

Effective Business Writing Skills

OBJECTIVES

To enable participants to:

- Identify and overcome the barriers to written communication at work
- Appreciate the critical importance of clarifying purpose and the needs and interests of the readership
- Use a writing style that is concise but complete as well as being accurate and persuasive
- Apply a disciplined and staged approach to report writing so that the final product is logical, accurate and effective
- Recognise the value of being able to write good e-mails, letters and reports

CONTENT

- Common failings in business writing and how to overcome them
- Getting the fundamentals right: purpose and readership
- Getting your message across effectively: developing your writing style
- How to set the right tone in your writing
- Selecting and structuring material
- Planning, writing and presenting reports
- E-mail etiquette
- Effective minute taking
- Reviewing and editing
- Personal action plans

CPD HOURS: 3

NUMBERS LIMITED TO 18

Venue	Date	Time	Speaker
Midlands	25 Nov	14:00-17:00	John Sharkey

Venue details to be provided with booking confirmation

£175 plus VAT per person

Effective Networking Skills

OBJECTIVES

To enable participants to:

- Be aware of what networking is, the variety of different ways it can be done and to be opportunistic in their day to day business dealings
- Prepare for both day to day opportunities and attendance at formal events
- Build their confidence in their own ability when in a networking situation and be able to 'stand out' and be the supplier of choice for more prospects

CONTENT

Networking principles

- What is networking?
- Great reasons to network
- The best places to network
- General day to day preparedness
- Developing opportunism

Formal events - getting prepared

- Setting your networking goals properly
- Your networking toolkit
- Great questions to ask

Formal events - when you are there

- On arrival.....
- Introducing yourself to strangers or groups
- Making a great first impression and building rapport
- Making small talk and remembering names
- Bringing others in, building your influence
- Working the room
- Networking gaffes - what not to do

CPD HOURS: 3

NUMBERS LIMITED TO 18

Venue	Date	Time	Speaker
Midlands	26 Mar	14:00-17:00	Jim Thomas

Venue details to be provided with booking confirmation

£175 plus VAT per person

Motivating and Leading Your Team Through Difficult Times

OBJECTIVES

To enable participants to:

- Understand the differences between leadership and management
- Understand and develop the skills and behavioural elements of leadership such that these can be applied easily in the workplace
- Develop their ability to inspire others into action
- Understand the dynamics of teams and their development
- Understand the importance of developing and applying these skills during a recession

CONTENT

Leadership principles

- Why strong leadership is such a powerful competitive advantage especially in tough economic conditions
- Leadership and management and the influence power spectrum
- The three accountabilities of a leader

Leadership skills, actions and behaviours

- What do leaders actually do?
- What leaders are seen to be doing
- Developing your leadership skills
- Inspiring others to want to work for you
- Leading in difficult economic conditions

Team dynamics and development

- What are teams?
- Building a team and its effectiveness
- Cross team relationships

CPD HOURS: 6

NUMBERS LIMITED TO 18

Venue	Date	Time	Speaker
Midlands	21 Apr	09:30-17:00	John Sharkey

Venue details to be provided with booking confirmation

£285 plus VAT per person