



Management and Business Development Courses

Spring 2010

Appraising and Developing Your People

Effective Networking Skills

Motivational Leadership and Team Development

Prices from £185 plus VAT



Affordable and Effective Management and Business Development Skills Training Specifically for the Accountancy Profession

We are pleased to present our spring 2010 programme of management and business development skills courses.

Why Mercia?

It is over seven years since we first introduced a programme of management development courses designed specifically for the accountancy profession. This year we have adapted the programme to ensure that your changing needs are met and that we provide you with the top quality management training you need in order to help you recruit, retain and develop quality staff. Our training will also help your firm achieve its business objectives in this rapidly changing business environment.

2010 Programme

Appraising and Developing Your People (am)	16 March
Effective Networking Skills (pm)	16 March
Motivational Leadership and Team Development (day)	15 April
Turning Prospects Into Clients (day)	4 May
Handling Difficult Situations (day)	22 June
The People Manager's Toolkit (day)	15 September
Developing Personal Resilience (day)	20 October
Delivering Quality Client Service (am)	24 November
Client Care for Support Staff (pm)	24 November

£185 plus vat per person

10% Discount for Local Members
25% Discount for National Members

Appraising and Developing Your People

Speaker: John Sharkey, Mercia Group Ltd

OBJECTIVES

With the changes in CPD requirements, firms' appraisal systems are, once again, under the spotlight. Some systems have remained routine, bureaucratic, compliance-led exercises. Others have evolved and are an integral part of firms' performance management processes, motivating and developing their people.

As a result of this course, participants will be able to identify practical steps they can take to develop their individual effectiveness in conducting appraisals and improve the effectiveness of the appraisal process across their firm.

CONTENT

- What is your appraisal system seeking to achieve?
- Identifying the barriers to achieving those aims - individual and firm-wide
- Overcoming the barriers
- Assessing and monitoring performance
- Delivering effective feedback
- Refresher of the inter-personal skills
- Effective questioning and listening
- Establishing training and development needs
- Effective action planning
- Setting clear objectives

CPD HOURS: 3

NUMBERS LIMITED TO 18

Midlands

16 March 2010 09:30-12:30

£185 plus vat per person

10% Discount for Local Members
25% Discount for National Members

Effective Networking Skills

Speaker: John Sharkey, Mercia Group Ltd

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

Midlands

16 March 2010 14:00-17:00

Mercia reserves the right to vary the published programme

£295 plus vat per person

10% Discount for Local Members

25% Discount for National Members

Motivational Leadership and Team Development

Speaker: John Sharkey, Mercia Group Ltd

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

CONTENT

Leadership principles

- Why strong leadership is such a powerful competitive advantage
- 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

Team dynamics and development

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

CPD HOURS: 6

NUMBERS LIMITED TO 18

Midlands

15 April 2010

09:30-17:00

Booking Form

Complete the form below and return by fax, post or email

Spring 2010 Courses

		NO. OF PLACES	DELEGATE NAMES
Appraising and Developing Your People	£185		
Effective Networking Skills	£185		
Motivational Leadership and Team Development	£295		

Remaining 2010 Courses

		NO. OF PLACES	DELEGATE NAMES
Turning Prospects Into Clients	£295		
Handling Difficult Situations	£295		
The People Manager's Toolkit	£295		
Developing Personal Resilience	£295		
Delivering Quality Client Service	£185		
Client Care for Support Staff	£185		

A total of places @ £185 £

A total of places @ £295 £

Less 10% discount for local members £

Less 25% discount for national members £

Sub total £

VAT @ 17.5% £

TOTAL £

Contact name

Name of firm

Address

Postcode

Telephone

E mail

Please invoice my firm. I understand the usual 28 days credit terms apply

I/We enclose a cheque for £ made payable to Mercia Group Limited

I would like to receive more information about national/local membership

Confirmation: An invoice will be sent as confirmation of your booking.

Cancellations: No refund will be made where cancellation is received less than 14 days before the date of the course. All other cancellations will be subject to a £25 administration charge. All cancellations must be in writing.

Mercia Group Limited is a company registered in England and Wales with company number 1464141. Registered Office: 19 - 21 Christopher Street, London EC2A 2BS.

Why not organise an in-house course that's tailored for your practice?

Most of our courses can be presented as a half or full day session and tailored to meet the specific needs of your practice. A half day presentation for up to 10 people would cost £1,300 plus VAT and expenses and a full day £2,400 plus VAT and expenses. Some of our most popular in-house courses include:

An Introduction to Professional Selling
Improving Personal Productivity and Effectiveness
Managing People Performance
Effective Negotiation Skills

If you would like further details about this option or any of our management, business development or personal skills courses please contact john.sharkey@mercia-group.co.uk or call him on 0116 258 1200.

Speakers

Sally Hutchings BSc ACA

Sally trained and qualified with Deloitte & Touche, before joining Mercia in 1992 as a member of the audit and accounts team. Sally's role includes presenting audit and personal development courses and providing technical support and peer review services.

John Sharkey BA(Econ) ACA

John is Director of Mercia's Management Training Division and specialises in management and personal skills training for accountants in practice. He joined the Mercia lecturing team in 1998, having previously worked as Managing Director of a training consortium looking after the training and technical needs of independent accountancy practices. His presentations are renowned for their energy, enthusiasm and practical relevance and for challenging participants.

Andrew Whittaker

Andrew is a training consultant and executive coach. After a varied career which has included the armed forces, sales, corporate account management and corporate training, Andrew is able to use much 'real life' experience in his work. Andrew is a certified trainer in the art and science of Neuro-Linguistic Programming (NLP), a master of Time Line Therapy and a qualified hypnotist. His specialisms are those areas which require effective communication with, and the influencing of, others.

10% DISCOUNT FOR LOCAL MEMBERS

A 10% discount on the total price will be given to all firms who pay an annual subscription (based upon the size of their practice) to belong to a Mercia training group. This does not include firms who buy season tickets. For further information please contact John Sharkey on 0116 258 1200.

25% DISCOUNT FOR NATIONAL MEMBERS

A 25% discount on the total price will be given to all firms who have enrolled as a national member (and paid a supplementary fee). For further information please contact John Sharkey on 0116 258 1200.

Administrative Details

On receiving your course booking, we will send you joining instructions two weeks before the course. If you have not received them by this time, please telephone us to make sure you are booked on the course.

Places are limited on all courses. Places are allocated on a strict first come, first served basis.

Refunds will be subject to a 20% administrative charge. Where notice of cancellation is received less than 14 days prior to the course on which you have booked a place, no refund will be made.

We reserve the right to cancel, or make changes to, any course shown without prior notice. In the event of our cancelling or postponing a course, our liability will be limited to a full refund of the amount paid.

All prices plus VAT, where applicable.

Tea, coffee and biscuits are provided during morning and afternoon breaks of all courses.

All day courses include lunch.



Please return to:

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