

training programme

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 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

- 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 Thank you.



CPD

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.



Improve your writing skills

See page 12

spring 2018

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 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 for more information.

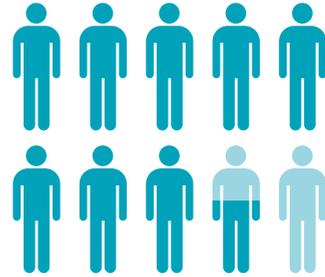
Contact us

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

top seller

2 ½ days 4-5 April follow-up 18 May 10am-12.30pm

3-4 May follow-up 14 June 10am-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 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 best training I have had in a long time! I felt very relaxed throughout and really enjoyed the experience. All of my objectives were met and I feel much more confident." SM, Worthing Homes

Moving up in management: extending your management skills

CPD

2 ½ days Request dates

£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. This course is designed for those who want to focus on the practical side of the manager's role. 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 hoped to get some practical tips for improving my skills and the course met these objectives. It was relevant, challenging, and good fun." SC, Gamcare

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

CPD

2 ½ days Request dates

£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 came in wanting to learn more about myself and to take a closer look at my style of management, this course really helped me do that." MS, OCSL

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.

Negotiation skills

1 day 3 April £345** | £445* | £495

For anyone whose work involves negotiation or persuasion – with individuals or in groups

Negotiation can help you achieve aims and solve problems. It is about reaching win-win solutions, where all parties feel the outcome is fair. This course will help you understand the process of negotiation – how to prepare, having clear aims and objectives, how and when to use different negotiating styles, strategies and tactics. It will give you the confidence to be a successful negotiator. You will cover:

- your values and how they impact on your negotiations
- understanding the nature of the gap between you and the other party
- what does win-win really mean?
- preparing for a negotiation
- conducting a negotiation

"I learnt a lot and also thoroughly enjoyed the light atmosphere. I now feel very confident in undertaking negotiations. Thank you!" AJ, Universities UK

Working effectively with your manager

1 day 5 April £345** | £445* | £495

For anyone who wants to improve their skills in supporting their boss and developing seamless, fun and highly effective working relationships. The workshop is equally relevant to administrators and managers

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

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

"A high level of interest was maintained throughout the course. I definitely have the opportunity to improve performance provided I make the effort to implement what I have learnt." NT, Victory Housing Trust

Interview skills for managers

1 day 6 April £345** | £445* | £495

For managers and HR professionals who either want to improve their interviewing skills or who are just starting a recruitment role within their organisation

Hiring the right staff is one of the most important management and HR skills, and it is critical to get it right. This course is designed for those who want to improve their interviewing skills or who are new to a recruitment role. This practical and highly interactive workshop will cover best practice interview techniques and will help participants choose the best candidate for every job they need to fill. The course will cover:

- interview styles
- best/worst interview practice
- walking in the shoes of the interviewee
- conducting behavioural interviews
- conducting competency-based interviews
- developing an interview 'tool kit'

"This is a great course packed with useful information and a good combination of behavioural and verbal tips, teaching, and practice." JB, Client Earth

Facilitation skills

1 day 9 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

"I found the course to be very informative and I have certainly learnt some new tips and techniques to implement immediately." SD, L&Q

Developing your personal brand

1 day 11 April £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' in terms of how you perceive yourself
- knowing how to communicate to build rapport and empathy
- the power of non-verbal communication
- your strengths and areas for development in interpersonal relationships
- how to be assertive without being aggressive

"The course was excellent and the trainer was very experienced and well presented. The course has provided me with mechanisms for the future." EG, NHS Digital

Risk management

1 day 13 April £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 that will help you ensure that 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
- the risk strategy cycle
- choice and avoiding complacency
- living with risk and embedding risk thinking

"I have gained tools which will help me to identify and manage risk in my own area of work. It was a great course which was easy to follow and relatable." PT, The Institute of Physics

Talent management and succession planning NEW

1 day 18 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

- the basics of succession planning and building team resilience
- 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

Project management CPD

2 days 23-24 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
- risk management
- working effectively with your project team
- monitoring and evaluation

"It was really useful to understand project management techniques which I will implement when I get back to work. The facilities, catering and trainer were excellent." JM, British Academy

Leading with authenticity

1 day 24 April £345** | £445* | £495

For senior managers who want to enhance their leadership attributes and skills so they have greater impact

In today's environment, effective leaders combine a personalised mix of skills, capacities and experience with insight, intelligence and story-telling to effectively promote their vision and increase engagement with their organisational and long-term objectives. This one-day course provides the opportunity to explore effective styles of leadership and their impact, the markers of outstanding leadership and the personal characteristics and values that define your authenticity. You will cover:

- key leadership theories and styles
- characteristics of outstanding leaders
- organisational culture and its impact
- leadership self-assessment
- creating personal narratives through story-telling
- values-based leadership
- leading amidst uncertainty

"A very good experience. I've learnt that the core of developing my team is to understand my own and my team's values and how we then work together with these in mind." SP, Premier Group Recruitment

Managing volunteers

1 day 1 May £345** | £445* | £495

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

Volunteers can be a precious asset to any organisation, bringing with them a host of experience and skills to complement paid staff. This course will help you to get the best from your volunteers in the context of offering them a robust system of management. It will help you to ensure that you recruit the right volunteers for your organisation and manage them so as to harness their skills and experience effectively. You will cover:

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

"The Centre is great; its environment, its people, and resources. The lunch was lovely and the ice cream worked a treat. The workbook and content was well thought out and delivery was excellent." MB, Age UK Sutton

Strategic planning and thinking CPD

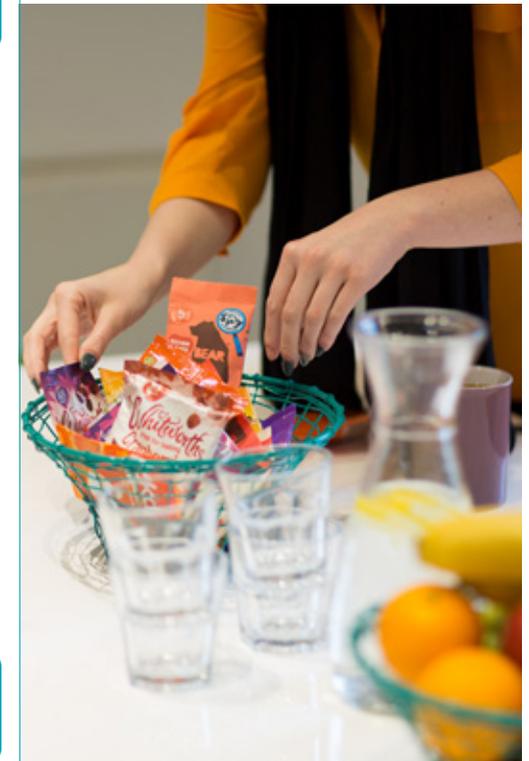
2 days 9-10 May £655** | £825* | £925

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

"The trainer was very approachable and intuitive. I have learned a lot and feel I will be able to put my learning into practice." JV, London Borough of Tower Hamlets



Internal communication

1 day 10 April £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
- the importance of two way communication
- how to conduct an internal communications audit
- developing an internal communications action plan
- monitoring and evaluating your internal communication

"Very good knowledgeable trainer who was great at including everyone and at cutting through to the real issues. The action planning was also very useful." HS, St Lukes Community Centre

Sales skills: enjoy successful selling

NEW

1 day 16 April £345** | £445* | £495

For sales managers and front line sales professionals

All too often we think of sales a "dirty" word – something we have to "do" to people to hit our targets. This programme explores our mindset towards sales and provides practical help and techniques to create success. The course focuses on adopting a positive approach to selling and developing great relationships with customers and clients. This is a unique opportunity to gain some additional tools and techniques and to share ideas and experiences with sales professionals from different organisations. You will cover:

- sales mindset
- sales approach
- sales management
- building rapport
- creating need
- negotiation
- becoming a trusted advisor
- closing with confidence

Confident and effective presentations CPD

1 day 26 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 have met my objectives and so much more, I am so pleased with the outcome. Both trainer and course were brilliant, I feel so much better about doing presentations!" CM, ABTA Lifeline

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
- establishing appropriate aims and objectives
- preparing a topic book
- add bullet point before last one:
- recording the discussion
- recruiting the participants
- finding the right venue
- identifying and formulating your questions
- moderating skills
- analysing and reporting findings

"This course met my objectives – plus gave me lots more insight as well. It was an excellent course with many useful tips and tricks." CP Aylesbury Vale District Council

Personal effectiveness: be more confident at work CPD

2 days 3-4 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"

"Absolutely fantastic!! I enjoyed every minute of this course and the way the trainer conduct the sessions. I will be returning for sure." GDC, Off Centre Ltd

Building personal resilience and beating stress

1 day 17 April £245** | £355* | £395

For anyone who wants to understand stress and establish effective, practical, stress management strategies

This stress management and resilience programme will enable delegates to recognise the symptoms of stress as well as the effects of stress on the body and mind. You'll complete a stress audit, examine the mind body connection and how you can employ effective strategies to ensure your wellbeing. Throughout the day you will identify your personal stressors and establish what you can do to maintain a healthy and happy lifestyle. You will have the opportunity to learn about the latest research from the field of psychology, neuroscience and contemplative practice and then practise tried and tested strategies from these disciplines. You will cover:

- understanding stress
- the role of resilience
- stress triggers and how to avoid them
- the neuroscience of stress
- creating your own wellbeing plan

"I have taken so much away with me to follow up on, the handouts were excellent. The food was lovely and the staff were very friendly." DP, Royal Artillery Centre for Personal Development

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 is a brilliant option.

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



Neuro Linguistic Programming (NLP)

1 day 23 April £245** | £355* | £395

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

"Excellent, informative, powerful, succinct and enjoyable. The trainer was brilliant, thank you." **KG, Garden Organic**

Time management for administrators: managing time and workload

CPD

1 day 27 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

"Lovely atmosphere and lovely tutor. I now have a plan of action and lots of tools to try, I also feel like I now know why I'm procrastinating." **SM, Sound and Music**

Self-awareness at work

1 day 30 April £245** | £355* | £395

For anybody who wants to understand emotional intelligence and how it can help them in the workplace

Being self-aware in the workplace is vital if you want to develop your own skills and the skills of those you work alongside. Starting with an introduction to emotional intelligence, this practical one-day course will also examine how you handle conflict and give and receive feedback. This course will give you specific tools, enabling you to shift into a higher level of self-awareness and personal responsibility. You will cover:

- simple, proven processes for improving self-awareness
- handling conflict with confidence
- how to assert yourself more calmly
- giving and receiving better feedback
- questions and techniques for handling and resolving conflict situations
- action planning for future development

"This course has definitely made things more peaceful for me in the way I approach feedback at work!" **CP, Y Care International**

Assertiveness skills: a practical approach

CPD

1 day 2 May £245** | £355* | £395

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 covered a range of aspects and has equipped me with the skills to implement them. I thought the course and trainer were excellent – very engaging, interesting and useful. Highly recommended!" **SH, Young Minds**

Managing better meetings

1 day 13 April £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

"I never thought that a course on 'meetings' could be this much fun! I really have enjoyed the course and its content." **LD, Redkite Housing**

Minutes: taking and writing effective minutes

CPD

1 day 20 April £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, yet a good minute-taker can transform the effectiveness of a team. 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

"I really enjoyed the course and found it extremely useful – I feel that it will definitely improve my minutes taking skills." **AP, British Library**



Business writing skills

CPD

2 days 9-10 April £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 the nuts and bolts of writing: 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:

- clarifying your aims
- connecting with the reader
- 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
- paragraphs, summaries and signposting
- layout and presentation

"I cannot stress enough how helpful this course has been. We covered a great deal of information in two days and it has really helped me to feel more confident with my writing at work."
DM, British Society for Rheumatology

Writing speeches

1 day 11 April £245** | £355* | £395

For anyone who is involved in the creation of speeches

With a little coaching and preparation, most people can deliver a speech, but few can actually write a good one. A well-written and well-delivered speech can be a forceful medium for promoting an organisation and a powerful way to communicate messages. In this interactive workshop, learn simple skills to help you to write for the ear, not the eye. You will acquire user-friendly techniques for researching and composing speeches to engage, inform, entertain and motivate listeners. You will cover:

- researching and outlining your speech and setting objectives
- developing the best speech structure
- writing with the audience in mind
- crafting powerful openings and memorable conclusions
- anticipating questions and crafting answers with brevity and impact

"The speech-writing course was excellent! It was a pleasure to be taught by such an experienced tutor, who made it a fun and engaging day." CM, Specsavers

Report writing skills

CPD

1 day 12 April £245** | £355* | £395

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

High quality reports often form the basis of sound decision making within an organisation, and 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

"It was a very good and very engaging and interactive course. Many useful tips were shared and I learned new things that I never thought about previously." NS, Metropolitan Police Service



Persuasive copywriting

1 day 19 April £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

"The trainer was excellent and really helped me. I am confident that this course will help my future work. The centre was also very comfortable, clean and welcoming." LR, Accenture

Writing better letters and emails

1 day 18 April £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 training session was friendly and relaxed. I came away feeling more confident on practices I already used, and with new ideas which I can now use on a day to day basis." CS, Revision Military Ltd

Speed reading

1 day 30 April £345** | £445* | £495

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

Do you often lose your concentration and forget much of what you have read? Spend many hours reading from your computer screen? 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

"I have already seen my reading speed increased more than I thought it would, I was surprised at how much my comprehension improved too – wonderful!" SF, Equality Challenge Unit

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

Grammar and punctuation at work

1 day 4 May £245** | £355* | £395

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

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

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

"I found the course really helpful, it really highlighted the key issues that are important when writing. The trainer's style of presenting was very natural and made learning easy." HL, Cancer Research UK

Email newsletters and bulletins

1 day 9 May £245** | £355* | £395

For anyone planning, writing or editing an newsletter on behalf of their team or organisation

Your audience are deleting more and more of their inbox, so how can you make sure your electronic newsletter gets opened and read? This course breaks down the essentials of a successful newsletter so that you get your message across to your audience and motivate them to act now. Using writing exercises, examples and group discussion you will cover:

- subject lines and the 'from' address
- images – when and how to use them
- writing content your audience want to share
- the secrets of quality copy
- writing for the screen
- a formula for the first paragraph
- interactivity and driving traffic back to your website

"I've now got a lot of information that my company can use to hopefully make our newsletters more streamlined, readable and focused." JD, The Historical Association

Write for success

1 day 10 May £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 coursebook that includes tips and tools to use back at work. The course will include guidance on:

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

"This course has taught me things that I'll be much more aware of from now on. The course definitely met all my objectives – and more!" JR, British Ecological Society

Blogging: writing a blog that works hard for your organisation

1 day 11 May £245** | £355* | £395

For anyone writing, or considering writing, a blog for their organisation

Increasingly, blogs are seen as a key channel for organisations to engage with audiences and get their message across. But good blogs need thinking about and must be carefully planned. This course will help you to think strategically about what you want your blog to achieve, and where it sits within a broader communication strategy. You will gain practical tips that will dramatically improve your writing and make sure that your blog is a successful communication tool that grows your audiences. You will cover:

- what do you want your blog to achieve?
- the right style, tone and content to reach your target audience
- ten things you need to know about writing a quality blog
- growing your audience – on and off line
- managing comment and discussion
- evaluating the impact of your blog

"This was a great course and I left feeling motivated. The trainer was very personable and interacted with the group really well." NR, Virtually U

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

SM, City of London Police

