

# Open Course Programme 2010

The  
Training  
Workshop



## Welcome!

Come and step inside The Training Workshop's Open Course Programme 2010.

All fifteen of our popular Workshops have been reviewed and updated for this year, to make sure they remain fresh, relevant and in touch with the latest thinking. But don't worry! They are as lively, practical and participative as ever.

2010 looks to be even busier than last year for the Open Courses, as organisations look for cost effective ways to develop and support their people. To help stretch your training budget further, we have frozen our prices for the third year running. What's more, if you book more than one person onto the same Workshop, we will give you a **10% discount** on all the additional places. How does that sound?

Remember – with a course from The Training Workshop you will benefit from over 20 years experience developing people, delivered in accordance with our company values: **Creative, Different, Quantifiable**. So you can be sure of attending a learning event with the power to bring about real change.

One final thought: If you have four or more people looking to attend, talk to us about an **in-house delivery**. Alternatively, if you don't see what you want here, give us a call. We are committed to people development, and would welcome the chance to make a difference in your organisation.

We look forward to welcoming you to one of our Workshops in 2010. See you there!

The Training Workshop Team

## Creative Thinking and Problem Solving

<b>Course description</b>	This is a lively, interactive Workshop with a strong emphasis on practical skills and techniques. It covers four key areas: understanding the problem, idea generation, identifying the best solution and selling it to other people. A real thought provoker for anyone seeking a fresh approach to problem solving.
<b>Who is it for?</b>	Managers, project managers and others seeking a new approach to problem solving, and wishing to expand their own creative potential.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• Creating a creative mindset</li><li>• Understanding and defining the issue, problem or aim</li><li>• Unblocking the creativity blockers</li><li>• Getting inspired! Powerful techniques for ideas generation</li><li>• Making a convincing business case to secure the 'buy in' of others</li><li>• Action planning</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Improved ability to generate innovative ideas and inspire them in others</li><li>• Enhanced analytical skills and techniques</li><li>• Increased confidence and success with selling your ideas to others</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	£ 299.00+VAT For dates and venues see inside back page.

## Negotiation Skills

<b>Course description</b>	Why do some people have the golden touch when it comes to negotiating outcomes? What are the skills and tools they use? Our Workshop provides a safe environment in which to practice key techniques that will bring about a win/win situation.
<b>Who is it for?</b>	Anyone who negotiates with clients, potential customers, suppliers or colleagues.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• Why a win/win solution?</li><li>• Preparation and positive planning</li><li>• Identifying a fall back position</li><li>• Classic negotiation tactics for effective communication</li><li>• Making conditional proposals</li><li>• Body language and negotiating face to face</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Acquire new techniques to put into practice immediately and confidently</li><li>• Understand the value of preparation and planning in achieving win/win outcomes</li><li>• Develop a sincere and effective negotiation style</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	£ 299.00+VAT For dates and venues see inside back page.

"A brilliant course!  
Enjoyed every  
minute"

# Time Management and Personal Organisation

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<b>Course description</b>	This practical Workshop is designed for managers and others who just don't have enough hours in the day. Full of tips about working smarter, the Workshop includes ideas about prioritising, planning – and how to deal with those 'time bandits'. Definitely time well spent!
<b>Who is it for?</b>	Managers and others who juggle a busy, complex workload and need to become better organised.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• How your time gets lost and where it goes</li><li>• Prioritising your tasks and factoring in the unexpected</li><li>• Six steps to effective delegation</li><li>• Dealing with 'time bandits' assertively</li><li>• Making technology work for you, not against you!</li><li>• Managing others' expectations</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Understanding that your time is a limited resource to be allocated effectively</li><li>• Confidence using strategies to deal with interruptions</li><li>• More productive interactions with colleagues, including meetings and use of email</li><li>• A personal Action Plan to start taking control immediately!</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	£ 299.00+VAT For dates and venues see inside back page.

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# Sensational Customer Service

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<b>Course description</b>	Why settle for good customer service when it could be sensational! Our interactive and fast-paced Workshop gives your people the skills and techniques to deliver professional and effective customer service every time. This is one of our flagship Workshops, delivering real results to a broad range of sectors.
<b>Who is it for?</b>	Anyone in a customer service role who wants to take their professional skills to the next level.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• Your role in customer service</li><li>• The mindset of a professional</li><li>• Positivity and assertiveness</li><li>• Ownership and accountability</li><li>• Who are our customers? What do they need?</li><li>• Effective communication – visual, vocal and verbal</li><li>• Exceeding customer expectations – the WOW factor!</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Assertive and professional interactions with the customer</li><li>• Understanding the customer's needs and how to fulfil them</li><li>• Increased customer loyalty and employee satisfaction</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	£ 299.00+VAT For dates and venues see inside back page.

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## Effective Team Leadership

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<b>Course description</b>	This interactive two-day Workshop is designed to develop the interpersonal and organisational skills of team leaders, in order to build their confidence, maximise their personal effectiveness, and improve the performance of their team.
<b>Who is it for?</b>	Ideal for those new to a supervisory role, or who want to take their skills forward.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• Attitude and mindset of a professional team leader</li><li>• Making the most of the leadership styles</li><li>• Team building, motivation and behaviour management</li><li>• Effective team communication</li><li>• Managing and improving team performance</li><li>• Delivering feedback and objective setting for results</li><li>• Successful delegation</li><li>• Daily time planning</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Acquiring new skills and techniques for motivating and managing the team effectively</li><li>• Strategies for managing individual and team performance</li><li>• Effective management of time and workload</li></ul>
<b>Duration</b>	2 Days
<b>Investment</b>	£ 545.00+VAT For dates and venues see inside back page.

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## Presentations with Impact

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<b>Course description</b>	A lively and interactive two-day Workshop for anyone who wants to add impact to their presentations, and deliver with confidence. We give you practical guidance about organising and preparing your presentations, effective use of visual aids and different presenting media as well as developing your personal presenting style and help with handling nerves.
<b>Who is it for?</b>	Anyone new to presenting, or who feels their existing presentations lack polish or impact.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• Understanding your objectives</li><li>• Structuring your presentation and getting organised</li><li>• Know your audience – establish your credibility</li><li>• Dynamic delivery – visual, vocal and verbal</li><li>• Techniques to give you confidence</li><li>• Prompts and visual aids</li><li>• Dealing with difficult members of the audience</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• A more creative and organised approach to presentation design</li><li>• Development of your personal presenting style</li><li>• Increased confidence when delivering</li><li>• More effective communication of the message</li></ul>
<b>Duration</b>	2 Days
<b>Investment</b>	£ 545.00+VAT For dates and venues see inside back page.

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## Developing Assertiveness

<b>Course description</b>	Assertiveness is something many of us wish we had more of, but don't know where to find it. Our Workshop will help you understand the impact your words and behaviour have on those around you, and how to deal with different people and situations appropriately and effectively.
<b>Who is it for?</b>	Anyone who wishes to become more assertive and effective in their interactions with others.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• What is assertiveness and why do we need it?</li><li>• What motivates others to behave in certain ways?</li><li>• Assertive communication techniques; create a win/win scenario</li><li>• Handling aggression, conflict and difficult situations</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Personal confidence through the mastering of powerful assertive techniques</li><li>• Ability to identify and challenge internal emotional drivers</li><li>• A personal Action Plan to take forward learning from the programme</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	£ 299.00+VAT For dates and venues see inside back page.

## Motivational Leadership

<b>Course description</b>	This Workshop will help managers understand what really motivates their people, and how they can use this insight to inspire outstanding performance. Full of practical tools and tips, you will be challenged to move beyond being a manager and become a leader.
<b>Who is it for?</b>	Leaders, managers and supervisors who wish to inspire those they manage and develop their own leadership skills.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• What type of leader are you?</li><li>• The barriers to effective performance</li><li>• Sticks and carrots – what does 'motivation' mean?</li><li>• The inspirational leader</li><li>• Maximising effectiveness</li><li>• Practical examples for success</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Understanding the different motivators that drive different people</li><li>• Gaining tried and tested skills and tools for enthusing the team and increasing motivation</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	£ 299.00+VAT For dates and venues see inside back page.



## Outstanding Telesales

<b>Course description</b>	In telesales, it isn't about how many calls you make – it's about results. This Workshop is designed for anyone in a telesales role who wants to become more effective in the art of persuasion – including establishing and creating customer need, up-selling and cross-selling, objection handling and closing business.
<b>Who is it for?</b>	Anyone in a telesales role who wants to maximise their sales opportunities and close more business.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• Required mindset of a telesales professional</li><li>• Understanding why people buy: emotional v logical</li><li>• Motivating prospects through pain to pleasure selling</li><li>• Establishing and creating 'wants'</li><li>• Asking for the business</li><li>• Objection handling</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Improved confidence and increased, sustained motivation</li><li>• Improved sales results through up-selling, cross-selling and switch-selling</li><li>• Proactive resolution of objections</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	<b>£ 299.00+VAT</b> For dates and venues see inside back page.

## Coaching for Results

<b>Course description</b>	Time spent one-to-one with team members could be the most productive part of any manager's role. Once you have sound coaching and feedback skills, you will wonder how you ever managed without them. This active and thought-provoking Workshop is full of practical suggestions for measuring and supporting the performance of your people.
<b>Who is it for?</b>	Managers, supervisors and anyone involved in the development of staff wishing to establish an ongoing coaching culture or maximise the effectiveness of an existing programme.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• What is coaching?</li><li>• The coaching cycle</li><li>• Performance improvements through coaching</li><li>• Performance measurement</li><li>• Dynamic communication skills</li><li>• Some effective coaching and feedback models</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Appropriate tools and skills to target specific performance issues</li><li>• Ability to deliver powerful, constructive feedback</li><li>• Ideas for establishing an effective coaching programme</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	<b>£ 299.00+VAT</b> For dates and venues see inside back page.

*"Made it relevant to each person's area of work. Realistic, practical guidance. Very good course"*

## Conducting Effective Interviews

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<b>Course description</b>	Recruiting the wrong person is time consuming and costly, and getting it right requires skill and hard work. Our practical Workshop considers the preparation, set up, the interview itself and making the final decision. Includes work on listening skills, questioning techniques and body language (yours and theirs).
<b>Who is it for?</b>	Managers, supervisors and HR professionals who are new to interviewing, or who wish to re-appraise their interviewing technique.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• Exploring interviewing options</li><li>• Designing and preparing for the interview</li><li>• Top tips for better listening and questioning</li><li>• Body language (yours and theirs)</li><li>• Presumptions and prejudices</li><li>• Making the decision and delivering the news</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Project a professional image and put the candidate at ease</li><li>• Effective and appropriate decisions made about candidates</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	£ 299.00+VAT For dates and venues see inside back page.

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## Train the Trainer

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<b>Course description</b>	Allow us to share with you some of the secrets of our success! This Workshop addresses different stages of the training process, from identifying the learning need through the design and delivery of the training session, to asking the question: "So, did it work?"
<b>Who is it for?</b>	New trainers and others who wish to build their confidence and skills in the planning, design and delivery of training sessions.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• The role of training and what it can and cannot deliver</li><li>• How and why people learn</li><li>• The importance of SMART training aims and objectives</li><li>• Different training methods</li><li>• Designing sessions that maximise the impact and retention of learning</li><li>• Understanding and building on your own delivery style</li><li>• Dealing with difficult delegates and challenging situations</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Sound understanding of basic training 'good practice' leading to well designed sessions</li><li>• Enhanced delivery skills and improved confidence</li><li>• Strategies to deal with challenging training room scenarios</li></ul>
<b>Duration</b>	2 Days
<b>Investment</b>	£ 545.00+VAT For dates and venues see inside back page.

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# Dealing with Complaint Calls

<b>Course description</b>	It is often said that to receive a complaint is to be given a wonderful opportunity – but it doesn't always feel that way when you are the one dealing with it. Our Workshop will help you feel differently by giving you powerful techniques for handling angry or demanding customers, and helping you remain calm under pressure.
<b>Who is it for?</b>	Managers and customer service professionals dealing with complaints by telephone and wishing to enhance their skills to bring about more positive resolutions and greater customer loyalty.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• The power of your mindset and attitude</li><li>• Why do people complain?</li><li>• Doing our homework</li><li>• Top tips for handling different people with different issues</li><li>• Staying calm and focused under pressure</li><li>• Think through your complaints process</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Understanding how your own self-awareness and motivation affects your interactions</li><li>• Development of tools and techniques to deal with challenging calls</li><li>• Strategies to deal with your own confidence and assertiveness</li><li>• Greater success in resolving complaints to increase customer loyalty</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	£ 299.00+VAT For dates and venues see inside back page.



# Debt Collection

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<b>Course description</b>	This Workshop is designed for those in telephone-based credit control and debt collection roles, who wish to develop their skills, assertiveness and self-confidence. Our Workshop offers the opportunity to practice techniques that will help deliver positive outcomes.
<b>Who is it for?</b>	Anyone in a credit control or debt collection role looking to enhance their skills and confidence on the phone.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• Managing the contact effectively to minimise bad debts</li><li>• Implementing good practice to meet your collection targets</li><li>• Planning and making the call</li><li>• Assertive and persuasive telephone skills – dealing with objections</li><li>• Educating customers</li><li>• When to escalate</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Increased confidence from having a portfolio of techniques to hand</li><li>• A structured and focused approach to account handling</li><li>• A personal Action Plan to take forward learning from the programme</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	<b>£ 299.00+VAT</b> For dates and venues see inside back page.

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# Business Writing Skills

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<b>Course description</b>	Need some help producing crisp, clear and persuasive business documents that people will find a joy to read? Want to lose the waffle and the jargon? Look no further. Our hands-on Workshop will give you practical help and lots of one-to-one feedback.
<b>Who is it for?</b>	Anyone looking to produce more professional and persuasive business documents, including reports, letters and business proposals. Participants will be asked to bring along examples of their writing.
<b>What does it include?</b>	<ul style="list-style-type: none"><li>• What do you want to achieve?</li><li>• Planning, constructing and drafting</li><li>• Know your reader and adjust your style</li><li>• Grammar, tone, punctuation, sentence and paragraph structure</li><li>• Attention to detail and common mistakes</li><li>• Positive, assertive language to persuade, convince and add value</li><li>• Jargon, slang and cliché!</li><li>• Top tips for proof reading</li><li>• Writing emails that work harder</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• Understanding the impact your written words have on your reader</li><li>• A personal checklist to address your weak areas, and start using your new skills straight away</li></ul>
<b>Duration</b>	1 Day
<b>Investment</b>	<b>£ 299.00+VAT</b> For dates and venues see inside back page.

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# Open Course Programme 2010 Planner

	Birmingham	Cambridge	Edinburgh	Manchester	Swindon
<b>Business Writing</b>	28 Jan 2010 01 Jul 2010	25 Mar 2010 16 Nov 2010	24 Feb 2010 22 Sept 2010	13 May 2010 04 Nov 2010	15 Jun 2010 21 Oct 2010
<b>Coaching for Results</b>	21 Jan 2010 24 Nov 2010	26 May 2010 30 Sept 2010	31 Mar 2010 23 Sept 2010	07 Jul 2010 08 Dec 2010	10 Feb 2010 09 Sept 2010
<b>Conducting Effective Interviews</b>	10 Mar 2010 02 Sept 2010	02 Feb 2010 17 June 2010	25 Feb 2010 21 Oct 2010	05 May 2010 07 Dec 2010	19 May 2010 23 Nov 2010
<b>Creative Thinking and Problem Solving</b>	22 Jun 2010 30 Nov 2010	11 Mar 2010 12 Oct 2010	11 Feb 2010 07 Sept 2010	27 Jan 2010 20 Oct 2010	16 Mar 2010 11 Nov 2010
<b>Dealing with Complaint Calls</b>	21 Apr 2010 15 Sept 2010	10 Jun 2010 04 Nov 2010	17 Feb 2010 19 Oct 2010	06 May 2010 09 Nov 2010	09 Feb 2010 07 Sept 2010
<b>Debt Collection</b>	09 Mar 2010 16 Sept 2010	19 May 2010 18 Nov 2010	18 Feb 2010 03 Nov 2010	30 Mar 2010 06 Oct 2010	06 Jul 2010 01 Dec 2010
<b>Developing Assertiveness</b>	19 Jan 2010 01 Jun 2010	25 Feb 2010 13 Oct 2010	01 Apr 2010 25 Nov 2010	24 Mar 2010 14 Sept 2010	20 May 2010 02 Nov 2010
<b>Effective Team Leadership</b>	23/24 Jun 2010 01/02 Dec 2010	12/13 Jan 2010 01/02 Jul 2010	09/10 Feb 2010 05/06 Oct 2010	07/08 Apr 2010 02/03 Nov 2010	17/18 Mar 2010 14/15 Sept 2010
<b>Motivational Leadership</b>	11 Mar 2010 14 Oct 2010	26 Jan 2010 09 Dec 2010	16 Feb 2010 02 Sept 2010	03 Jun 2010 10 Nov 2010	15 Apr 2010 29 Sept 2010
<b>Negotiation Skills</b>	20 Jan 2010 08 Jul 2010	30 Mar 2010 01 Sept 2010	27 Apr 2010 07 Oct 2010	16 Feb 2010 14 Oct 2010	10 Jun 2010 09 Dec 2010
<b>Outstanding Telesales</b>	22 Apr 2010 01 Sept 2010	30 Jun 2010 02 Dec 2010	25 May 2010 20 Oct 2010	28 Jan 2010 08 Jul 2010	18 May 2010 17 Nov 2010
<b>Presentations with Impact</b>	05/06 May 2010 26/27 Oct 2010	13/14 Apr 2010 23/24 Nov 2010	28/29 Apr 2010 16/17 Nov 2010	17/18 Feb 2010 21/22 Sept 2010	08/09 Jun 2010 07/08 Dec 2010
<b>Sensational Customer Service</b>	18 May 2010 25 Nov 2010	04 Feb 2010 16 Sept 2010	23 Feb 2010 21 Sept 2010	23 Mar 2010 07 Oct 2010	16 Jun 2010 30 Nov 2010
<b>Time Management and Personal Organisation</b>	03 Feb 2010 28 Oct 2010	14 Jan 2010 08 Sept 2010	04 Mar 2010 18 Nov 2010	02 Jun 2010 23 Sept 2010	20 Apr 2010 30 Sept 2010
<b>Train the Trainer</b>	26/27 Jan 2010 06/07 Jul 2010	09/10 Mar 2010 28/29 Sept 2010	02/03 Mar 2010 08/09 Sept 2010	11/12 May 2010 12/13 Oct 2010	02/03 Jun 2010 09/10 Nov 2010

## Terms and Conditions of Business

- Workshop places will be allocated on a strictly first come first served basis.
- All Workshops must be paid for in full at the time of booking. Invoices can be issued to delegates for tax and accounting purposes.
- Delegate cancellations or postponements less than 28 days prior to the Workshop delivery date will be charged at 50% of the course fee. Delegate cancellations or postponements 14 days or less prior to the delivery date will be charged at 100% of the fee.
- No refund will be given if a delegate fails to attend the Workshop.
- There will be no charge if the client wishes to replace the original delegate with another suitable person, provided at least 48 hours notice is given in writing to The Training Workshop Limited. A small administration charge will be payable after this time. Please inform our office of any changes to the original booking.
- The Training Workshop Limited may from time to time update and improve courses, and reserves the right to alter any of the content without prior notice.
- The Training Workshop Limited reserves the right to cancel a course at any time without liability. In these circumstances, delegates will be offered an alternative date, a credit note or a full refund.
- All charges are subject to VAT to be charged at the prevailing rate.
- All course material is subject to copyright and cannot be copied or used outside the Workshop without the express permission of The Training Workshop Limited

To book your place call The Training Workshop on  
0845 6730020 or email [info@thetrainingworkshop.com](mailto:info@thetrainingworkshop.com)

Ask us about discounts for multiple bookings!

“Learning as it  
should be!”

The  
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