

# training programme



**Take your  
presentation  
skills to the  
next level**

page 10

**early autumn**  
2018

**the-centre**  
building **skills**  
and **confidence**

## Venue

All of our Individual 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](http://www.the-centre.co.uk) for more information.

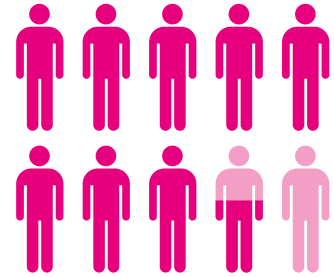
## Contact us

If you have any questions, or need any help finding the perfect course for you, feel free to contact us.

**t** 020 7490 3030

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

**w** [www.the-centre.co.uk](http://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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## **CPD** Moving into management: taking on your first management role



2 ½ days 6-7 September  
follow-up 23 October 1.30pm-4.30pm  
£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 gain confidence, 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 trainer was a fantastic course leader – engaging positive and they gave loads of great advice! We were engaged all day (both days) and I enjoyed how practical it was."

CM, Medical Justice

## **CPD** Moving up in management: extending your management skills

2 ½ days 17-18 September  
follow-up 30 October 10am-12.30pm  
£655\*\* | £825\* | £925

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

Often managers are in a post for some years, without having any management training. They function well enough in role, and yet they may feel they have missed out on the opportunity to learn and develop new skills, and some of the practical hints and tips around people management that would make things run more smoothly. This course offers you an opportunity to reflect on your experience with others in a similar situation and to catch-up with best practice, especially in relation to managing people. You will cover:

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

"I found the course hugely beneficial – I gained lots of strategies and learnt some useful techniques. The trainer was absolutely brilliant – approachable, full of ideas and advice, bright, helpful, engaging and inspiring." LO, Bond Radar

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

2 ½ days 14-15 August  
follow-up 12 October 1.30pm-4.30pm  
£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. This course provides an opportunity to focus on your strategic skills and to reflect on your experience with others who are similarly placed. 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

"The two days were excellent. The course has really made me think and gave real life advice. There are lots of things I'm going to put into practice." AP, Diabetes UK

## 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. This includes 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.

## Budgeting skills for non financial managers

1 day 17 August  
£345\*\* | £445\* | £495

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

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

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

"I thought it was great! I left with what I wanted to achieve and the trainer was great very engaging. What I especially enjoyed is that we had plenty of time to ask questions."  
BB, Mother's Union

## Facilitation skills

1 days 20 August  
£345\*\* | £445\* | £495

For anyone who needs to facilitate discussion and those who want to add to their communication skills

A facilitator is a coordinator, leader, thinker, negotiator, timekeeper, recorder, referee, and neutral observer. This facilitation training course looks at principles, values and techniques for dynamic, participatory and experiential facilitation. There will be opportunities to apply the tools and techniques and practice facilitation yourselves. Participants will develop their skills in planning and preparing one-day sessions, meeting the needs of participants through a range of participatory facilitation techniques for varied and stimulating meetings and problem-solving. You will cover:

- The art and values of facilitation processes
- the skills of a facilitator
- facilitation tools
- facilitation for meetings and more
- team-building
- problem solving
- cross-cultural work and equal opportunities

"Absolutely brilliant! A very enjoyable day that held my interest throughout and also taught me a LOT about myself!"  
LG, Evolve Housing and Support

## Project management

2 days 21-22 August  
£655\*\* | £825\* | £925

For those with who want to learn the basic skills of project management and get practical tips and techniques

This two-day Project management course in London looks at every aspect of managing a project. Working on your own case study, you will learn and apply the many tools and techniques involved. It will help you get more structure into your management of projects. This Project management training is aimed at those with only a little experience of project management who want to learn the basic skills and get some tips and techniques for introducing the disciplines of project management. You will cover:

- defining a project
- planning and sequencing your project
- risk management
- drawing up a realistic project budget
- working effectively with your team
- stakeholders and champions
- monitoring and evaluation

"A great course, with great tools! I will be able to use all resources on a daily basis. The trainer was fun, engaging and very approachable."  
PF, National Housing Federation

CPD



## Finance skills for non financial managers

2 days 23-24 August  
£655\*\* | £825\* | £925

For managers, board members and budget holders across all sectors who need to know about organisational finance

This two day course will demystify financial accounts using plain English in order to help you improve the profitability and performance of your business. The course covers a range of tools and concepts and you will leave with a thorough grounding of finance and how it works. You will cover:

- financial accounts including profit and loss accounts, income and expenditure accounts, and analysing your accounts
- terminology
- analysing trends in financial flows
- reading a balance sheet
- the budgeting process
- management accounts
- a template to forecast the effects of changing costs, sales volume and price

"My objectives were exceeded and I have a lot of new ideas I wouldn't have had without the Centre. The Centre is superb – lunch and facilities are excellent as well as staff."  
JN, Southbank Centre



## The effective learning and development administrator

1 day 3 September  
£245\*\* | £355\* | £395

For individuals seeking understanding, knowledge, and skills required for a learning and development administrator role

This practical course allows participants to review the role and support they currently provide, and also give them the opportunity to generate new ideas that can be applied in the workplace. You will cover:

- understanding the learning cycle and how it links with the needs of your organisation
- the role of the learning and development administrator
- organisational performance
- planning and delivery
- reviewing learning and development costs
- recording learning and development information
- evaluating benefits

"Very good – It was clear, informative and stimulating. It gave me the confidence that I knew more than I realised, but I also came away with some new ideas."

KL, Archbishops' Council

## Delegation skills

1 day 3 September  
£345\*\* | £445\* | £495

For managers of any level who want to learn how to delegate effectively and make the most of their staff's potential

Delegation is an essential part of management. Yet many managers fear to 'let go' of vital tasks, feeling that they run risks in delegating and that 'it's quicker to do it myself'.

This course will give you the essential tools you need to delegate well. Using practical tools, case studies and role play, you will have a chance to practise your delegation skills in a safe environment so that you can delegate more confidently as well as more effectively. You will cover:

- the importance of delegation
- selecting the right person to delegate to
- ensuring the job is done successfully
- nine steps to delegation
- choosing the appropriate level
- effective communication

"The course exceeded my expectations! It was very good and I had a great trainer. I have learnt a lot and now feel very prepared to delegate."

LH, Teach First

## Conflict resolution: an introduction

1 day 4 September  
£345\*\* | £445\* | £495

For anyone wanting to develop their effectiveness in dealing with conflict

In even the best run organisation, conflict happens. Conflict doesn't have to be costly or have negative consequences, though left unacknowledged it can be distracting at best and at worst, destructive. So unlock the positive potential of conflict and learn how to approach conflict situations constructively and with increased confidence. This course is designed for new managers or anyone wanting to develop their conflict resolution skills. You will cover:

- recognising and understanding conflict
- managing reactions to conflict
- making interventions appropriate to the situation
- dealing with emotion
- enhanced communication skills
- joint problem solving

"I really enjoyed the course and found the trainer's use of personal experiences and openness really useful in bringing the theory to life." SF, British Retail Consortium

# group training

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

If you have **four or more delegates** that require training, our group training may save you time and money.



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

# Understanding the role of a leader

Being a good leader isn't easy, but developing an understanding of its traits, position, and purpose can help you, and your organisation, on the way to success. With a strong leader at the forefront, your organisation and team will experience many benefits; including motivation, support, and exploration of new opportunities.



## What is a leader?

The Oxford English Dictionary defines a leader as “the person who leads or command a group, organisation, or country”.

Not too inspiring, right?

Instead, we'll look to Theodore Roosevelt who said “people ask the difference between a leader and a boss. The leader leads, and the boss drives”.

That's a pretty good way to explain leadership simply, and it really highlights the purpose of a leader: to guide – not drive! A leader maximises potential and encourages and inspires their team to do more, be better, and try something different.

## Management and leadership – what's the difference?

Typically, a top down management hierarchy puts the manager at the top with staff below. Managers can often be risk adverse and inflexible; prioritising work and following the rules perfectly.

In contrast, leaders accept more risk, are flexible, and client and results focussed. They'll challenge the status quo (but conform just enough!) in order to make a difference, and an impact.

Managers are also typically focussed on three key areas; production, people, and organisation. The production area contains tasks such as setting and monitoring targets, allocating resources, and managing budgets. The people area requires managers to set and monitor boundaries, recruit and train, and provide support. The organisation area, the final of the three, focuses on setting strategies, supporting organisational objectives, and working with peers.

So what's missing from that long list of jobs? Inspiring, big picture thinking, awareness, and maximising potential.

Leaders are focussed on encouraging the team, and the organisation to go further. They look beyond the daily tasks and act as a role model to staff. They don't just ‘get stuff done’, they improve, encourage, and inspire.

## Are you ready to be a leader?

Taking the jump from manager to leader can be daunting, but finding out more about the role of a leader can help close the gap. Our one day Introduction to leadership course will give you everything you need to understand your future leadership career. [Find out more here.](#)



## Talent management and succession planning

NEW

1 day 5 September  
£345\*\* | £445\* | £495

For anyone responsible for HR decision-making or managing staff 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. Managers and teams can often be too slow to develop the people they may soon be calling on to step-up and take on more responsibility.

This one-day Talent management and succession planning course will equip you with the tools and strategies you need to plan for your future HR needs and to be better able to build a resilient team. You will cover:

- recognising talent and matching it to your organisational need
- the basics of succession planning and building team resilience
- smarter recruiting strategies
- tools to inspire
- creating a culture that nurtures talent
- recognising and overcoming barriers to development

## Managing underperformance, absence and stress

1 day 7 September  
£345\*\* | £445\* | £495

For any manager at any level who wants a clear legal framework and greater confidence in dealing with absence and poor performance

Addressing staffing challenges helps middle and senior managers to contribute to organisational effectiveness; a failure to do so damages all stakeholders. During this course, you will explore how to approach difficult issues successfully, how to approach issues in one-to-ones, and what to do when a more formal approach is necessary. You will cover:

- the law on performance, absence and stress
- dealing with cases alleging victimisation, bully and harassment
- managing absence
- responsibilities of employers and employees in stress cases
- addressing unacceptable performance

"I feel better equipped to prepare for, and have, these conversations. I really enjoyed the course, it was very informed and well prepared material with an engaging facilitator." LB, Youngminds

## Introduction to leadership

NEW

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

For those looking to understand where their management career might lead

Whether you have management experience or not, understanding the role of a leader will prepare you for the next step. Over the day you will understand different leadership styles and approaches, and get insight into your own leadership style. You will cover:

- The difference between management and leadership
- what does leadership mean in today's workplace
- key skills and characteristics
- leadership styles
- where to focus your development



## Training the trainer

CPD



2 days 13-14 September  
£655\*\* | £825\* | £925

For anyone wishing to develop their training skills

Whether training is a big part of your role, or just a small aspect of your job, our two-day Training the trainer course will help you design and deliver effective training programmes. You will gain confidence in how to present information effectively with variety and flair and acquire the skills to deal with the dynamics of group learning. This course is highly practical and will introduce you to new techniques, enhance your communication skills and provide lots of opportunities to 'have a go'. You will cover:

- understanding and motivating learners
- establishing aims and objectives for learning
- creating a safe, productive learning environment
- blended learning
- training techniques
- planning a training programme
- monitoring and evaluation
- facilitation skills

"I now feel much more confident about the training I need to give, and that the attendees will get more from it. I now have more ideas on how to deliver more effective training." KA, Southbank Centre



## Effective office management

2 days 19-20 September  
£450\*\* | £675\* | £775

For anyone who deals with the day-to-day running of the office

Whilst an efficient office is often commented on or given due praise, an inefficient office can cause the organisation a lot of stress and strife amongst staff. This two-day Office management training course will help you develop an assertive and organised approach to managing people and processes in your office, to facilitate harmonious and productive working. It includes key management skills and planning techniques to improve information flow and achieve objectives. You will cover:

- understanding the role and responsibilities of a successful office manager
- motivating staff
- prioritising workload and minimising stress
- managing a simple budget
- dealing with change
- controlling meetings and briefings constructively and effectively

"I have learnt a lot of really helpful tips and tricks that I can take back to work and use. It was a really great experience and made easy to learn and was in no way boring!" AD, The Ellis Campbell charitable foundation

## Time management for administrators: managing time and workload

CPD



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

For administrators and office staff who need to manage 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 well put together with useful information and lots of interaction. The trainer was very engaging and clearly passionate."  
AM, Publishers' licensing services

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

CPD

1 day 10 September  
£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 thought the course and trainer were both great! The course was relevant and interesting, and it kept my attention throughout."  
SS, Natural History Museum

## Assertiveness skills: a practical approach

CPD

1 day 21 September  
£245\*\* | £355\* | £395

For anybody who wants to develop a more assertive style at work

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

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

"I think the course was really helpful – there was a relaxed and open learning atmosphere so I felt confident in talking about specific situations."  
LS, Royal College of General Practitioners

# Does anyone have any questions?

To some, presenting comes easy. But for the rest of us, it can be nerve wracking, intimidating, and, quite frankly, absolutely terrifying. Even if you have the basics of presenting sorted, there's many things you can do to push your skills further and transform your presentations from "good" to inspiring, quotable, and impactful.



One of the biggest challenges many presenters face is dealing with questions. You can rehearse and practice your 'performance', but you never know what someone is going to ask you. Poor responses to questions can result in confusion, uncertainty, and could even devalue your entire presentation.

## Types of questions

The best way of dealing with questions is to understand what type of question it is, and what type of person it's coming from. These are just a few types of questions you might be faced with:

**The irrelevant question** will be from someone who isn't really listening and isn't particularly interested in what you have to say. Don't be offended or point out that the question is irrelevant, instead acknowledge the question and bridge back to what you've been discussing.

**The objection** is often head on and can be quite unsettling. The person asking might claim the presentation is pointless or nonsense, don't let them fluster you. Take a breath and clarify the issue. Provide context and perspective, restate your position and the benefits.

**The show off** loves to demonstrate their own knowledge, so you'll need to flatter them and then link back to your main message. Don't let them take over – because they will try to!

**The test question** is used to probe your knowledge or experience (it's most common in pitches). To deal with this kind of question, be honest. Don't bluff if you can't answer it – they'll be able to tell.

## Avoid these things...

- Don't expect everyone to understand or agree with you
- Don't panic – it will be okay!
- Don't waffle – your audience will get bored and stop listening
- Don't lie – they will see straight through it and not trust you or your presentation
- Don't get angry or upset, particularly when challenged

## Try these things...

- Anticipate possible questions – when planning your presentation, spend time thinking about what else someone might want to know
- Pause if necessary – take a moment to breathe and gather your thoughts before responding
- Attempt to understand where someone is coming from if they disagree with you
- Stay calm
- Be honest
- Be helpful

If you're ready to take your presentation skills to the next level, take a look at our course [Impactful presentations: two day masterclass here](#).



## Impactful presentations: two-day masterclass

2 days 13-14 August  
£595\*\* | £755\* | £855

For those experienced in giving presentations but want to improve their style and impact

Do you want to stand out from the crowd and give memorable, impactful presentations that really touch the audience? This fun and stretching masterclass gives you the tools and advice you need to take your presentations to the next level. With plenty of practice using different techniques, including video and feedback, you will learn how to develop a strong personal style that plays to your strengths and iron out any problems. You will cover:

- what makes a memorable presentation
- preparing for a presentation
- structuring for impact
- building rapport
- handling questions
- getting rid of “ums” and other mannerisms
- giving a presentation that will get quoted

“Great course! I’ve learnt and refreshed a lot found my “tricks” and ideas ways to overcome them. The trainer was lovely and very approachable.”

LB, Association of British Travel Agents

## PR strategies that work

1 day 16 August  
£295\*\* | £395\* | £445

For anyone who has responsibility for their organisation’s PR and marketing communications

Successful public relations starts with a strategic approach, whether you are promoting an organisation, an initiative, a service, an issue or a product. If you have the responsibility for developing your organisation’s PR strategy, this is the course for you! This practical course will help you plan and implement successful PR strategies so you get the most from your budget. You will cover:

- PR as part of the marketing mix
- identifying the key components of a PR strategy
- the PR audit
- benchmarking your communications
- identifying and understanding your audiences
- creating clever PR campaigns
- crisis management strategy

“I thought the trainer did an excellent job of keeping us engaged and offered a lot of helpful tips that were relevant to the group. I would highly recommend this course!” HC, Financial Services Compensation Scheme

all courses

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

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

Why not come in early and enjoy **breakfast and a cup of tea or coffee?** We also have loads of **snacks and magazines!**

“The Centre is an excellent venue! The staff are very friendly and the food and refreshments were wonderful. I highly recommend it.”

**DT, Kings College London**



## Radio and television interviews

1 day 20 August  
£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. Throughout the day you will experience a practical and participative course run by experienced journalists. The course is packed with advice and techniques on every aspect of a media interview. 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."  
NS, Museum Association

## Customer care and telephone skills

1 day 18 September  
£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, and give good customer service. This course is perfect for anyone new to customer care, as well as those with more experience who wish to refresh and improve their skills. 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

"Free flowing day which met everyone's needs. The trainer was excellent and made everyone comfortable and feel at ease whilst offering up great insight!" JP, The Arch Climbing Wall

Special

# offers

## Celebrate our 22nd birthday with us and get 22% off all Individual programme courses

Book between 1-15 July 2018 and you'll get 22% off any Individual programme course, just quote **Birthday22** when placing your booking.

Terms and conditions apply. Discount only available on Individual programme courses held at the Centre in London booked between 1 – 15 July 2018. This offer cannot be used in conjunction with any other offer or used retrospectively for training already booked.

For more information visit  
[www.the-centre.co.uk](http://www.the-centre.co.uk) call us on  
**020 7490 3030**  
or email [info@the-centre.co.uk](mailto:info@the-centre.co.uk)



## Digital writing

1 day 16 August  
£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:

- why people leave websites and what will make them stay
- the right style and tone for your audience
- call to action
- search engine optimisation (SEO)
- persuasive writing
- subject lines that stand out

"Excellent training and trainer! I learnt lots of new things and will be able to use them in my work place." PK, Hexagon Housing Association



## CV writing and interview skills

1 day 17 August  
£295\*\* | £395\* | £445

For anyone who wants to brush up their CV and interview skills

Applying for a job is a skill everyone needs to harness, and in practice that means getting your CV in shape and practicing your interview skills. The purpose of this one-day course is to understand how to be the best possible candidate you can be for the job you want. Over the day you will get to the bottom of what employers are looking for, learn how to create a winning CV and practice your interview style. You will cover:

- understand the value of your experience when applying for a job
- what you want from your next job
- understanding the purpose of a CV
- target your CV for specific jobs
- what to include and what to leave out
- writing strong personal statements
- interview techniques
- be confident asking for feedback

"The course has fully equipped me on the do's and don'ts of writing a CV. I will be recommending this course I have come away from the course feeling much more confident." UA, WEA

## Marketing in the not-for-profit sector: a beginner's guide

1 day 21 August  
£345\*\* | £445\*

For anyone working in the charity or voluntary sector who want to understand the basics of marketing

Marketing in the charity or voluntary sector comes with its own requirements; this one day course will introduce you to marketing and how the principles can be applied to your organisation. It will give you a good grounding in the marketing fundamentals necessary to develop your own marketing strategy and help your organisation to grow. This course has been designed for small or medium sized charities and is not suitable for experienced staff within larger charity marketing departments. You will cover:

- benefits of marketing
- setting objectives
- market research and planning
- market segmentation and targeting
- branding
- the marketing mix

"The course gave a wonderful range of situations and solutions. We were given a lot of information, but at an easy to digest pace in a very inspiring and comfortable environment." EP, British Heart Foundation

## Email newsletters and ebulletins

1 day 12 September  
£245\*\* | £355\* | £395

For anyone who writes and produces e-newsletters for internal or external audiences

E-news products are one of the most important marketing tools you have available to you. This immediate, low-cost way of building and maintaining a relationship with your audience can build your membership, increase support or sales, increase brand awareness and drive traffic back to your website. But how do you write content that your readers will love? Email newsletters and ebulletins shows you how to do all this, and much more. You will learn the tips and techniques to write quality copy. You will cover:

- what makes a good e-news product?
- subject lines and the 'From' address
- using images
- developing content ideas that work for your audience
- the secrets of quality copy
- interactivity and driving traffic back to your website

"Really insightful with handy and helpful tips to be implemented straight away in our next newsletter. The trainer was attentive to what we wanted to achieve and understood our work." JS, Solicitors Pro Bono Group

## Grammar and punctuation at work

1 day 13 September  
£245\*\* | £355\* | £395

For anyone who writes for external audiences

Can you put a comma before 'and'? What exactly are verbs? And what's the difference between a hyphen and a dash? If you missed out on grammar and punctuation at school, or have forgotten what you once learned, this invaluable refresher course will quickly put you back on track. You will find out why grammar matters and which bits matter most; how to avoid getting things wrong; and when and how to punctuate for clarity and meaning. It's only by understanding the building blocks of language that you will gradually gain confidence as a writer – not just so as to avoid mistakes, but also so as to manipulate words to do what you want them to. You will cover:

- why grammar matters
- parts of speech
- the use of verbs, their tenses and voices
- sentence construction
- clauses and phrases
- myths, rules and conventions

"This course was very good, I would recommend all employees to take it. I have taken so much away from this course that I can easily fit into my day to day work." DV, Talbot Underwriting Ltd

## Write for success

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

For anyone who wants to take their writing to a higher level

Good writing pays – not just for the individual, but also for the organisation. This advanced writing skills course will help you identify your own strengths as a writer and breathe the new life into corporate prose. You will find out how to engage your readers and keep them interested, explain your business to diverse audiences and make all your documents stand out. This writing skills training course includes a mix of trainer input, group discussion, real-life examples and practical exercises. During the day you will be encouraged to work in pairs, analyse your own writing, try out new techniques, and give and get constructive peer feedback. You will cover:

- identifying your personal style
- making corporate prose human
- personalising templates
- writing for Impact
- using facts and figures to tell a story
- making it memorable

"I thought this was an excellent course. The trainer was great at making sure everyone there got what they wanted out of the course. I would definitely recommend Centre to my colleagues."

AP, British Ecological Society

## Speed reading

1 day 19 September  
£345\*\* | £445\* | £495

For anybody who has a lot of reading to do, in any profession or type of job, or whose leisure reading often takes them too long

Do you often lose your concentration and forget much of what you have read? Spend many hours reading from your computer screen? By the end of this course, most people see an improvement of going from reading approximately 230 words per minute, to reading 500-700 words per minute and retain between 20-30% more. You are tested throughout the course on speed and retention to ensure optimum improvement. You will cover:

- improving the mechanics of reading
- current reading problems and how to overcome them
- causes of poor concentration
- ways to concentrate better for longer
- previewing and skimming techniques
- memory improvement exercises

"The trainer pushed us throughout the session and there are many different exercises. They also taught me many new skills I can use to open up my reading."

GR, Health and Care Professions Council

## Writing skills: the essentials

1 day 21 September  
£245\*\* | £355\* | £395

For anyone who would like to refresh and improve their basic writing skills

If you are unsure about the basic rules of writing, or missed out on them altogether at school, this one-day writing course is for you. It will clear up all those questions, plus any others you may have about grammar and punctuation. It will show you a few simple techniques that will make your documents both easier to write and better to read. And it will increase your confidence in your own ability to write clearly, correctly and effectively. You will cover:

- The principles of good writing at work
- clarifying your aims
- planning and structuring your work
- an introduction to basic grammar and sentence construction
- common myths and mistakes
- making your writing look good
- checking and proofreading

"Excellent! The trainer was very engaging and I enjoyed how practical the course was, especially some of the exercises."

KS, Arthritis Research UK

# Discover more about the Centre

You've read about our upcoming courses, but what about the Centre as a company?

We've created some helpful videos that explain who we are, what we do, and what we stand for.

Hear directly from our staff and discover the people behind the training. You might learn something new!

You can also experience a day at the Centre from the comfort of your chair in just two and a half minutes.

With vegetarian sweets, freshly prepared lunches, and gender neutral toilets, we aim to make our training venue a comfortable and welcoming environment.

So sit back, relax, and enjoy the videos. You'll soon see why so many people love coming to the Centre!

**See for yourself by clicking below!**



## Coming to the Centre

## About the Centre



## How to book

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

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

## Course fees

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

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

Standard price applies to all other organisations. All fees are subject to VAT.

## Payment

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

## Special requirements

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

## Confirmation of booking

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

## Cancellation and transfer policy

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

- For cancellations made four weeks before your training date, we will refund the full fee.
- For cancellations made more than seven days, but less than four weeks before your training date, we will refund half of the fee.
- For cancellations made 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 [support@the-centre.co.uk](mailto:support@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](http://www.the-centre.co.uk).



# book

online at

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

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call

020 7490 3030