting services. You will cover:

- personal impact
- creating relationships – the first meeting
- communication for consultants
- managing projects and the consultancy cycle
- marketing your consultancy
- identifying effective questions
- shaping client expectations
- building credibility
- improving your presentation style
- providing feedback to the client

## Budgeting skills for non financial managers

1 day 30 October £285\*\* | £395\* | £450

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

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

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

"I really enjoyed the course. It's not a topic I thought I would find as easy to follow as I did but that was down to the trainer. She was very clear and concise with her explanations." LH, Ehealth Media

## Monitoring, evaluation and impact assessment

1 day 4 November £215\*\* | £325\* | £375

For anyone with responsibility for making things happen in their workplace

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

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

“A very good course and excellent trainer. I was provided with tools that I can see myself using right away. I feel there is a lot I am taking away and can share with my colleagues.”  
PM, London Borough of Hammersmith and Fulham

## Appraisal skills

1 day 5 November £215\*\* | £325\* | £375

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

“I wanted to learn more about how to deliver and partake in an appraisal. I now have a much better understanding of this and also know how to deliver negative feedback. The trainer was brilliant - really engaging.” JA, Aurora Project Lambeth

## Assertiveness skills: a practical approach



1 day 19 September & 28 October £230\*\* | £340\* | £390

For administrative staff and those new to supervising or leading teams

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

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

“This course will enable me to think and plan for situations where I need to be assertive to change behaviour. An extremely relevant course which enabled everyone to openly discuss issues.”  
AJ, West Hampshire Clinical Commissioning Group

## Time management for managers: work smarter, not harder



1 day 24 September & 10 November £215\*\* | £325\* | £375

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

“A good course and the trainer kept me entertained. I learnt new skills to take back to work with me. The Centre was relaxed and made me feel comfortable.” DC, TecServ Ltd

## Personal effectiveness: be more confident at work

2 days 29-30 September £395\*\* | £630\* | £730

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 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
- assertiveness in dealing with senior managers and saying “no”

“This has been my favourite training course to date. I’ve taken a lot from this course and it has been a great experience.”  
AM, Asra Housing Group

## Mindfulness at work: an introduction

1 day 9 October £195\*\* | £315\* | £365

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 thought the training course was very good. The trainer was engaging and thorough. My objectives were fully met.”  
DT, Cambridgeshire Fire & Rescue Service

## Time management for administrators: managing time and workload

1 day 23 October £195\*\* | £315\* | £365

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

“A good, practical course that gave real-life examples of tools and techniques that can be used in time management. The trainer took a personalised approach to delivery.”  
KP, Greenwich Action for Voluntary Service

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

“Excellent – I loved the bright colours and relaxed atmosphere (it was very conducive for learning!) The lunch, refreshments and ice creams were brilliant. I have already recommended the Centre to others.”  
LH, Royal College of Pathologists



## Minutes: taking and writing effective minutes



1 day 30 September & 24 October £285\*\* | £395\* | £450

For anyone who wants to improve their minute taking

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

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

"It was a really interesting course with plenty of meaningful exercises. The trainer communicated the course very well. The training has definitely helped improve my note taking."  
NA, Information Commissioner's Offices

## Essential skills for administrators

1 day 7 October £195\*\* | £315\* | £365

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 was a very good course and the trainer was brilliant. I will return to do more courses in the future."  
KH, Richard House Children's Hospice

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

2 days 15-16 October £510\*\* | £740\* | £840

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 exceeded my objectives and went beyond what I expected. It was very informative and taught us how to be proactive in our work." LM, The Salvation Army

## Customer care and telephone skills

1 day 22 October £205\*\* | £305\* | £355

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

"Having had previous formal training in this area, I still found the sessions very useful in igniting some new ideas. The trainer was relaxed, allowing all participants to fully get involved in topics and share experiences." GK, Royal Society of Arts

## The effective learning and development administrator

1 day 3 November £195\*\* | £315\* | £365

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. The trainer was excellent, knowledgeable, engaging and interactive." SH, A2Dominion Housing Group Ltd

## Receptionist training: becoming an exceptional receptionist

1 day 7 November £205\*\* | £305\* | £355

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

"This was an enjoyable course and my attention was kept high all day. The small group meant I could confidently contribute to group discussions." DMC, University of Essex

## 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 very detailed and got all members of the group involved. We all got a chance to speak and put across our views. I have definitely learnt some skills that I will put to use." MM, Moorfield Eye Hospital

For more information

contact Nadira Love on [nadira.love@the-centre.co.uk](mailto:nadira.love@the-centre.co.uk) or 020 7490 3030.

## Advanced presentation and communication skills for leaders

2 days 22-23 September £510\*\* | £740\* | £840

For leaders and managers who wish to greatly enhance their presentation and communication skills

The best leaders recognise that the art of leadership is something we learn – and presenting and communicating effectively is at the heart of outstanding leadership. Throughout a very busy two days you will make a number of short presentations and take part in various one-to-one and group exercises. You will cover:

- how to communicate your ideas clearly and succinctly for maximum impact
- learn techniques to present with confidence so that you can influence how others think and feel and ultimately move them to act
- become aware of and be able to apply the innovative techniques so eloquently used by Barack Obama to take your presentation and communication skills to a new level

"The trainer was really energetic, built confidence in the group and had loads of experience. We got tips on how to do successful presentations." CH, Chance UK

## Internal communication

1 day 1 October £215\*\* | £325\* | £375

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 and 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

"I've really enjoyed the day – there was a lot to consider and reflect on. I think the course would be of particular interest to someone who's in an internal communications role." HT, Student Loans Company

## Listening skills

NEW

1 day 3 October £230\*\* | £340\* | £390

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

## Radio and television interviews

1 day 6 October £205\*\* | £305\* | £355

For anyone who talks to journalists or is interviewed on TV and radio

How you present yourself in radio and television interviews has a direct impact on audience opinion of your organisation as a whole. This course helps you to develop the confidence and ability to say what you need and create a positive impression. You will cover:

- understanding the media agenda
- understanding your audience
- identifying what you want to achieve
- developing your message
- anticipating and dealing with questions
- staying in control of the interview, getting your message across
- handling a 'bad news' interview

"My objectives were fully met. I received some really good advice and tips plus it was not as scary as I thought. Excellent." LG, Barnardo's

## Presentation skills: making effective and confident presentations

top seller

1 day 8 October & 6 November £285\*\* | £395\* | £450

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

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

"Having never delivered presentations until two weeks ago, this course was incredibly valuable as a self assessment. I thoroughly enjoyed the day and learnt many useful tips and tricks to take into consideration when presenting." LD, London Borough of Newham

## PR strategies that work

1 day 21 October £215\*\* | £325\* | £375

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

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

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

"The course was very relaxed and I felt very engaged. The trainer was very inclusive and it was interesting to hear success/failure stories. I have learnt from the trainer's experience." MO, Chartered Institute of Taxation

## Influencing skills

2 days 23-24 October £510\*\* | £740\* | £840

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

"I thought this was a fantastic, engaging course and would recommend it to other members of staff both in senior and other positions. The course was well presented and was engaging, interactive and challenging." LB, Maney Publishing

## Presentation skills: extending your public speaking skills

2 days 27-28 October £510\*\* | £740\* | £840

For more experienced presenters looking to refresh and sharpen their skills

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

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

"The trainer achieved a really relaxed and open environment. They gave great feedback and allowed us to shape the course to ensure we maximised our time." KC, CRL Ltd



## Proofreading

1 day 26 September £230\*\* | £340\* | £390



For anyone who needs to improve the accuracy of their writing

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

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

"Excellent. This was the first time I have used the Centre and I will be using it again. The course met all my requirements and will enable me to move ahead with producing information more confidently."  
CA, Progressive Supranuclear Palsy Association

## Report writing skills

1 day 2 October £230\*\* | £340\* | £390

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

"The course was very useful. It covered a broad range of topics but also provided some useful tips and techniques. There was good use of the participants' own background and experience to drive the discussion." JJ, World Cancer Research Fund International

## Writing skills: the basics

1 day 6 October £195\*\* | £315\* | £365

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

"I really enjoyed the course. The trainer was very engaging throughout the day. The course was very useful and gave me a better idea of how to improve my email writing and how to edit text."  
TN, Energy Institute

## Social media and online communications: a strategic approach

1 day 9 October £195\*\* | £315\* | £365

For anyone who wants to incorporate social media and online communications into their PR strategy

Social media and online communications need to be integrated into an organisation's PR strategy if it is going to communicate effectively. This non-technical course will introduce participants to the opportunities social media provides to reach their audiences in new and cost effective ways. The course will cover:

- choosing the right social media vehicles for your organisation
- social networking and blogging
- votes, polls and online action
- developing an online communications strategy

"This was a really worthwhile course. The course provided applicable and useful advice. The trainer was great, very helpful, thorough and knowledgeable." SOH, BEL Valves Ltd

## Email newsletters and bulletins

1 day 29 October £195\*\* | £315\* | £365

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 really enjoyed the course and it has given me the foundations to develop my skills in this area. The trainer was great – she gave really good formulas to be able to apply the training to the workplace."  
AH, Audio Technica

## Write for success

1 day 31 October £215\*\* | £325\* | £375

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 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

"This course met my objectives and more. The training really empowered me to be confident and creative in my writing."  
MG, King's College London

## Persuasive writing

1 day 6 November £230\*\* | £340\* | £390

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

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

- purpose, message and audience
- overcoming readers' prejudices and concerns
- writing for children, young people and adults with low literacy skills
- writing for internal audiences
- the editorial process and house style

"The trainer was really engaging and made sure we were happy before progressing to the next topic. There was a great, positive atmosphere which was inspiring, motivational and encouraging."  
CV, Halford's Media

