

## ➔ 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. Please see our website for full terms and conditions.

## ➔ The Centre mailings

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



**FSC**  
Mixed Sources  
Product group from well-managed  
forests and other controlled sources  
Cert no. TICOC-002878  
[www.fsc.org](http://www.fsc.org)  
© 1996 Forest Stewardship Council



18 years  
of performance  
enhancing  
training



the-centre

for all your training needs

New Year **2015**  
**training**  
programme

**NEW**

**Digital writing  
skills course**

See page 11  
for details

book

online at [www.the-centre.co.uk](http://www.the-centre.co.uk)

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

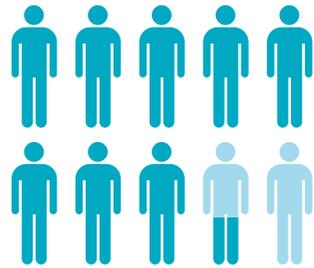
If you have any questions or need any help finding the perfect course for you feel free to contact us. We're always happy to help!

**t** 020 7490 3030

**f** 020 7490 3032

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

**w** [www.the-centre.co.uk](http://www.the-centre.co.uk)



# 84%

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



## ➔ Contents

### The management ladder page 4

Moving into management	8-9 January   19-20 February
Moving up in management	11-12 February
Moving from manager to leader	22-23 January

### Management courses pages 5-8

Managing staff performance: motivating underperformers	6 January
Strategic planning and thinking	14-15 January
Handling difficult people and situations: essential tools	19 January
Event management: an introduction	22 January
Team leader skills: building and leading a high performance team	27 January
Finance skills for non financial managers	27-28 January
Managing volunteers	29 January
Training the trainer	29-30 January
Budgeting for non financial managers	2 February
Project management	4-5 February
Creative thinking and innovation	6 February
Delegation skills	6 February
Monitoring, evaluation and impact assessment	9 February
Appraisal skills	10 February
Event management: intermediate	11 February

### Administration courses page 9

Customer care and telephone skills	16 January
The Executive PA	20-21 January
Minutes	26 January
Reception skills	9 February

### Writing courses pages 10-11

Report writing skills	8 January
Copywriting	13 January
Speed reading	15 January
Advanced writing skills	20 January
Business writing skills	3-4 February
Proofreading	5 February
Digital writing skills	10 February
Grammar and punctuation at work	17 February

**NEW**

### Personal effectiveness courses pages 12-13

Assertiveness skills	7 January   12 February
Personal effectiveness: be more confident at work	12-13 January
Developing your personal brand	16 January
Time management for administrators	23 January
Time management for managers	28 January
Stress management and resilience	20 February

### Communication courses pages 14-15

Communication in the workplace	9 January
Presentation skills	19 January   18 February
Neuro Linguistic Programming	30 January
PR strategies that work	3 February
Focus groups	13 February
Influencing skills	16-17 February

**NEW**

## Moving into management: taking on your first management role



2 ½ days 8-9 January follow up 9 March 10.00am-12.30pm & 19-20 February follow up 30 March 1.30-4.00pm  
£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 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

"This was one of the most useful courses I've been on. I thought it might be boring and theoretical but the practical tips, exercises and presentations were engaging and fantastically useful."  
CL, Young Minds

## Moving up in management: extending your management skills

2 ½ days 11-12 February follow up 30 March 10.00am-12.30pm £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

"We had an excellent and lively facilitator and the course was well paced. There were lots of exercises and good opportunities to talk and share information. I learned a lot." AM, Prostate Cancer UK

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

2 ½ days 22-23 January follow up 9 March 1.30-4.00pm  
£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

"I'm looking forward to taking away the learning I have covered today and feeding back in the follow-up. The trainer was extremely engaging and managed the flow and direction of the session very well."  
AS, Wellington Markets

## ILM Management Ladder: the Centre's Endorsed Award



Recognised Provider

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

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

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

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

## Managing staff performance: motivating underperformers

1 day 6 January £345\*\* | £445\* | £495

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

Whether a manager, a supervisor or team leader, one of the most difficult aspects of our work is dealing with, and managing, a poor performer. More often than not we fail to tackle performance issues early enough, or when we do we leave the other person more confused as our messages are confused. We also often have no framework for support thus exacerbating the problem. You will cover:

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

"The course was educational and the trainer was entertaining. The training helped me formulate some good ideas."  
GA, Mayhew Animal House

## Strategic planning and thinking

2 days 14-15 January £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

"A really valuable course. I learnt something to take away and implement. The trainer was excellent – he had a wealth of experience and gave examples." OOC, Signalling Solutions

## Handling difficult people and situations: essential tools



1 day 19 January £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 behaviour problems before they happen
- dealing with conflict and aggression
- how to build your confidence and assertiveness

"I was impressed with the course. The trainer was excellent – engaging, involved everyone and a very good listener. I feel confident leaving the session." SA, Royal Academy of Dance

## Event management: an introduction



1 day 22 January £345\*\* | £445\* | £495

### 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, this 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, licences and catering

"Our trainer was amazing! She led the class very well and kept our interest. The course definitely gave me good tools and techniques to use in my workplace." EF, The Paul Mellon Centre



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

1 day 27 January £345\*\* | £455\* | £495

For anyone who wants to enhance their team's performance

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

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

"The course more than met my expectations. The trainer was excellent and very confident. The knowledge I have gained will stay with me for many years." **COB, Brompton Bicycle**

## Finance skills for non financial managers

2 days 27-28 January £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

"It was perfect. The trainer really got across complex terminology in an accessible and relaxed approach. I feel more confident about financial procedures now." **JR, Keep Britain Tidy**

## Managing volunteers

1 day 29 January £345\*\* | £455\* | £495

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

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

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

"The course was informative, interesting and has given me lots of ideas to take away and implement. The trainer was excellent and I would highly recommend the course." **KW, Cranstoun**

## Training the trainer

2 days 29-30 January £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 to run effective training sessions and support the longer-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

"I have come away from the course with lots of ideas. This course exceeded my expectations - there was a good atmosphere in the room and I felt like we could all engage and share ideas."

**AL, The Cochrane Collaboration**

## Budgeting skills for non financial managers

1 day 2 February £345\*\* | £445\* | £495

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

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

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

"I fully intend to use lots of the learning from today to implement better budget management when I get back to the office!"

**AR, Epic CIC**

## Project management

2 days 4-5 February £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

"As well as helping me to be more strategic in my project management, I feel as if my general management skills will also be improved on a day-to-day basis." **NOC, The Football Association**

## Creative thinking and innovation

1 day 6 February £345\*\* | £445\* | £495

For anyone interested in creative thinking – even those who don't think they can do it!

For those who want to easily think creatively or easily induce creative thinking in others, this is the course for you. You will cover:

- the definition of creative thinking and innovation
- creative thinking in the wider world and within the world of work
- basic psychology – how the mind works
- mental state, socks and filters!
- brainstorming: why, what, when, where, who and how
- creative thinking tools with practical exercises
- problem-solving tools with practical exercises
- solutions to your own challenges and questions

"I now understand how to approach new ideas and implement them by coming up with solutions. The trainer was very good at making everyone's feedback seem as valuable as each others."

**O, Breast Cancer Campaign**

## Delegation skills

1 day 6 February £345\*\* | £445\* | £495

For managers at any level who want to improve their delegation

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

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

"I found this Delegation skills course very informative and well-worth attending. The trainer was clear and approachable."

**JW, Association of Teachers and Lecturers**

## Monitoring, evaluation and impact assessment

1 day 9 February £345\*\* | £445\* | £495

For anyone with responsibility for making things happen in their workplace

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

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

"I was provided with tools that I can see myself using right away. I feel there is a lot I am taking from today that I can share with my colleagues." PM, London Borough of Hammersmith and Fulham

## Appraisal skills

1 day 10 February £345\*\* | £445\* | £495

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

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

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

"The trainer was excellent – he was passionate about what he was training, well informed and made the course accessible to us all." RB, Paypal Giving Fund

## Event management: intermediate

1 day 11 February £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 found the course useful and now feel more confident. The trainer was very inclusive and made me feel comfortable. I think that I can take what I have learnt and put it into practice." SB, The Legacy List

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

## Customer care and telephone skills

1 day 16 January £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

"The trainer was very clear and productive – they kept us engaged. I enjoyed the course and I learnt how to better communicate with patients to reassure them." RW, Blossoms Healthcare

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

2 days 20-21 January £450\*\* | £675\* | £775

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

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

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

"The course went beyond meeting my expectations and was extremely useful. I now feel refreshed and more comfortable about being an Executive Assistant working at a senior level." KS, Grant Thornton International Ltd

## Minutes: taking and writing effective minutes



1 day 26 January £245\*\* | £355\* | £395

For anyone who wants to improve their minute taking

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

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

"I am very pleased that I took part in this course. The course helped me with good tips and how to be confident at meetings. The trainer was very friendly and helpful." SK, The Natural History Museum

## Receptionist training: becoming an exceptional receptionist

1 day 9 February £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

"I was very nervous at first but was made to feel comfortable. I enjoyed the training very much and felt everything was covered from start to finish. I would recommend this course." SP, Igloo Law



## Report writing skills

1 day 8 January £245\*\* | £355\* | £395

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

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

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

"The trainer was excellent! I learned new techniques and approaches to writing my reports with more focus and structure. I found the Centre very friendly and welcoming."

AA, Financial Services Compensation Scheme

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

1 day 13 January £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 trainer was fantastic at providing clarity! I have completed many courses at the Centre and always come away feeling I have got to grips with many issues and some top tips."

EP, British Heart Foundation

## Speed reading

1 day 15 January £345\*\* | £445\* | £495

For anyone who has a lot of reading to do and wants to save up to two hours a day

By attending this course you will at least double your reading pace and retain more information - not less, as your brain works better at faster reading speeds. It is likely to save you two or more hours per day, and allow you to be better briefed and more informed. You will learn how to read at the correct speed for what you are reading and why. You will cover:

- improving the mechanics of reading
- reading problems and how to overcome them
- causes of poor concentration and improving this
- improving comprehension including peripheral reading
- memory and retention improvement exercises

"We should have been taught these skills years ago at school. It would have saved so much time and enabled me to get through everything so much faster. Luckily it is never too late to learn!" NHS

## Advanced writing skills

1 day 20 January £245\*\* | £355\* | £395

For people who write for business and pleasure and who want to hone their methods of preparation, composition and revision

A day trip through the jungle of English prose style that shows some of its great beauties and helps delegates to reproduce them in their own work. The itinerary also points out some of the most dangerous areas and maps safe detours. The course includes practical exercises and allows time for detailed consideration of delegates' previously submitted work. You will cover:

- good and bad writing: differences and some amazing similarities
- planning and structure
- identifying and achieving the desired outcome
- methods of persuasion
- ambiguity: mistake or deliberate strategy?
- tone neutral: its desirability, even in polemics, and how to achieve it
- house style, indexing and referencing

"Excellent. The tutor was brilliant and the course was relevant and inspiring." KM, Médecins Sans Frontières

## Business writing skills

2 days 3-4 February £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

"A good course that has given me a lot to take back and use in practice. The trainer was very engaging and had an approachable manner." JS, St Andrews Healthcare

## Proofreading

1 day 5 February £245\*\* | £355\* | £395

For anyone who needs to improve the accuracy of their writing

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

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

"I found the course very interesting and the trainer very informative and knowledgeable. I really feel I have some new and improved skills to take back to the office for future proofreading."

EW, Trade Union Congress



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

1 day 10 February £245\*\* | £355\* | £395

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

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

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

## Grammar and punctuation at work

1 day 17 February £245\*\* | £355\* | £395

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

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

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

"I really feel I have a better grasp of writing and am more confident in my writing. The venue and trainer were great and the staff friendly."

KK, Management Consultancies Association



## Assertiveness skills: a practical approach

1 day 7 January | 12 February £245\*\* | £355\* | £395

For administrative staff and those new to supervising or leading teams

This course provides the skills you need to become more assertive, and to present your ideas and opinions in ways that enable you to feel heard and respected. It will help you 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

"I found the day very comfortable and useful – it was not the cheesy role play situation I expected. I am very pleased with the training and will recommend the course to friends and colleagues."

KC, InSkin Media



## Personal effectiveness: be more confident at work

2 days 12-13 January £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 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
- negotiation skills and communicating difficult messages
- assertiveness in dealing with senior managers and saying "no"

"The trainer was full of knowledge and information about all aspects of improving communication and being assertive in the work place."  
MK, Asra Housing Group

## Developing your personal brand

1 day 16 January £245\*\* | £355\* | £395

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

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

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

"This course was the most interesting and valuable course I have ever attended. There was not one particular part more valuable as I learnt from the whole session, it was great." HK, Jewish Care

## Time management for administrators: managing time and workload

1 day 23 January £245\*\* | £355\* | £395

For administrators and office staff struggling with a heavy workload

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

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

"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

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

1 day 28 January £245\*\* | £355\* | £395

For any manager struggling to keep on top of their workload

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

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

"The course was very good. The trainer was thorough and helpful. She offered some great ways to overcome the issues I had, which I will put into practice in the future." MG, Aurora Project Lambeth

## Stress management and resilience

1 day 20 February £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. You'll complete a stress audit, examine the mind body connection and how you can employ effective strategies to ensure your wellbeing. Throughout the day you will identify your personal stressors and establish what you can do to maintain a healthy and happy lifestyle. 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

"An excellent trainer with a natural style – not at all text book or patronising. There were many good resources and food for thought. I would thoroughly recommend the course." SCP, ICCA NHS

## savings@the-centre

■ for every 3 days of training you buy you will get a 4th day free!

■ 40% discount on a different course each month in our 'course of the month' offer – see [www.the-centre.co.uk](http://www.the-centre.co.uk) to find out this month's course

■ buy training vouchers in advance and save up to 15%. You can use them whenever you like on whatever courses you want.



For more details on these and other ways to save money, call us on 020 7490 3030, visit [www.the-centre.co.uk](http://www.the-centre.co.uk) or email [info@the-centre.co.uk](mailto:info@the-centre.co.uk)

## Communication in the workplace

1 day 9 January £295\*\* | £395\* | £445

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

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

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

"I found it very informative and enjoyed the group exercises. I particularly found the advice on how to make communication clearer and more efficient of great help!" DS, Healthy Planet

## Presentation skills: making effective and confident presentations

1 day 19 January | 18 February £295\*\* | £395\* | £445

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

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

"The trainer was fantastic – very caring and always positive. I was very reassured and am keen to deliver a presentation as soon as possible." CS, Diabetes UK

## Neuro Linguistic Programming (NLP)

NEW

1 day 30 January £295\*\* | £395\* | £445

For those who want to understand what NLP is all about and practice new techniques in a fun and supportive setting

Neuro Linguistic Programming (NLP) offers a set of psychological tools to develop yourself both professionally and personally. This course will introduce you to NLP offering a mix of experiential activities, demonstrations, an introduction to key NLP models of change and an opportunity for some discussion and questions. Over the day you will cover:

- the history and basis of NLP
- how we perceive the world and why that affects our results
- how to create and maintain genuine rapport
- how to increase your influence
- how to create positive change in yourself and others
- enhancing your self confidence

## PR strategies that work

1 day 3 February £295\*\* | £395\* | £445

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

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

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

"I really enjoyed the course – there was a good pace and all aspects were explored. I feel confident to put together a clear PR strategy." CJ, Horsham District Council

## Focus groups

1 day 13 February £295\*\* | £395\* | £445

For anyone who wants to run or understand focus groups, or who wants to undertake stakeholder research

Do you know what your customers are thinking and feeling? A focus group can help you find out. A well run focus group can give you valuable insights and help you plan better products and services. This practical, one-day course will give you the skills you need to set up and run great focus groups. You will cover:

- when and how to use focus groups
- recruiting the participants
- finding the right venue
- identifying and formulating your questions
- moderating skills
- analysing and reporting findings

"The course was very enjoyable with a relaxed atmosphere. There were a lot of opportunities for group discussion and feedback and the trainer was encouraging throughout." MD, Department of Social Development

## Influencing skills

2 days 16-17 February £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 was very engaging and presented a lot of useful points and strategies. The use of interactive tasks and presentation meant that I understood and utilised the guidance being given." EL, Maney Publishing

# 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 training course was great and it was refreshing to be in such a small group. The trainer was able to make her advice really personalised to us and our specific situations, which was fantastic!" LO, Royal College of Art

For more information

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