

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 us on 020 7490 3030 or info@the-centre.co.uk.

Confirmation of booking

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

Cancellation and transfer policy

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

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

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

The Centre mailings

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



Courses with this symbol next to them are CPD accredited. To find out how many CPD hours you can gain from attending these courses visit www.the-centre.co.uk.



training programme



All of our courses can be tailored and delivered at your venue

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spring 2017

book

online at www.the-centre.co.uk

email info@the-centre.co.uk

call 020 7490 3030

the-centre
building skills
and confidence

Venue

All of our open courses are held at our main training suite on Old Street, central London. Courses start at 10am and will finish by 4.30pm. Lunch and refreshments are provided.

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

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

Alternatively, we can come to you. If you have four or more people interested in the same course it could be more convenient and cost effective to run a group session.

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

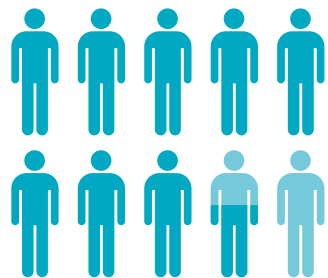
Contact us

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

e info@the-centre.co.uk

w www.the-centre.co.uk



86%

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



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Moving into management: taking on your first management role

CPD



2 ½ days

6-7 April follow-up 30 May 10am-12.30pm &

8-9 May follow-up 26 June 1.30pm-4pm

£655** | £825* | £925

For those embarking on their first management role

This two-and-a-half day course has been specifically designed for people who are stepping onto the first rung of the management ladder. It will increase your understanding of the manager's role and will help you gain confidence and skills, leaving you with a development plan for gaining further management skills. You will cover:

- the manager's role and key responsibilities
- leadership and planning
- motivating and managing your team
- different management styles
- communication skills
- managing with assertiveness
- dealing with issues and difficulties

"The course was very good – thorough, practical and not full of jargon but real-life examples. I really appreciated it when the trainer spoke from her own experience and even some of her failures as a manager. I was helped and inspired by the other trainees too." JS, Alpha International

Moving up in management: extending your management skills

CPD

2 ½ days 10-11 April follow-up 9 June 1.30pm-4pm

£655** | £825* | £925

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

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

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

"Excellent course content and an excellent trainer. The course was extremely comprehensive, thorough and it was very useful to have lots of real-life examples referred to with lots of input from everyone on the course." EJ, Democratic Progress

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

CPD

2 ½ days 25-26 April follow-up 4 July 10am-12.30pm

£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 it
- leading and managing through change
- the leader as a communicator
- critical incidents in organisations: how to avoid a crisis

"I have learnt a great deal, not just in the content of the course, but in the way the trainer presents herself, her confidence and communication style. I'd recommend the course to all of those hoping to move into a leadership role; it has helped me immensely." FK, Museum of London

ILM Management Ladder: the Centre's Endorsed Award



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

- ILM registration
- chosen management ladder course
- assessment of set tasks
- a feedback session

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

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

Conflict resolution: an introduction

NEW

1 day 27 March £345** | £445* | £495

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

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

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

Managing change

1 day 30 March £345** | £445* | £495

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

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

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

"I found the course very interesting and positively above my expectations. The trainer was fantastic and happy to share any extra tips if we had any special needs. A very good experience overall." RP, Anthony Nolan

Event management: intermediate

1 day 31 March £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, 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 definitely got ideas to improve and assess my events. I will be evaluating all my events moving forward and asking my team to do the same. The course was fantastic." KH, Imperial College London

Talent management and succession planning

NEW

1 day 3 April £345** | £445* | £495

For anyone responsible for HR decision-making within an organisation

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

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

Women in management and leadership

1 day 7 April £345** | £445* | £495

For female managers, leaders, supervisors or executives

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

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

"The session was very insightful and motivating, especially as I am at the beginning of my career ladder. It helped me clarify a few areas I had concerns over i.e. work/life balance."

TA, Financial Services Compensation Scheme

Project management

2 days 12-13 April £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

"This course exceeded my expectations and covered my objectives, the session was fantastic! We had an excellent trainer, one of the best course facilitators I have seen and I would love to attend more courses facilitated by him." SA, Media Trust

Strategic planning and thinking

2 days 18-19 April £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

"I enjoyed this two-day course and found the trainer very engaging and helpful. I particularly found the session on strategy tools helpful and I will be able to apply these principles to my own job role in the future." KC, Broadland Housing Association

Facilitation skills

1 day 20 April £345** | £445* | £495

For team leaders and project managers who want to know how to facilitate productive discussion

A facilitator is a coordinator, leader, thinker, negotiator, timekeeper, recorder, referee and neutral observer. This course will help you develop the skills to take on these different roles. You will look at the principles, values and techniques for dynamic, participatory and experiential facilitation. You will cover:

- the art and values of facilitation
- processes including needs assessment, establishing aims and objectives and evaluation
- facilitation tools
- facilitation for meetings, consultation, consensus-building, breakout groups and plenaries
- team-building
- problem-solving, including handling challenging behaviour
- cross-cultural work and equal opportunities

"My objective was to gain confidence and this definitely happened. I now feel less panicked about speaking in front of others. As a beginner in facilitation, I feel this course was incredibly helpful. An excellent course!" JH, Diabetes UK

CPD



Emotional intelligence in management and leadership

1 day 24 April £345** | £445* | £495

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

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

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

"This course was really thought provoking and engaging. It has given me the opportunity for really productive self-reflection, and enabling me to feel confident about making positive changes to my own working practice and those of my team." PA, Client Earth

Supervision skills: managing people and teams

2 days 24-25 April £655** | £825* | £925

For anyone with line management responsibilities

With the right approach, supervision can make a crucial and positive contribution to the attitudes of everyone at work. The course aims to help you understand your role as a supervisor, gives you some helpful guidelines, and shows you how to apply a range of skills in this work. You will cover:

- the purpose of supervision and the role of the supervisor
- setting objectives to manage performance
- staff development and training
- feedback, support and boundaries
- motivating staff in supervision
- effective delegation
- mediation: the supervisor's role

"The course was very well delivered and the trainer ensured we understood all areas that were discussed. I feel I have gained a lot of knowledge in regards to supervising staff and feel more confident in how to deliver supervisions." TF, YMCA Thames Gateway

Equality, diversity and inclusion

NEW

1 day 28 April £345** | £445* | £495

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

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

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

Budgeting skills for non financial managers

1 day 5 May £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

"It was good to know that my previous budgeting had been ok. I have learnt additional methodologies to implement and feel more confident and equipped going forward." DH, Goldsmiths, University of London

Managing poor performance, absence and stress

1 day 12 May £345** | £445* | £495

For managers who need to deal with poor employee performance

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

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

"The trainer had excellent experience and knowledge. My overall experience at the Centre was excellent and I would recommend their training courses." EM, Shape Arts

Working effectively across cultures

NEW

1 day 15 May £345** | £445* | £495

For managers who want a better understanding of how culture impacts their team and group performance

Culture, individual styles and preference can impact the engagement and performance of others. On this practical course, you'll discover how to create an environment that is inclusive and recognises different styles. You'll get tools and strategies to enable collective planning and collaborative working so you can build a high-performing, multicultural team. You will cover:

- what is culture?
- how we communicate and understand information
- unconscious bias and how that can create problems in the workplace
- solutions to different work place challenges
- building trust and identity within a multicultural team
- applying the theory to the world of work

Finance skills for non financial managers

2 days 16-17 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 throughout the year
- cashflow statements and what they tell you
- costing a project or product

"An excellent, enthusiastic and entertaining trainer who was flexible in her approach and built our own workplace experiences into the training. The content was useful, relevant and engaging." NL, International Planned Parenthood Federation

Event management: an introduction

1 day 17 May £345** | £445* | £495

For administrators and coordinators new to event management

This course offers a practical guide to event management for those who have little or no previous experience. You will leave with a toolkit that will help you organise future activities with confidence and flair. There will be group discussion and exercises giving practical solutions to organising and managing events. You will cover:

- event types and audience need
- timeline and budgeting
- risk assessment and health and safety
- checklists for organising the detail – delegate bookings, meeting special needs, insurance, licences and catering

"I thoroughly enjoyed the course. It has given me lots to think about ahead of my next event and has equipped me with practical skills and knowledge." CH, Copleston Centre

Essential skills for administrators

1 day 29 March £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 thought the course and trainer were fantastic, all the staff were friendly and I felt it had a relaxed/comfortable feel about the day. I would highly recommend both the course and trainer." ND, Foster Denovo

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

2 days 3-4 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

"A brilliant course I will recommend to others in our company. I thought having done my job for 19 years there might not be any benefit to attending but I was very wrong! I have really enjoyed this experience." LB, McLaren Applied Technologies Ltd

Minutes: taking and writing effective minutes

1 day 12 April | 3 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 understand the basic rules and guidelines for minutes as well as practising essential skills like listening and taking notes. You will learn how to write accurate minutes with confidence. Over the day you will cover:

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

"The training was well structured and it gave me a good insight of how to take good notes at a meeting for minute taking purposes. I learnt many good points i.e. use of passive voice." GN, The Nursing and Midwifery Council

special

offers



Buy training vouchers in advance and save up to 30%. You can use them whenever you like on whatever courses you want.

For more details on this 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

Influencing skills

2 days 28-29 March £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

"I found the course really enjoyable. It touched on more aspects than I had previously imagined and I have come away with some really good clear and achievable methods. The trainer was great, she was really engaging, interesting and fun." KH, Universities UK

CPD



Focus groups

1 day 27 April £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

"An excellent and very relevant course. I definitely feel well equipped to have a go at my own focus group now. The trainer was great and kept us engaged." JK, UPP Group Ltd

Radio and television interviews

1 day 5 May £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

"The course identified strengths and weaknesses that I wasn't aware of. The trainer was very clear and made everyone feel very comfortable which was very important for this type of course." NS, Museum Association

Internal communication

1 day 8 May £295** | £395* | £445

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

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

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

"The course provided a great whistle-stop tour through internal communications theory but in the context of practical examples and real-life discussion." CD, Deloitte Touche Tohmatsu Ltd

Handling the press and media

1 day 11 May £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 toolkit for journalists
- strategies to handle a media crisis

"A brilliant course, all my objectives were met and more. The Centre had fantastic staff and the trainer was absolutely brilliant. I will be immediately looking at what other courses I can do here!" AMF, The Place

Advanced communication skills

NEW

2 days 15-16 May £595** | £755* | £855

For leaders and senior managers who want to seriously enhance their communication skills

How you interact and communicate with people in the workplace, at any level, has an impact. Using concepts from the fields of Emotional Intelligence, Transactional Analysis, NLP and social psychology, we will challenge your thinking, develop your self-awareness and help you create a communication style you are comfortable with, that will generate impact and get you results. You will cover:

- understanding your communication and leadership style
- making your message memorable with verbal techniques
- using posture, movement and voice for maximum impact
- developing authenticity
- techniques to get your opinions across in an assertive way without being aggressive

Neuro Linguistic Programming (NLP)

1 day 19 May £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

"I wanted to learn to communicate more effectively and this course met this objective very well. I found the goal setting especially useful. An excellent day overall." TL, Kent County Council

Confident and effective presentations

CPD

1 day 19 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 plenty of opportunities to practise and get valuable feedback. You will cover:

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

"I feel this course has really helped me come away with lots of ideas and tips. I have gained some valuable presentation and communication skills, thank you!" JG, NHS Coastal West Sussex Clinical Commissioning Group

Copywriting

1 day 28 March £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. This course will help you write copy for your organisation and advise your colleagues when editing their work. 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

"This course has met my needs and I look forward to applying the new skills I have learnt in my job role. I really enjoyed the course, I found it very informative and the trainers delivery very engaging."
CH, Exercise Movement and Dance Partnership

Grammar and punctuation at work

1 day 4 April £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

"The course exceeded my expectations as the trainer tailored it to meet our requirements. The trainer was very informative, enthusiastic and engaging." PL, General Dental Council

Write for success

1 day 26 April £245** | £355* | £395

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

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

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

"The trainer did a great job to tailor the course to our organisation. I thought it was great that she had had a good look around our website beforehand." LT, Electoral Commission

Speedreading

1 day 2 May £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

"This is in fact the most interesting and best course I have ever attended. It had very relevant content which will equip me with good skills to be used in my professional and personal life."
AS, Royal College of Physicians

Writing better letters and emails

1 day 2 May £245** | £355* | £395

For anyone who wants to write better letters and emails

Do letters take up too much of your time? Do your emails fall on deaf ears? This course will help you to write more effectively, fluently, clearly and concisely. You will learn how to connect with the reader, get your point across, write action oriented emails, and adapt your style for formal and informal communications. You will leave with a range of useful tips and strategies which will improve your letters and emails at work and save you time. The course will include guidance on:

- planning, structuring, presentation and layout
- writing for different readers and getting the right tone
- getting to the point
- letter-writing conventions and email etiquette
- good beginnings and endings

"The course was very well presented and understood by everyone. There were many elements of the course that I'll take away and use when writing to residents." JT, L&Q London Housing Association

Report writing skills

1 day 9 May £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

"I have been able to apply what I have learnt from this course to my everyday report writing. We had a very strong trainer and I will definitely be recommending this course."
VH, Stevenage Borough Council

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

1 day 18 May £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

"Thanks to this course I will now think and plan differently in the future. I will be able to critique and edit my own documents a lot better." SW, Electoral Commission

all courses

Courses **start at 10am** and will **finish by 4.30pm.**

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

"The venue was fantastic, the lunch was delicious and the informal environment was really conducive to learning."

SM, City of London Police



CPD



Assertiveness skills: a practical approach

1 day 30 March & 18 May £245** | £355* | £395

CPD



For administrative staff and those new to supervising or leading teams

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

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

"The course gave me the space to think about my issues in the workplace and was extremely thought provoking. The trainer was positive, engaging and a good listener. I found the booklet given really informative and I will use it in the future." SM, Medical Women's Federation

Time management for managers: work smarter, not harder

1 day 10 April £245** | £355* | £395

CPD

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

"Overall, I would really recommend the course. I have gone from feeling like a failure to feeling armed with tips and useful tools to manage my time." SB, Kier Group

Time management for administrators: managing time and workload

1 day 11 April £245** | £355* | £395

CPD



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

"The course was great, I will really recommend this course to my other colleagues. I know I will manage my time so much better from now on and I will be more assertive and less passive." DB, St Luke's Community Centre

Personal effectiveness: be more confident at work

2 days 3-4 May £450** | £675* | £755

CPD

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
- negotiation skills and communicating difficult messages
- assertiveness in dealing with senior managers and saying "no"

"A very useful course that was delivered in such an engaging way that the material really sunk in. It was brilliantly interactive but I never felt put on the spot. It felt like a safe space to share ideas." SF, Médecins Sans Frontières

group training

If you have **four or more delegates** that require training, our group training becomes the cheapest option.



Our tailored approach can use your competencies, behaviours, style guides and strategic plans to make sure courses are targeted to your learners. Your learners will also know that our trainer has a proper understanding of your organisation's unique culture and challenges.

We can deliver one of our **standard** courses, or one that's **tailor-made** for you, anywhere in the **UK or internationally**.

"It was great that the course was tailored to meet our needs. The trainer was flexible and adapted to requests to add in content."

MS, Prostate Cancer UK

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