



ELC Training Solutions



2009 e-Brochure

Contents		Page(s)
About Us		3
Management & Leadership Courses		4-19
- Brilliant Leadership		4-5
- Managing & Leading High Performing Teams		6-15
- Project Management		16
- Contract Management		17
- Financial Awareness		18
- Strategic Planning		19
Business Skills Courses		20-26
- Assertiveness Skills		20
- Presentation Skills		21
- Negotiation Skills		22
- Communication, Interpersonal & Teamworking Skills		23
- Time Management Skills		24
- Stress Management Skills		25
- Business Writing Skills		26
- Conference Speaking		27
- Handling the Media		28
Selling Skills		29
Coaching		30
Team Building Events		31
Senior Leader & Talent Development		32
The Next Steps		33



About Us

ELC Training Solutions (a division of the Experiential Learning Centre) is a learning and development partnership, formed in 2008. We are a team of highly experienced facilitators and coaches who are all experts in our field and committed to delivering exceptional levels of client satisfaction through high impact, in-company learning events.

Our focus is on leadership development, team building and related business skills. Our primary aim is to ensure learning can be readily transferred to the workplace. We achieve this by designing and delivering relevant, engaging and highly participative training courses that are supported by post course coaching interventions, as required.

Our training methods include business simulations, delegate driven case studies, a range of carefully targeted exercises and activities, interactive presentation of key concepts and high quality facilitation. Our facilitators create an environment in which the learning experience is memorable and fun while also challenging. This enables delegates to genuinely develop new attitudes and behaviours that can be applied as soon as they return to work.

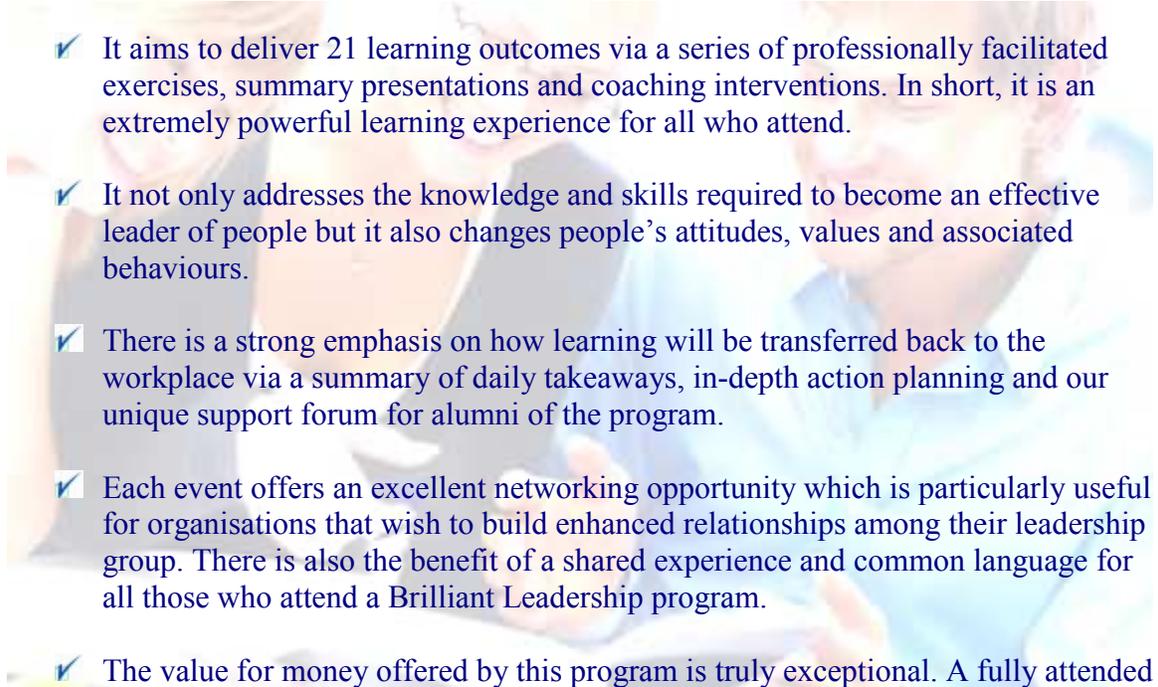
In short, we occupy a unique position in the training marketplace, helping our clients deliver high impact, in-company learning events that centre on the swift transfer of knowledge, skills, attitudes and behaviours from the training room to the workplace.

We are based in the UK but many of our workshops and programs can be delivered on a worldwide basis.

Management & Leadership Courses

Brilliant Leadership

Brilliant Leadership is our flagship experiential workshop based on Simon Cooper's best selling leadership development book, Brilliant Leader. It can accommodate between 20 and 40 delegates at each event and delivers truly outstanding results. The program is aimed at managers within the organisation who are responsible for leading teams of people or those aspiring to do so. When adopted on a wide scale, it has the capacity to develop a genuine leadership culture throughout the whole organisation. Key features of the Brilliant Leadership program are:

- 
- ✓ It aims to deliver 21 learning outcomes via a series of professionally facilitated exercises, summary presentations and coaching interventions. In short, it is an extremely powerful learning experience for all who attend.
 - ✓ It not only addresses the knowledge and skills required to become an effective leader of people but it also changes people's attitudes, values and associated behaviours.
 - ✓ There is a strong emphasis on how learning will be transferred back to the workplace via a summary of daily takeaways, in-depth action planning and our unique support forum for alumni of the program.
 - ✓ Each event offers an excellent networking opportunity which is particularly useful for organisations that wish to build enhanced relationships among their leadership group. There is also the benefit of a shared experience and common language for all those who attend a Brilliant Leadership program.
 - ✓ The value for money offered by this program is truly exceptional. A fully attended event will cost just £225 per delegate for the whole four day program and a copy of the Brilliant Leader book for each attendee, making this one of the best value leadership development programs worldwide.

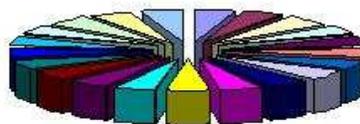
Management & Leadership Courses

Brilliant Leadership – Additional Information

While the full, four day workshop is offered on a ready-to-go basis, we also offer some additional delivery options:

- ✓ **Bespoke Adaptation** – In conjunction with an agreed design brief we can make bespoke changes to the program in order to meet the specific requirements of your organisation.
- ✓ **Executive Extract** – Running a four day event for up to 40 people is a big leap of faith for any organisation. In recognition of this, we offer a half-day executive extract for senior managers and members of the human resources team (minimum 10 attendees) in order for you to see the delivery style and impact of the full program.
- ✓ **Two Day Workshop** – For various reasons it is not always feasible for an organisation to run a four day workshop with up to 40 managers in attendance at once. Therefore, we also offer a shortened two day version of the program using more traditional training techniques. The coverage of this shortened program is still very broad and with a reduced group size (maximum 12 delegates), the impact remains significant.
- ✓ **Internal Licensing** – If you have your own team of leadership facilitators or indeed, an internal leadership academy, we can partner with you to enable the internal licensing of the program. It is also possible for us to co-facilitate the program with your own facilitators.

The Components of Brilliant Leadership



Leadership Styles	Skills Assessment	Coaching & Staff Development
Goal Setting	Driving Performance	Priority Setting
Remote Leadership	Team Building & Teamworking	Delegation
Decision Making	Motivation	Intelligent Communication
Interpersonal Skills	Feedback Techniques	Networking
Managing Change	Empowerment	Leading by Example
Power & Influence	Turning Plans Into Action	Delivering Results

Management & Leadership Courses

Managing & Leading High Performing Teams

This program consists of 8 modules that all contribute to the art of managing and leading high performing teams. Each module can be run on a stand alone basis or can be brought together to form a complete management development program. When these modules are selected on a stand alone basis we strongly recommend the inclusion of the first module in order to ensure that the core leadership principles, communication and interpersonal skills are in place to underpin the content of the remaining modules.

Module 1 – Leadership Styles and Interpersonal Toolbox (2 days)

Module 2 – Recruitment & Selection (1 day)

Module 3 – Performance Management & Motivation (1 day)

Module 4 – Coaching & Developing Staff (1 day)

Module 5 – Managing Change (1 day)

Module 6 – Problem Solving & Decision Making (1 day)

Module 7 – Managing Workloads & Effective Delegation (1 day)

Module 8 – Team Building Skills (1 day)



*As with all of our courses we are able to make bespoke adaptations to meet the specific requirements of your organisation. **Full details of each module can be found on the following pages.***

Managing & Leading High Performing Teams

Module 1 – Leadership Styles & Interpersonal Toolbox

This workshop provides the foundation for our Managing & Leading High Performing Teams program. An effective manager or leader needs to adapt their style based on a combination of the person and the situation. Our innovative approach to this subject focuses on putting delegates in a variety of leadership situations and as a result, enables them to explore a number of strategies and techniques to establish those which are most effective. We encourage delegates to build on these strategies and techniques throughout the following seven modules in order to develop a critical appreciation of how their own behaviour impacts on the actions and reactions of others.

Who is this workshop for?

All managers and leaders of people.

Aims and Objectives

- To explore a range of leadership styles and interpersonal techniques
- To learn how to apply the right style or technique at the right time
- To identify delegates' interpersonal strengths and weaknesses
- To understand the difference between management and leadership
- To learn how to inspire others while getting the job done

Content and Workflow

The Leadership Styles Continuum
ARSC Behavioural Styles Model
The meanings are in people
Transformational versus Transactional Leadership
Communication techniques
Communication mediums
Connexions activity

Workshop Numbers

Minimum 4
Maximum 12

Duration

2 Days

Bespoke Options

We generally discourage any bespoke changes to this foundation module as it builds a generic skill set that is widely applicable across the management and leadership spectrum.

Managing & Leading High Performing Teams

Module 2 – Recruitment & Selection

This workshop focuses on making objective recruitment decisions based on a well constructed person specification, structured questioning, active listening, probing and the use of appropriate tests. Wherever possible, we focus on real (current or potential) jobs from delegates' own environments, enabling the easy transfer of skills and tools to the workplace.

Who is the workshop for?

Any manager, leader or HR professional who will be involved in interviewing job candidates and making recruitment decisions.

Aims and Objectives

- For delegates to develop an in-depth understanding of effective recruitment against a well constructed person specification
- To learn how to develop a person specification and appropriate assessment criteria
- To learn how to conduct an effective recruitment interview
- To learn how to make a robust selection decision based on a combination of interviewing and testing

Content and Workflow

Preparing an effective person specification

The Iceberg Principle

Sourcing quality candidates

Screening applications

Interviewing techniques

Ability testing

Psychometric testing

Diversity

Objective Selection

Workshop Numbers

Minimum 4

Maximum 12

Duration

1 Day

Bespoke Options

We can adapt this program to fit with your organisation's recruitment processes and practices.

Managing & Leading High Performing Teams

Module 3 – Performance Management & Motivation

Ultimately, a manager is judged on the performance of their staff. It follows that the primary function of all people managers must be to create an environment in which people can and do perform to the best of their ability. This workshop explores the key ingredients required to create and sustain a high performing environment.

Who is the workshop for?

Any manager or leader who is responsible for delivering results through the endeavour of others.

Aims and Objectives

- For delegates to develop a critical understanding of the key ingredients for effective performance management
- To learn how to conduct high impact one-to-one review meetings
- To learn how to deal with a variety of performance management challenges
- To discover the range of motivational influences and how to apply these to each team member

Content and Workflow

Communicating known expectations

Goal management; SMART objectives, targets, standards and tasks

Reviewing performance

Performance management challenges

Performance management skills practice

Motivational Factors

Workshop Numbers

Minimum 4

Maximum 12

Duration

1 Day

Bespoke Options

We can adapt this program to fit with your organisation's performance review process. This workshop is also a suitable medium for rolling out our d-PAD High Performance Management System if you elect to adopt it.

Managing & Leading High Performing Teams

Module 4 – Coaching & Developing Staff

One of the best value investments an organisation can make is to train their management population in coaching and staff development. This workshop delivers a comprehensive awareness of the issues and skills involved in identifying and supporting staff development requirements.

Who is the workshop for?

Any manager, leader or HR professional who will be involved in coaching and developing staff.

Aims and Objectives

- To understand the range of tools for identifying learning needs and providing learning solutions
- To understand how people become competent and the role of coaching within this
- To learn how to conduct a competency analysis
- To learn how to coach others using an appropriate learning style and constructive feedback techniques

Content and Workflow

Learning needs and solutions
The Coaching Cycle and its application
The Competency Matrix
Learning styles
Coaching challenges and skills practice

Workshop Numbers

Minimum 4
Maximum 12

Duration

1 Day

Bespoke Options

We can adapt this program to fit with your organisation's staff development philosophy and practices.

Managing & Leading High Performing Teams

Module 5 – Managing Change

Change is a certainty in the modern working environment and the ability to manage change effectively is a key skill that must be acquired by all successful managers. This workshop addresses both the process and people aspects of change management in an engaging and highly interactive atmosphere.

Who is the workshop for?

Managers and leaders who need to successfully drive and manage change.

Aims and Objectives

- To understand the change management process
- To learn how to create a change friendly culture
- To learn how to create an empowered climate
- To learn how to deal with barriers to change
- To learn how to gain buy-in from staff

Content and Workflow

Why change?

Staff engagement

The 10 steps of change

The psychology of change

Change management challenges

Managing change skills practice

Workshop Numbers

Minimum 4

Maximum 12

Duration

1 Day

Bespoke Options

We can adapt this program to accommodate your organisation's change methodology and also to address specific change issues that delegates might encounter.

Managing & Leading High Performing Teams

Module 6 – Problem Solving & Decision Making

A key attribute among successful leaders is that they make light of solving problems and are able to make effective and timely decisions. Managers must accept that they will sometimes make a wrong call but when they do, it is how they respond that is most critical. This workshop explores the issue of problem solving and decision making from a number of practical scenarios.

Who is this workshop for?

Managers and leaders who need to learn a structured approach to problem solving and how to make decisions that are both effective and timely.

Aims and Objectives

- To learn how to identify the root cause of problems
- To learn to see problems as opportunities
- To explore a variety of problem solving approaches
- To learn how to evaluate a solution
- To develop the courage to make effective and timely decisions

Content and Workflow

Problem or opportunity?

Treating the cause rather than the symptoms

Problem solving activities

Making timely and justified decisions

Evaluating solutions

Consolidation exercise

Workshop Numbers

Minimum 4

Maximum 12

Duration

1 Day

Bespoke Options

This workshop can be adjusted to meet any specific bespoke requirements identified by our clients.

Managing & Leading High Performing Teams

Module 7 – Managing Workloads & Effective Delegation

Managing one's own workload and that of the team is a key factor in getting the job done and delivering effective results. The link between this and delegating effectively is critical. This workshop addresses both issues based on the Competency Based Leadership Model and classic prioritisation techniques.

Who is this workshop for?

Managers and leaders who need to prioritise their own workload and that of their team by delegating effectively.

Aims and Objectives

- To learn how to prioritise effectively
- To identify key management tasks that should be handled proactively
- To identify and resolve the key time bandits
- To learn how and when to delegate

Content and Workflow

The key time bandits

Prioritisation principles and techniques

The critical proactive management tasks

Competency Based Leadership

Delegating to get the job done versus developing the team

Resolving the time bandits

Consolidation exercise

Workshop Numbers

Minimum 4

Maximum 12

Duration

1 Day

Bespoke Options

This workshop is naturally tailored to delegates' needs as much of the content is based on their own examples and case studies. However, we will try to accommodate any specific changes to the program upon request.

Managing & Leading High Performing Teams

Module 8 – Team Building Skills

Managing individuals effectively can be challenging in itself but getting that group of individuals working together as a team offers an additional challenge. This workshop explores the tools and techniques available to the leader in pursuit of this goal. The nature of this subject matter enables us to deliver this module in a highly practical environment.

Who is this workshop for?

Managers and leaders of teams who want to improve the synergy and capability of their working groups.

Aims and Objectives

- To identify the components of effective teamworking
- To learn how to develop and lead a high performing team
- To learn how to facilitate team synergy

Content and Workflow

The stages of team development

Cross training

Knowledge sharing

Behavioural styles

Two plus two equals five

Team building activity

Workshop Numbers

Minimum 4

Maximum 12

Duration

1 Day

Bespoke Options

We generally discourage bespoke options within this workshop as the principles and techniques are generic while having broad application across the leadership spectrum. However, if there are any specific elements that you would like included in this program we will work with you to accommodate your requirements.

Managing & Leading High Performing Teams

Transfer of Learning

While the transfer of learning is at the heart of all the courses we run, a modular program provides additional opportunities for us to engage with delegates and ensure that they are able to apply what they have learned.

Option 1 – Inter Module Activities

The structure of this program enables us to provide delegates with inter module activities to encourage them to apply what they have learned to their own working environments while also preparing them for the next module. We can integrate these activities into the program at no extra cost.

Option 2 – Post Program Review Session

At the end of a modular development program it can often be extremely powerful to run a review session after the last module to review the learning that has taken place, explore how it is being applied and help delegates resolve any challenges they are encountering. These sessions can also be a useful forum for helping delegates identify their next development steps in order to maintain the learning momentum created by the program.

Option 3 – Post Module Coaching

While this service is available with all of our courses, post module coaching at the discretion of each delegate can be an extremely powerful method of helping them apply what they have learned and to overcome any barriers or blockages they might be encountering. Our remote coaching service offers an ideal support mechanism to ensure your organisation achieves the maximum return on investment for this program.

Management & Leadership Courses

Project Management

This extremely practical and interactive three day program will allow delegates to gain the confidence to plan and manage effectively any project they are responsible for.

In this program we use one major case study to link all elements of the project management methodology, so we discuss an element and the delegates will then go into the case study for first-hand practical experience. This case study is then supplemented with a range of carefully designed exercises to allow delegates to enhance their skills and knowledge.

Aims and Objectives

To allow all delegates to acquire the basic project management skills, techniques and methodology and to be able to manage a project through to a successful conclusion.

Content and Workflow

Project management principles
Establishing the project team
Identification of the project stakeholders
Establishing the project
Network Diagrams and GANNT Charts
Work Breakdown Structure
Other tools & techniques
Project budgets and finance
Risk assessment
Project reporting
Managing issues and change requests
Team & stakeholder communication
Cost-Benefit analysis

Workshop Numbers

Minimum 4
Maximum 12

Duration

3 Days

Bespoke Options

We are happy to explore and accommodate any bespoke requirements your organisation might have.

Management & Leadership Courses

Contract Management

This interactive one day event provides delegates with a sound understanding of the basics of Contract Management, increasingly an area in which managers need to become actively involved. Via consultation beforehand we encourage the use of your organisation's in-house documentation and procedures to ensure the workshop is tailored to meet delegates' specific requirements.

Who is the workshop for?

Any manager or leader who needs to manage external contracts or contractors

Aims and Objectives

To enable managers to effectively establish and manage external contracts and contractors within a defined contract strategy.

Content and Workflow

Contracts and the law
Specifications
Sourcing
Tendering
Supplier evaluation
Contract letting
Managing the contract

Workshop Numbers

Minimum 4
Maximum 12

Duration

1 Day

Bespoke Options

This nature of this workshop means that it is tailored to delegates' own environments and we are also happy to accommodate any additional bespoke requirements.

Management & Leadership Courses

Financial Awareness

This is a very practical two day program which delivers truly outstanding results, especially for those managers who are out of their comfort zone with 'finance'. Delegates will leave the workshop with a completely new perspective on this often challenging subject area.

Who is the workshop for?

Our financial awareness program is a 'must attend' event for any manager or senior employee who needs to improve their capability and understanding of contextual finance.

Aims and Objectives

To enable delegates to:

- understand profit and loss accounts, balance sheets, cash flow statements and operating budgets
- read, understand and interpret financial information
- understand how their decisions impact on the company's accounts
- remove the myths and fears that surround finance
- understand the main financial terminology
- understand the financial implications of their plans and decisions

Content and Workflow

Accounting and the law

The 3 main financial documents – the Profit & Loss Account; the Balance Sheet and the Cash Flow Statement

Interpreting reports and accounts using accounting ratios

Costs, budgetary construction and budgetary control

Workshop Numbers

Minimum 4

Maximum 12

Duration

2 Days

Bespoke Options

We will endeavour to accommodate any bespoke requirements your organisation has in relation to this workshop.

Management & Leadership Courses

Strategic Planning

Many managers struggle to make the leap between tactical/operational planning and thinking to the strategic dimension. This workshop is aimed at helping the change of mindset and approach. The entire workshop is based on a three stage case study that addresses the three core strategic questions – Where are you now? Where do you want to be? How are you going to get there?

There is the option for intact management teams to extend this workshop into a second day to work on their own strategic plans under the guidance of our facilitator.

Aims and Objectives

To help managers make the transition from tactical/operational planning and thinking to the strategic dimension.

Content and Workflow

A three stage case study that focuses on:

Where are you now?
Where do you want to be?
How are you going to get there?

Workshop Numbers

Minimum 4
Maximum 12

Duration

1 Day

Bespoke Options

Intact management teams can extend this workshop to a second day in order to develop their own strategic plan under the guidance of our facilitator.

Business Skills Courses

Assertiveness Skills

Assertiveness involves adopting the right interpersonal behaviour to cope with a challenging interaction with others. Most people attending our assertiveness skills workshop will do so because they need to find strategies and techniques that will help them become more assertive but the program will also prove invaluable to those people who need to find ways to become less aggressive. This highly practical workshop is light on theory and strong on helping delegates' explore a range of techniques based on a series of challenging interactions.

Who is the workshop for?

Any manager, leader or staff member who needs to find ways of becoming more assertive or less aggressive during their workplace interactions.

Aims and Objectives

- For delegates to truly understand what assertiveness is
- To explore the range of assertiveness tools and techniques
- To develop personal strategies for handling a variety of challenging situations by adopting the right level of assertiveness

Content and Workflow

What is assertiveness?

Rights and behaviour

Handling aggressive behaviour

Handling passive/submissive behaviour

Effective use of language, voice and non-verbal behaviour

Workplace application

Workshop Numbers

Minimum 4

Maximum 12

Duration

1 Day

Bespoke Options

We can make bespoke adaptations to this workshop in line with the needs of delegates and your organisation.

Business Skills Courses

Presentation Skills

This is a powerful, two day program that focuses on developing delegates' presentation skills based on their own work based content. The workshop includes initial facilitator input, individual coaching, in-depth personal feedback and a DVD of delegates' final presentation.

Who is the workshop for?

Novice and intermediate presenters who need to improve or develop their presentation skills for either internal or external delivery. For advanced presenters we recommend individual coaching.

Aims and Objectives

- To improve delegates' presentation skills
- To improve delegates' confidence in making a presentation
- To enable delegates' to dissect a presentation and identify what works best in any given situation

Content and Workflow

Planning & Structuring a Presentation

Delivering a Presentation

Evaluating a Presentation

Presentation Practice and In-Depth Personal Feedback

Workshop Numbers

Minimum 4

Maximum 8

Duration

2 Days

Bespoke Options

This program can be tailored to meet the specific requirements of your organisation.

Business Skills Courses

Negotiation Skills

This workshop utilises a series of unique simulations and activities to develop delegates' capability and flexibility in a range of negotiating situations – both internal and external. The program addresses the core negotiation principles, a range of communication and influencing skills and a detailed analysis of the tactics and ploys used in negotiation – how to handle them and when/if they should be used.

Who is the workshop for?

Any manager or staff member who has to conduct significant negotiations such as commercial contracts, framework agreements, service level agreements, contract enforcement, project delivery or the division of resources.

Aims and Objectives

- For delegates to develop an in-depth understanding of the core negotiation principles
- To learn how to consistently conduct successful negotiations while overcoming challenges and barriers
- To learn how to plan and successfully trade concessions
- To develop an intuitive understanding of how to behave in a variety of negotiating situations

Content and Workflow

Core Negotiating Principles
Communication and Influencing Techniques
The Red or Black Game (Team Negotiating Exercise)
Deal or No Deal (Commercial Negotiation Activity)
Common Tactics and Ploys
Island of Opportunity (Consolidation Exercise)

Workshop Numbers

Minimum 4
Maximum 12

Duration

2 Days

Bespoke Options

This program can be tailored to meet the specific requirements of your organisation.

Business Skills Courses

Communication, Interpersonal & Teamworking Skills

This is our most flexible and adaptable workshop focused on the critical areas of people interactions and relationships. It can be run in its standard form, adapted to address specific areas or indeed, reduced to a single day to focus on any single aspect of the three areas. This workshop is highly participative with the majority of learning outcomes being delivered via a series of powerful exercises.

Who is the workshop for?

Any manager, leader or staff member who needs to develop their ability to interact with others and/or build more effective working relationships.

Aims and Objectives

- To understand and practice a range of communication tools, techniques and mediums
- To understand and practice the components of effective teamworking, including the identification of current or potential strengths and weaknesses within a team
- To improve assertiveness and influencing skills
- To identify and utilise a range of interpersonal dimensions
- To learn how to truly empathise with others

Content and Workflow

Behavioural Styles
Transactional Analysis
Assertiveness Techniques
Power and Influence
The Johari Window
Communication Mediums
Communication Techniques
WIIFM
Fishbowl Activities

Workshop Numbers

Minimum 4
Maximum 12

Duration

2 Days

Bespoke Options

We can adapt this program to fit with your organisation's or team's specific needs.

Business Skills Courses

Time Management Skills

So much to do, so little time to do it in. This is a common tale among many workers in the modern era of effective resource management and efficient deployment of human resources. This key workshop explores the areas that cause a time problem and introduces a powerful method of prioritisation that is suitable for most job types.

Who is the workshop for?

Any staff member who needs to take control of their time and prioritise more effectively. Please note, managers or leaders who need to work on this skill area will be better suited to our *Managing Workloads and Effective Delegation* workshop.

Aims and Objectives

- To help delegates identify the main causes of their time problems
- To develop a critical understanding of the Prioritisation Model and its practical application
- To help delegates develop strategies for solving their time problems

Content and Workflow

Time bandits
Consequences and benefits
The Prioritisation Model
Common tasks and how to prioritise them
Solutions to time bandits

Workshop Numbers

Minimum 4
Maximum 12

Duration

1 Day

Bespoke Options

We can work with your organisation to develop any bespoke elements to this workshop that might be required.

Business Skills Courses

Stress Management Skills

Workplace stress can have a significant negative impact on the individual, the team and the organisation. This invaluable workshop helps delegates identify the potential causes of stress in their environment and develop strategies for handling those causes, positively and constructively.

Who is the workshop for?

Any individual who is experiencing situations at work that might be causing or about to cause unacceptable levels of personal stress.

Aims and Objectives

- To help delegates identify the likely causes of current or potential stress
- For delegates to understand the consequences of unacceptable levels of personal stress
- To help delegates develop strategies for managing their stress more effectively

Content and Workflow

What is stress?

The effects of the fight or flight response

The four signs of stress – physical, mental, emotional and behavioural

The long-term effects of stress

Assess Your Stress test

Practical techniques for effective stress management

Workshop Numbers

Minimum 4

Maximum 12

Duration

1 Day

Bespoke Options

We can make bespoke adaptations to this workshop in line with the organisation's requirements and delegates needs.

Business Skills Courses

Business Writing Skills

The art of effective business writing skills should not be underestimated. This practical workshop focuses on delivering effective written communications to both internal and external audiences via a variety of written mediums such as email, reports, creative copy and letter.

Who is the workshop for?

Any manager, leader or staff member who needs to improve the quality and impact of their written communications.

Aims and Objectives

- To help delegates develop effective written work that achieves their communication objectives
- To help delegates create stimulating and persuasive copy
- To help delegates develop their own writing style
- To develop a structured approach to written communication

Content and Workflow

The base line – word power, grammar and punctuation

A structured approach – planning, opening, main body and closing

Writing with the objective in mind

Writing with the audience in mind

Writing factual, influential, persuasive and inspirational copy

Language – power words, opportunity words, action words and collaborative words

Visual impact – layout, captions, headlines and references

Skills practice

Workshop Numbers

Minimum 4

Maximum 12

Duration

1 Day

Bespoke Options

We can adapt this workshop based on the specific requirements of your organisation and the delegates.

Business Skills Courses

Conference Speaking

Even those who are skilled at delivering presentations to small groups will often find the prospect of delivering to larger groups and conferences a daunting prospect. The use of large screens, audio equipment, lighting and reduced audience participation add a dimension that make this a challenging new skill.

Our expert facilitator in this area will work with individuals or small groups to develop their skill and confidence in delivering to larger, conference style audiences.

Who is the workshop for?

Any leader, manager or expert staff member that will need to present to large audiences or at conferences.

Aims and Objectives

To provide delegates with tools, techniques and practice for effective delivery of speeches within a public, conference, and any large scale audience setting.

Content and Workflow

The obstacles the speakers will need to overcome
Effective communication skills for speeches
What makes a successful speech?
Planning considerations
Structure
Use of notes/scripting
Audience considerations
Use of visual aids
Use of audio aids
Performance aspects
Effective use of body language for large groups
Delegate driven skills practice

Workshop Numbers

Minimum 1
Maximum 6

Duration

1-2 Days depending on the level of practice required

Bespoke Options

This workshop will often operate as a one-to-one or small group coaching session and by definition it will be tailored to individual needs.

Business Skills

Handling the Media

Working with the media is a specialist skill that will often take senior managers and experts outside of their comfort zone. Our specialist in this area is used to working in front of the microphone and camera and will provide expert input and coaching to how to shine during media interviews. The workshop will also provide guidance on how to create media opportunities in the first place.

Who is the workshop for?

Senior managers and experts who may need to appear in television and/or radio interviews.

Aims and Objectives

To provide delegates with knowledge and practice that will enable them to make the most of media interviews; gain the confidence to handle interviews effectively and a framework to communicate the points they want to get across.

Content and Workflow

What the press are looking for

What to do & what not to do

Representing your organisation - aims & objectives

Creating opportunities to use the media

Different types of interviews - planned - on the spot etc.

The subject - formulating the main points and messages

Getting the points across within the interview

Handling tricky questions while making your own points

Advice & practice (as required) in the following:

- The telephone interview
- The press interview
- The radio interview
- The television interview

Workshop Numbers

Minimum 1

Maximum 6

Duration

1-2 Days depending on the level of practice required

Bespoke Options

We will be happy to accommodate your bespoke requirements. This subject can also be covered as a one-to-one coaching session.

Selling Skills

Among our team we have extensive experience of selling, sales management and sales training across a variety of industry sectors. This enables us to design and deliver powerful sales training events spanning the following broad areas:

- Sales Management
- Field Sales Coaching
- Core Selling Skills
- Consultative Selling Skills
- Solution Selling Skills
- The Psychology of Selling
- Negotiating Skills
- Making Powerful Sales Presentations
- Key Account Management
- The Sales-Marketing Interface

It is our experience that the content of each sales training event is dependent on a number of factors, including industry considerations, channel considerations, typical lead times, the sales process and the level of experience of the salespeople being trained. Therefore, we treat each sales training requirement on an individual basis to produce a bespoke design that matches the needs of your organisation and your people.

To discover how we can help you take your sales performance to the next level, please contact us to arrange a scheduled consultation discussion, without obligation.

Coaching

Coaching is a critical tool to support staff development solutions. We can work with your organisation to develop your own internal coaching capability and also provide direct coaching support for your staff. We offer a comprehensive coaching support service on three levels:

Level 1 – Remote Coaching

This service is charged by the hour and is specifically aimed at helping delegates transfer their learning from the training room to the workplace.

Level 2 – In Person Coaching

This service is charged by the day and is aimed at helping individuals develop skills or meet specific challenges in a contextual environment.

Level 3 – Small Group Coaching

This service is charged by the day and is aimed at small groups that need to develop similar skills or meet the same challenges. This might include helping intact teams work better together or to help facilitate planning, problem solving and decision making.

*We also run workshops to help your own in-company resources, especially managers, develop their coaching skills to a professional level. **This can prove to be one of the most valuable investments a company will make in relation to the whole learning and development strategy.***

Team Building Events

Whether you are trying to bring a new team together, overcome a problem or blockage within an existing team, integrate new team members or simply improving team morale, we can design and deliver the ideal team building event for you. By utilising our bank of team building tools and exercises and combining these with our expert facilitators, we can create a powerful event to take your team to the next level.

By definition, all our team building events are designed on a bespoke basis.



Senior Leader & Talent Development

It is our experience that senior leaders and high talent individuals require development solutions that go beyond the scope of traditional training courses. We utilise the Broadband Talent Management system to:

- ✓ Map each individual's career path to the required competencies
- ✓ Conduct a multi-perspective review against these competencies
- ✓ Explore under-skilled and over-skilled areas
- ✓ Produce a personalised development plan for each individual
- ✓ Facilitate the implementation of the individual development plans
- ✓ Review the progress of each plan and making interventions as appropriate





The Next Steps

ELC Training Solutions occupies a unique position in the learning and development marketplace. We offer high impact, bespoke solutions in the areas of management, leadership, related business skills, selling skills, team building events, senior leader and talent development – all supported by our specialist team of high quality facilitators and expert coaches.

The next step is for us to discuss the needs of your organisation and the needs of your people. We will normally do this via an in-depth, scheduled telephone call or through a scoping meeting with one of our team attending your premises. Once we have developed a critical understanding of your needs we will present you with a detailed proposal of our recommendations together with clear terms of engagement and transparent pricing.

In the first instance, please contact us by either email or telephone:

Email enquiries@experiential-learning-centre.com

Telephone (+44) 01202 232082

We look forward to hearing from you
The Team at ELC Training Solutions

