

➔ How to book

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

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

➔ Course fees

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

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

Standard price applies to all other organisations.

All fees are subject to VAT.

➔ Payment

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

➔ Special requirements

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

➔ Confirmation of booking

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

➔ Cancellation and transfer policy

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

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

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

➔ The Centre mailings

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



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training
programme

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the Year!

book

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➔ Venue

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

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

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

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

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

➔ Contact us

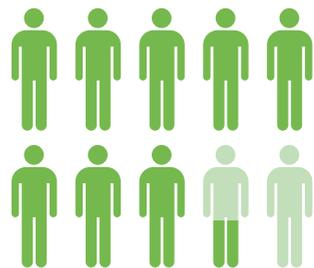
If you have any questions or need any help finding the perfect course for you feel free to contact us. We're always happy to help!

t 020 7490 3030

f 020 7490 3032

e info@the-centre.co.uk

w www.the-centre.co.uk



84%

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



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NEW

Moving into management: taking on your first management role



2 ½ days 23-24 March follow up 6 May 10.00am-12.30pm
| 15-16 April follow up 8 June 10.00am-12.30pm £655** |
£825* | £925

For those embarking on their first management role

This two-and-a-half day course has been specifically designed for people who are stepping onto the first rung of the management ladder. It will increase your understanding of the manager's role and will help you 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

"I really enjoyed the two days and found the course very helpful. I will be taking a lot away with me. The Centre provided a really positive and welcoming environment." JR, The National Theatre

Moving up in management: extending your management skills

2 ½ days 30 April-1 May follow up 8 June 1.30-4.00pm
£655** | £825* | £925

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

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

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

"The trainer was engaging, informed and able to relate to specific issues and questions I had. The balance between theory and practice, listening and participation was perfect." LP, Royal College of Art

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

2 ½ days 14-15 May follow up 9 July 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

"The course was very good. The trainer was willing and able to draw on a variety of content to adapt to different topics and questions raised. Lots of practical tips were offered." SB, National Union of Teachers

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.

Finance skills for non financial managers

2 days 25-26 March | 12-13 May £655** | £825* | £925

For anyone who needs to understand their organisation's finances

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

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

"I wanted to get a better understanding of budgets and how to present them. I am now able to understand how to forecast budgets and plan for the next season." HP, The Football Association

Emotional intelligence in management and leadership

1 day 30 March £345** | £445* | £495

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

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

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

"The course was good and the content was applicable and interesting. The trainer was excellent – engaging and communicated very well." LW, Symphony Housing Group

Personal development review: manager's tool kit

NEW

1 day 31 March £345** | £445* | £495

For managers who want a tool kit of skills and strategies to motivate and inspire their staff through meaningful appraisals

This course will help you to motivate staff to view their review process as a valuable tool for assessing their performance. You'll learn why skilled and meaningful appraisals are key to organisational success and how to make sure that your system is fit for purpose. You will cover:

- why hold review meetings?
- the ingredients for effective personal development reviews
- developing objectives
- the psychology of appraisals
- giving and receiving feedback
- individual action plan

Strategic planning and thinking

2 days 31 March-1 April | 5-6 May £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

"This course has de-mystified a lot of the issues around strategy and things are a lot clearer. The learning environment was spot on with plenty of opportunity to contribute – not too intimidating and quite informal." BH, Picker Institute Europe



Become an effective consultant

1 day 2 April £345** | £445* | £495

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
- managing projects and the consultancy cycle
- shaping client expectations
- building credibility
- improving your presentation style

"It was a really good course and covered a good introduction to becoming a consultant. The trainer clearly knows her stuff and is very personable." JK, The Citizenship Foundation

Handling difficult people and situations: essential tools

1 day 8 April | 22 May £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

"Excellent style and content from the trainer. The course was understandable, applicable and engaging plus the content was excellent." DG, Policy Connect

Budgeting skills for non financial managers

1 day 17 April £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

"Excellent. The course had a great range of learning and delivery tools. There were opportunities for group discussion and involvement and the trainer was very open." LH, Cranstoun

Event management: an introduction

1 day 17 April £345** | £445* | £495

For administrators and coordinators 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

"Overall it has been a rewarding experience. The course was jam-packed with information but was broken-up into neat segments. I will be able to go away and read through the materials with more confidence and knowledge." JF, AoC Create

Project management

2 days 21-22 April | 20-21 May £655** | £825* | £925

For anyone who manages projects – large or small

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

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

"The course was engaging from the start. I was kept motivated and interested throughout, and my energy remained high. I have not only picked up new tools but greatly improved those I thought I already had." PA, Sue Ryder

Team leader skills: building and leading a high performance team

1 day 27 April £345** | £445* | £495

For anyone who wants to enhance their team's performance

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

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

"It was a lot better than I imagined, I feel a lot more confident now as the course met my objective. The trainer was dynamic and really a lot of fun." RK, GamCare

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 or 020 7490 3030.



Risk management

1 day 1 May £345** | £445* | £495

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

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

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

"The course was an excellent introduction, I now feel more confident about this area. There were good explanations of the risk management process with excellent examples and alternative views."
PC, Universities UK

Training the trainer

2 days 7-8 May £655** | £825* | £925

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

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

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

"The course was engaging and well-structured with plenty of opportunity for feedback and questions. The trainer was very helpful and supportive, giving me the confidence to go out and plan my own session." KS, Carers Trust

Event management: intermediate

1 day 13 May £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

"This was a very positive course in an amazing venue. I enjoyed hearing other people's experiences and problems and discussing how to solve them." ML, IPG Mediabrands

Handling the press and media

1 day 25 March £295** | £395* | £445

For all those who take on the role of press officer

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

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

"I thought the course was good value for money for my organisation and a great day of learning for me. I learnt a lot about how to tailor stories." JW, The Place

Networking and representing your organisation

1 day 9 April £295** | £395* | £445

For anyone who represents their organisation as a spokesperson or at networking events

How you perform in public reflects on your organisation as well as on you. If the values of your organisation are embodied in the way you present yourself, other people gain a clearer understanding of your corporate attitudes and concerns. This course will help you to leave a positive and lasting impression. You will cover:

- getting the right balance between internal and external work
- building the 'ambassadorial' role into your PR strategy
- introducing your organisation in an engaging and inspiring way
- reflecting your organisation's values in the way you present yourself
- 10 top tips for effective networking

"The course was excellent. The trainer took the time to understand my challenges and goals and helped me to come up with some strategies to implement." BVDB, Freelance Editor

Presentation skills: making effective and confident presentations

top seller

1 day 20 April £295** | £395* | £445

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

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

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

"This course completely met my objectives and beyond. I've taken away a lot of practical tips and personal confidence. The Centre is a lovely venue – a very professional environment that was fit for purpose." RM, Mind

Influencing skills

2 days 23-24 April £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

"Tremendous! I had the honour of being in a great, supportive team. I learnt a lot of theory, but more importantly, I had the benefit of feedback and practical tips."

SW, Vale of Glamorgan Citizens Advice Bureau

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



Radio and television interviews

1 day 24 April £295** | £395* | £445

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 goal was to be more comfortable with radio and TV interviews. I definitely feel more confident now and enjoyed practicing. The course had just the right balance of theory, discussion and practice."
JD, US-UK Fulbright Commission

Listening skills

1 day 28 April £295** | £395* | £445

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

"I really enjoyed the course and the trainer's delivery. I wanted to improve my listening skills and the course met this objective."
KW, Housing for Women

Communication in the workplace

1 day 11 May £295** | £395* | £445

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

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

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

"The information I have learnt has helped hugely in identifying how to communicate with various types of people and how to communicate my role as a PA more clearly."
VH, Prostate Cancer UK

PR strategies that work

1 day 15 May £295** | £395* | £445

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

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

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

"I wanted to get a clearer idea of how to approach a strategy. The course was very good. I have starting points on which to build."
NL, Orbis

The effective learning and development administrator

1 day 24 March £245** | £355* | £395

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

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

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

"An excellent training session! I would use the Centre for courses again."
SA, East Sussex Fire and Rescue Service

Minutes: taking and writing effective minutes

1 day 1 April | 11 May £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

"My overall experience at the Centre was extremely positive. The trainer was knowledgeable, attentive and maintained interest. The group size was just right."
SB, Women's Pioneer Housing

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

2 days 9-10 April £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 met all of my objectives and really helped hone my skills. It gave me many good ideas and options. I would recommend this course to my friends and colleagues."
EW, Geopost UK

Customer care and telephone skills

1 day 22 April £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

"A very useful and relevant course. The trainer was very informative and approachable. They delivered the information in a very easy to digest and interesting way."
TG, Financial Services Compensation Scheme

Effective office management

2 days 29-30 April £450** | £675* | £775

For those who deal with the day to day running of the office

An efficient office is often commented on or given due praise. An inefficient office can cause stress and strife amongst staff. This two-day course will help you develop an assertive and organised approach to managing people and processes in your office. It includes key management skills and planning techniques to improve information flow and achieve objectives. You will cover:

- the role and responsibilities of a successful office manager
- prioritising your workload and minimising stress
- motivating staff, giving feedback and delegation
- using project management tools and managing a budget
- controlling meetings and briefings constructively and assertively

"The course was very good and I would recommend it to others. I also learnt about a basic budget which was really beneficial to me. It went above and beyond my expectations." JT, British Woodworking Federation

Managing better meetings

1 day 7 May £245** | £355* | £395

For anyone who runs or manages meetings

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

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

"The course was well structured and tailored to our individual needs. The trainer was very knowledgeable and approachable." ST, Advice Partnership for East Kent

Essential skills for administrators

1 day 20 May £245** | £355* | £395

For administrators, secretaries and receptionists

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

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

"I feel more confident about choosing when to be assertive and under what situations to be assertive. The trainer was very engaging." EW, King's College London

Time management for managers: work smarter, not harder

1 day 10 April £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

"I found the course really helpful. It has given me great insight into how I work and has given me coping mechanisms and actions to put in place to ensure I get my work/life balance right." KW, Hart District Council

Assertiveness skills: a practical approach

1 day 13 April | 18 May £245** | £355* | £395

For administrative staff and those new to supervising or leading teams

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

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

"I now feel I have the tool kit to give me the skills and confidence to be more assertive. The food and venue were great and conducive to a relaxed yet professional learning environment." MK, oneSource

Time management for administrators: managing time and workload

1 day 14 April £245** | £355* | £395

For administrators and office staff struggling with a heavy workload

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

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

"I found the course helped me realise my strengths and weaknesses, and helped me identify where I have been wasting time." PM, Catalyst Housing Ltd

Personal effectiveness: be more confident at work

2 days 15-16 April £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"

"I will now have more confidence in general at work. A fantastic, engaging and friendly trainer who clearly explained each aspect of the course." LG, South Downs National Park Authority

Developing your personal brand

1 day 8 May £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

"I thought the course was very good and interactive. I would recommend this to anyone lacking in confidence." AN, Institute for Learning



Proofreading

1 day 8 April £245** | £355* | £395



For anyone who needs to improve the accuracy of their writing

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

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

"The trainer was very helpful and I learnt a lot from this course. This is the second time I have used the Centre and I very much enjoy the experience. I look forward to my next visit."
HK, London Borough of Barking and Dagenham

Preparing tenders and proposals: the pitch, process and presentation

1 day 14 April £245** | £355* | £395

For anyone who delivers tenders

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

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

"The entire experience has been excellent. The service was great and the trainer was extremely engaging and knowledgeable. The content of the course was interesting and there were some very helpful discussions." LT, AXA PPP Healthcare

Report writing skills

1 day 21 April £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 had great expertise and knowledge. She did a good job of including everyone and welcomed our individual needs to shape discussions. I would definitely recommend the Centre."
FS, Cancer Research UK

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

1 day 23 April £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

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

1 day 28 April £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

"Excellent! Within a week of the course I was actioning the new way of copywriting we had been taught. The course will be of great benefit to me and I shall continue to improve my skills thanks to this course."
JG, Villa Plus

Persuasive writing

1 day 14 May £245** | £355* | £395

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

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

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

"I have learnt a great deal. I felt so welcomed by the Centre and loved the good mix of activities the trainer provided throughout the course."
MJ, Historical Association

Business writing skills

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

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

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

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

"This course was very informative and insightful. I learnt that many of my thoughts were old myths and also learnt many new things."
AS, London and Quadrant Trust

All courses start at 10am and will finish by 4.30pm.

Lunch and refreshments (including ice creams!) will be provided

"The Centre was amazing! The venue and staff were lovely and we were spoiled with treats and refreshments."
SA, Creative Youth Network

