

# Personal Development

Training Programme in London & Guildford

October 2011 to March 2012 Prospectus



Aiming  
**Higher**

Quote **GOLDFISH20** for £50 off each place booked before 30 November, 2011

[www.gbclearning.co.uk](http://www.gbclearning.co.uk)

London: 020 7256 6668 Guildford: 01483 457997

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Key: Guildford Dates ■ London Dates ■

## Aiming Higher...

...achieving more – but how?

Through motivation, clear goals and higher skills to shape your people and teams into impressive specialists?

Through leadership focus at the top with a considered strategy, vision and brand awareness so you are all moving ahead in the same direction?

Through fantastic communication to build great client relationships and secure business?

Whatever may be holding you, your team or company back, we guarantee you'll find the training or coaching you need at GBC Learning. And we have different ways of tailoring it just for you so don't wait, call us to discuss the possibilities - over 400 companies did last year!

## To Book, Browse or Have a Chat:

**Guildford Office:** 01483 457997

**London Office:** 020 7256 6668

**Email:** enquiries@gbclearning.co.uk

**Online:** www.gbclearning.co.uk

Quote Voucher Code **GOLDFISH20** to get £50 OFF every day booked until 30 November 2011!



## Public Open Programmes

Every day people join us and take away improved skills, new ideas and the energy and commitment to put them into practice. Our latest Public Open Course Programme has great topics covered in an interactive, lively style on the open courses in London or Guildford – or delivered for you in house. So why not experience our revitalizing force and join us? We have some very exciting new topics:

- **Brand Strategy – Create Your Perfect Brand**
- **Diversity Management – Benefits & Legislation**
- **Managing People Effectively**
- **Organising Your Manager – the proactive You!**
- **Strategy and Vision – One Direction**



## Tailored For In-House

You've found the right course but want to adapt it for a larger/smaller audience, a specific team or even one-to-one coaching? That's easy when you talk to us. Run off the shelf or customized to make it instantly relevant - we can adapt length, group size, venue or material. We will also create courses completely for you – see the fuller list on our website.

## Learning Express

...in 90 minutes. Want to keep things short'n sweet? Talk to us about the new 90 minute bite-sized format – each has 3 x 90 minute modules. Ideal for in-house groups, these are a great way to fit terrific training into busy schedules. Run 2, 3 or even 4 sessions in a day to put through a lot of people with minimum disruption and unbeatable per head cost. Talk to us or click [www.gbclearning.co.uk](http://www.gbclearning.co.uk) for full information.

All topics can be tailored this way with those below available to you instantly:

**Assertiveness is Attitude!**

**Influencing – Confidence & Impact Presenting for Positive Impact**

## Coaching

Converting enthusiasm into ACTION. The real measure of the training is 'does the desired change happen'? Personalised coaching could be the answer. Our coaches allow delegates to solve their own problems by facilitating a structured, goal focused conversation, giving the space and time to review, clarify, challenge and explore their own situation and commit to action. We offer additional one-hour telephone coaching sessions after any open course workshop to ensure challenges are met and mastered!

More on website [www.gbclearning.co.uk](http://www.gbclearning.co.uk)

## Training Needs Analysis

Aware of the skills' levels you need but not sure of the existing levels or the skills' gaps? We will conduct an objective Training Needs Analysis and give you a report you can use to devise your learning and development plans... and it's free of charge. For more information telephone 01483 457997

## Check Out Grammar Online



Do you notice how most emails and documents you receive have an error – grammar, spelling, punctuation? Is your company letting itself down in the same way? Do you sometimes worry about the image of your company's emails or written communications create to your customers? Our interactive, short Grammar Online course concentrates on what people need to know to write well at work – and with more confidence.

It is like our classroom version but broken into manageable chunks, with lots of instruction, explanation and activities. It is very clear and, within about 6 hours instruction, it is quick - book online and you can start tomorrow!

More at [www.gbclearningonline.co.uk](http://www.gbclearningonline.co.uk)

**Only £49.95 + VAT**

## Latest Funding News!



**Between now and 31st March 2012**

New leadership & Management funding is available to support senior leaders of businesses with the potential for high or fast growth.

If your organisation has between 2 and 249 employees you can apply for up to **£1,000** of match funding. The money can be put towards one or a combination of training solutions to benefit you and your business.

Turbo charge your business performance and target real success using this funding.

More on [www.gbclearning.co.uk](http://www.gbclearning.co.uk)

## Route Map to Change

Your workforce is a dynamic asset requiring constant adjustment in response to new market challenges. Many organisations wish to support staff while going through a Jobs At Risk consultancy or redundancy period during a restructuring programme. This may include staff who are required to re-apply for jobs internally or are re-orientating to the job market on redundancy notice.

As well as providing those leaving with confidence and skills to make their next move, this support encourages those remaining to view the company in a positive light. It retains the morale and focus needed in your reshaped workforce for the future.

GBC Learning offers outplacement and career transition support for groups and individuals of all levels and backgrounds – from executives to front-line staff. Every solution, although based on tried and tested material, is tailored and focused to the needs of the group and/or the individual, providing them with a clear Route Map to Change.

### A Positive Approach

We have a positive programme of training and development with a targeted approach to re-entering the job and career market. The programme is modular in content and flexible in delivery style and location, as the organisation or the individuals require. It includes:

### Skills and Personal Review

Self-assessment of where you want to go, identifying transferrable skills, strengths and closing gaps is a first step in preparing to write your CV and interviewing confidently.

### Writing A Winning CV

Recognising your strengths in relation to the specific needs of each job and employer is critical. Creating a clear understanding of the purpose of the CV and how to write it positively to gain interview opportunities is essential.

### Successful Interviews

Understanding the interview process, the interviewer's mindset and how to put yourself across gives you a distinct advantage. The key to generating confidence is preparation and these are practical interactive sessions.

### Job Search

Where and how to find job opportunities, making applications on line, networking and techniques to get yourself fast-tracked and noticed when you are applying and going through the process, are all covered in this module.

### Flexibility of Delivery

The choices on style and delivery include the following which can be blended to create a truly individual package:

- Tutor-led group sessions – half-day or whole day
- Self-paced audio/workbook course – around 10 hours
- One-to-one consultations
- Coaching

### Additional Support

Telephone and email post-workshop support, job application support.

- Consultations with Recruitment Consultants or other external advisers for financial or business set-up advice.
- Wide range of seminars, Microsoft applications and business skills courses to ensure skills are up to date.

### Cost

As these programmes are normally for groups or individuals as part of a group, it is not possible to be precise on cost. Some of our clients have allocated around £300 per head and others £5,000. Our package is flexible and we work with you to do something useful and meaningful for each individual within your budget. Please ask us for a quote.

## Dealing Effectively with Difficult People and Situations

### Objectives:

- To understand behaviour and its effects
- To develop communication skills that help deal effectively with situations
- To recognise three different behaviour types
- To be able to deal more confidently with difficult situations so that no one feels a 'loser'

### You Will Learn:

- To use your increased understanding of human behaviour and its effects on others
- To utilise specific communication skills that will help control difficult situations
- To identify passive, aggressive and assertive behaviour - and the effect of this behaviour on others
- To adopt a professional and appropriate style of behaviour when handling difficult situations
- Appropriate delegation
- How to handle confrontation

### Who Should Attend:

All those who want to be more confident and professional when dealing with 'difficult' people situations at work - customers, colleagues or supervisors.

#### Details:

Duration: 1 Day

Cost: £325 + VAT

Dates:	16 December 2011	Guildford
	21 February 2012	Guildford
	11 November 2011	London
	27 January 2012	London
	22 March 2012	London

## Developing Self-Esteem & Assertiveness

### Objectives:

- To understand our right to behave assertively
- To appreciate individual behaviours and characteristics
- To be assertive as and when it is required

### You Will Learn:

- To identify your rights and responsibilities within assertiveness
- To identify your own behaviours and those of others
- To make requests in a clear and direct manner
- To refuse requests in a polite but firm manner
- Techniques for assertive behaviour

### Who Should Attend:

If you feel that your voice is not being heard or that you are being taken advantage of, the art of assertiveness will give you a range of skills and techniques to communicate more confidently.

#### Details:

Duration: 1 Day

Cost: £325 + VAT

Dates:	9 February 2012	Guildford
	24 October 2011	London
	5 January 2012	London
	30 March 2012	London

## GBC No Quibble Guarantee

If you are not entirely satisfied that the course you booked has fulfilled your expectations, or met your realistic objectives, we'll give you your money back - no quibbles!

## Effective Interpersonal Skills

### Objectives:

- To identify your individual interpersonal skills
- To learn how to communicate effectively, reduce misunderstandings and get your message across
- To show the difference between assertiveness, submissiveness and aggression
- To improve working relationships and performance
- To develop skills in persuading, influencing people and handling criticism constructively
- To produce an action plan to improve a specific relationship

### You Will Learn:

- Linking interpersonal skills with relationship and performance improvement
- Better communication skills – enhancing listening and questioning techniques
- How assertive you are
- Behavioural styles
- How to adjust your communication style to achieve a better result
- How to apply interpersonal skills in a variety of work situations
- Taking criticism without offence

### Who Should Attend:

Anyone who would like to enhance their performance by improving their working relationships. The course is designed to help you to develop your people skills and examine the ways you communicate and deal with clients, suppliers and internal colleagues at all levels.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 24 January 2012	<b>Guildford</b>
7 March 2012	<b>Guildford</b>
22 November 2011	<b>London</b>
29 February 2012	<b>London</b>

## Time Management – A Practical Guide

### Objectives:

- To effectively plan and confidently prioritise your work load to ensure your own and your manager's objectives are achieved
- To eliminate or reduce time-stealers
- To deal effectively with paperwork
- To plan ahead to enable deadlines to be met
- To identify the difference between proactive and reactive working.
- To understand how the way you approach work will impact on your ability to manage your working day
- To identify tasks which can be delegated and how to delegate effectively
- To minimise those situations that may lead to stress

### You Will Learn:

- Different approaches to managing time
- To take an objective look at how you spend your time at work
- To prioritise effectively
- How to establish short and long term goals to achieve results
- To be aware of your own style in dealing with work and how this helps you to manage yourself more effectively
- To delegate effectively

### Who Should Attend:

Getting the most from your day is a skill required at every level. If you are not maximising on the use of your time, then this course will provide enormous help. It is practical, hands on and will help create that feeling of being in control.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 16 November 2011	<b>Guildford</b>
14 February 2012	<b>Guildford</b>
8 December 2011	<b>London</b>
8 March 2012	<b>London</b>

## Assertiveness for Women

### Objectives:

- To understand the difference between non-assertiveness, assertiveness and aggressiveness
- Understand the issues women face in being assertive
- To enhance your working relationships by improving your interpersonal skills
- To create an action plan for the future

### You Will Learn:

- What it means to be assertive
- Which behavioural style you prefer
- How to use assertiveness in a variety of situations

### Who Should Attend:

This half-day workshop is for women who want to enhance their performance and relationships by understanding how to behave in a more assertive manner. They would certainly benefit from the support of an exclusively female group when discussing and practising assertiveness.

#### Details:

**Duration:** 1/2 Day

**Cost:** £175 + VAT

<b>Dates:</b> 27 March 2012	<b>Guildford</b>
5 October 2011	<b>London</b>
1 November 2011	<b>London</b>
26 January 2012	<b>London</b>

## Memory Magic

### Objectives:

- To develop the ability of rapid recall in any situation
- To understand the importance of memory in your interactions
- To build credibility and confidence through having the facts, faces and figures at your fingertips
- To raise awareness of how a 'faulty' memory can alienate you from others
- To transform you into a memory 'wizard'

### You Will Learn:

- The three elements of memory formation in the brain
- Why your credibility is related to your memory
- The four different types of memory
- How to remember people, names and faces
- How to remember figures that are important to you
- To become more confident as your rapid recall summons key numbers such as passwords, telephone numbers, bank card numbers and more
- How to boost your credibility by magically summoning up facts and figures during meetings and presentations
- To look more impressive as you discard the need for notes and exhibit confident body language

### Who Should Attend:

A real career-enhancing course adapted to the needs of PAs, secretaries, sales professionals and networkers whose memory needs to be on top form. It gives confidence to anyone who is aware that their ability to remember faces, names, key facts and figures makes them highly effective and enhances credibility.

### Your Course Tutor:

*Your Course Tutor is the Number 1 best selling and award-winning author on the topic.*

#### Details:

**Duration:** 1 Day

**Cost:** £395 + VAT

<b>Dates:</b> 30 January 2012	<b>Guildford</b>
23 February 2012	<b>Guildford</b>
10 November 2011	<b>London</b>
5 March 2012	<b>London</b>
4 April 2012	<b>London</b>

## Rapid Reading

### Objectives:

- To noticeably increase your reading speeds
- To heighten your levels of concentration
- To understand written material more fully
- To help maximize long-term retention of the written word
- To use strategies for saving time

### You Will Learn:

- What lies behind the principles of rapid reading
- To identify what slows your reading and how your habits contribute to this
- How to increase the speed of your reading, both individually and in groups
- Strategies to improve your concentration
- A range of techniques such as previewing, skimming and scanning
- Ways to help improve your memory
- Better ways of taking worthwhile notes

### Who Should Attend:

This course is suitable for anyone who would benefit from saving time in dealing with the large amount of reading that they undertake as part of their job. It would be particularly helpful to individuals who read large documents on a regular basis.

#### Details:

**Duration:** 1/2 Day Afternoon

**Cost:** £175

<b>Dates:</b> 8 December 2011	<b>London</b>
2 February 2012	<b>London</b>
8 March 2012	<b>London</b>

## Speed Writing

### Objectives:

- To be able to take notes and/or minutes using speedwriting techniques
- To take telephone or other messages quickly and accurately
- To learn and use strategies to further build your speed

### You Will Learn:

- What is speed writing and why it's useful
- Some basic speedwriting rules
- Useful abbreviations
- Shortcuts and handy hints
- How to take notes
- Techniques to build your speed
- How to develop your own unique abbreviations
- Strategies for building speed back at work

### Who Should Attend:

Anyone working in today's fast paced environment who needs to take notes quickly and accurately. Ideal for minute taking, taking a brief from a client or colleague or even taking an accurate telephone message. A real alternative to shorthand.

#### Details:

**Duration:** 1/2 Day Morning

**Cost:** £175 + VAT

<b>Dates:</b> 8 December 2011	<b>London</b>
2 February 2012	<b>London</b>
8 March 2012	<b>London</b>

### SAVING YOUR TIME!

Short of time? Overloaded with information? Always note-taking?

Then try one or both of these fantastic time-saving topics. While they are different skills their objectives are exactly the same - to save time, make you more effective and relieve some stress.

Half-day courses, we have put them together morning and afternoon, so you can do one or both. Choose both and you save £25 off the day - and get a FREE lunch!

## Raise your Profile – Make an Impact

### Objectives:

- To think about your personal impact, assess your own social style and how you communicate with others
- It will help you improve on interpersonal relationships
- Network more effectively
- You will identify ways to develop your visibility further and to present yourself effectively
- Make the most of opportunities at times when your career is in transition

### You Will Learn:

- To define the behavioural styles - how do others perceive you?
- Awareness of body language and tone of voice
- To adopt appropriate body language and tone to be consistent in the message you want to portray
- What the different social styles are and which is your preferred
- How you can adapt to gain the most from your communication
- How to be more effective when communicating with others in a different style
- To present yourself effectively
- To present your point of view
- How to network effectively
- How to be more visible when attending meetings
- To get involved successfully
- To define your career drivers
- Your strengths and developmental areas
- To create the right impression at interviews
- How to prepare for competency based questions

### Who Should Attend:

Those who would like to assess their current impact on others. If you are looking to increase your profile and visibility within the workplace. If you would like to develop your self awareness of how you are perceived. It is ideal for any individual thinking of their career and how to achieve the best they can.

#### Details:

**Duration:** 1 Day **Cost:** £325 + VAT

<b>Dates:</b> 19 January 2012	<b>Guildford</b>
21 November 2011	<b>London</b>
6 March 2012	<b>London</b>

## Ten Steps to Make The Most of Your Training

### 1. Conduct a personal skills review

Before you select your course, do a personal skills review. Cover your improvement objectives, current skills levels, and desired skills levels so that you identify the gap you want to close.

### 2. Read the course outlines and objectives thoroughly

Find one which fits with your review and seems to address the gap identified. Discuss the courses in more detail with the training company – our Course Advisers are always happy to help.

### 3. Discuss the course and your objectives with your manager

Ask for some clear input from your manager. What change would be welcomed? How and whom it will benefit? Use this feedback when you complete the Pre-Course Questionnaire which we will send you.

### 4. Share your objectives with the trainer

They will try and make sure they are covered during the day.

### 5. Participate fully on the course

Get involved, interact and join in on the practical exercises. Everyone is learning and this is your chance to experiment and practise in a totally safe environment.

### 6. Track your action points

Jot down action points as they occur during the course, so you can add them to your Action Plan at the final session.

### 7. Discuss your action points with your manager

Meet on your return and discuss any changes you plan so that you can put them into practice.

### 8. Refer to your Action Plan

Try and act on one learning point every day or every week until it becomes a habit.

### 9. Don't stop there!

Keep reading, researching and polishing up your performance. Improvement is about change, so embrace it.

### 10. Ask others

Ask your manager, colleagues or customers for feedback and act on it!

## Report Writing

### Objectives:

- To learn essential grammar points
- To express yourself using plain English
- To use the appropriate report format
- To understand the functions and the components of a report
- To revise and correct the first draft efficiently

### You Will Learn:

- The key principles of grammar, punctuation and spelling for use in a report
- How to choose the correct style, tone and level of vocabulary
- The effective use of plain English
- To clearly define the purpose of the report
- To choose the message you wish to communicate
- To develop a report outline quickly and efficiently
- To prepare the first draft
- The best way of revising your first draft

### Who Should Attend:

Formal reports to be read by a wide audience, or informal reports for internal purposes, must be professionally written if they are to have impact. Managers and team members responsible for producing reports will find this day invaluable.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 20 October 2011	<b>Guildford</b>
16 February 2012	<b>Guildford</b>
6 December 2011	<b>London</b>
9 March 2012	<b>London</b>

## Persuasion Masterclass

### Objectives:

- To ensure you leave with a thoughtful, confident and polished approach to the art of persuasion
- To gain a deeper understanding of the psychology behind persuasion
- To discover the importance of words in your interactions
- To gain a better understanding of your 'body language' as an influencing factor
- To develop telephone 'telepathy'
- To develop greater influence through adjusting your style for the audience
- To practise new techniques so that you can confidently use them to give you a much higher success rate in changing minds

### You Will Learn:

- To identify the gaps in your current 'persuasion' approach
- To learn the persuasion 'process' and know your 'persuasion quotient'
- The factors that need to be in harmony to win people over
- The three elements of a persuasive message
- The importance of listening in the persuasion 'process'
- The power of words – what you say and how you say it to avoid failure, conflict, frustration or anger
- How to be persuasive on the telephone
- First impressions last – the importance of body language and non-verbal behaviour and being aware of yours
- Different approaches for different audiences – whether one-to-one or a group

### Who Should Attend:

Anyone who needs to be 'expert' in moving people's viewpoints and gaining cooperation and decisions. This is a crucial skill in many professions and situations such as sales and presentations, customer service, change management or negotiations and this course will give you the confidence and techniques to persuade and change minds.

### Your Course Tutor:

*We have retained the services of the Number 1 best selling and award-winning author for this brand new course.*

#### Details:

**Duration:** 2 Days **Cost:** £795 + VAT

<b>Dates:</b> 2 & 3 Nov 2011	<b>Guildford</b>
1 & 2 March 2012	<b>Guildford</b>
26th & 27th Jan 2012	<b>London</b>

## Technical Report Writing

### Objectives:

- To produce technical reports that are clear, concise and effective
- To adopt a systematic approach to purpose, structure and layout
- To adopt practical techniques for organising information
- To use plain English and correct punctuation
- To use references, appendices, figures and graphics effectively
- To develop a professional approach

### You Will Learn:

- To overcome the barriers to communication through the written word
- The importance of readability
- Techniques for organising and analysing information
- To get the brief right and understand the benefits of planning
- How to deal with abstracts and summaries
- Key tips on punctuation, essential grammar and the use of plain English
- How to foster clarity and brevity, and identify your 'voice'
- The standards and conventions of business English and the role of house style
- To explore techniques for revising, proofreading and editing

### Who Should Attend:

Technical reports are aimed at a demanding audience and writing them can be a challenge. This course is for anyone producing such reports and who needs to develop a more professional approach. Learning is practical and interactive and delegates benefit from direct feedback through peer review.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 12 January 2012	<b>Guildford</b>
15 November 2011	<b>London</b>
20 March 2012	<b>London</b>

## Better Business Writing

### Objectives:

- To become more confident in your business writing ability
- To brush up on the finer principles of grammar and punctuation so that you make the right impression
- To understand the trickier aspects of spelling
- To express yourself persuasively using plain English
- To set the right tone for the type of document, subject and reader
- To plan and structure documents for clarity and storyline
- To enable you to produce your first draft more quickly
- To apply writing techniques that get results

### You Will Learn:

- The essential rules of grammar, punctuation and spelling
- The concept and practice of plain English to acquire a more direct writing style and make your documents more 'readable'
- How to produce letters, emails, memos and documents that are simple but not simplistic
- How to create the 'tone' and style appropriate to the situation and reader
- The techniques of planning and structuring your documents to present the information and achieve your objective
- How to revise and produce your final draft quickly and accurately

### Who Should Attend:

This course is for people at all levels and across all functions who want to produce clearer and more powerful written communications. The techniques will help you to produce letters, emails and all sorts of documents in good style while saving you time in doing it. It's also a great refresher for anyone whose grammar and punctuation are a little rusty.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 15 December 2011	<b>Guildford</b>
21 February 2012	<b>Guildford</b>
15 November 2011	<b>London</b>
18 January 2012	<b>London</b>
13 March 2012	<b>London</b>

## Grammar for Business

### Objectives:

- To learn or re-learn grammar principles and how they influence your business writing
- To appreciate the importance of correct punctuation
- To improve the directness of your writing
- To get the best from plain English usage

### You Will Learn:

- The right way to use nouns, verbs, adjectives, adverbs and prepositions among other English basics
- To write sentences correctly
- To use punctuation effectively
- To improve your spelling
- To adopt a more direct form of writing
- To write more clearly

### Who Should Attend:

If you feel unconfident about your grammar and are concerned that it may be undermining the quality of your message, then this course is designed for you. The combination of learning and fun ensures your written communications can be sent out with confidence.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	8 December 2011	<b>Guildford</b>
	21 March 2012	<b>Guildford</b>
	2 November 2011	<b>London</b>
	12 January 2012	<b>London</b>

## Proofreading Techniques

### Objectives:

- To clarify individual proofreading problems
- To set goals and how to reach them
- To speed up the process and improve accuracy
- To learn about readability
- To become a more 'direct' writer

### You Will Learn:

- About proofreading and copy editing
- To make proofreading less boring
- To proofread more quickly
- About proofreading marks
- How to design a style sheet
- Key grammar points
- How to use plain English to improve readability

### Who Should Attend:

As the importance of accuracy in business documents of all types increases, the need to check properly becomes crucial. This course provides individuals with responsibility for writing or checking detailed documents with a range of skills and strategies to ensure it is done with maximum efficiency.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	17 January 2012	<b>Guildford</b>
	31 October 2011	<b>London</b>
	29 November 2011	<b>London</b>
	28 March 2012	<b>London</b>

“ Positive, enlightening and empowering atmosphere. ”

Dealing Effectively with Difficult People and Situations 30/03/11

“ Excellent course, confidence boosting. ”

Dealing Effectively with Difficult People and Situations 30/03/11

## Presentation Skills

### Objectives:

- To overcome the natural fear of speaking to a group
- To understand and gain the non-verbal skills all good speakers need
- To recognise how verbal language influences listeners
- To write a presentation that people remember
- To deliver an effective short presentation

### You Will Learn:

- Strategies to deal with anxiety
- The impact of non-verbal language
- To make the listener feel special – as if they are the only one you are speaking to
- The way to plan, organise and structure a presentation
- The best way to use visual aids
- The skills involved in delivering a short but effective presentation
- How to answer questions afterwards

### Who Should Attend:

This is an intensive practical course that will provide individuals at any level with the tools to deliver effective, and listened to, presentations.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	12 December 2011	<b>Guildford</b>
	11 October 2011	<b>London</b>
	7 February 2012	<b>London</b>

## NLP for Business – Making the Difference

### Objectives:

- Know why you do what you do
- How to create more of what you're excellent at
- Understand why others do what they do even when it doesn't make sense
- Understand how NLP can improve your sales process and presentation skills
- Create relationships based on trust and respect
- Adapt your communication style to influence and persuade with integrity
- Be effective at dealing with seemingly 'difficult' people
- Create compelling, motivating and resourcefully effective mental and emotional states anytime

### You Will Learn:

- Neuro Linguistic Programming – the science of achievement and how it will benefit you
- Why do I do what I do?
- Why do others do what they do?
- What is so positive about the negatives and how I can use them to create a better me
- What can I do differently to make a difference to the way I feel and act?
- The tricks and secrets of using my mind for a change
- How can I deepen and improve the relationships I have and make new ones more easily?
- How can I create winning teams and understand how to influence individuals within the teams?
- Discovering my personal strength and those of others
- Finding out how I can communicate to different people easily
- Knowing why I thought people were difficult and how I can communicate with them so much more easily
- Planning from the future backwards

### Who Should Attend:

Everyone who needs to influence, persuade, build effective and lasting relationships and to understand why they do as well as to get the best from themselves and others.

#### Details:

**Duration:** 1 Day **Cost:** £325 + VAT

<b>Dates:</b>	1 December 2011	<b>Guildford</b>
	13 October 2011	<b>London</b>
	21 February 2012	<b>London</b>

## Presentation Workout

### Objectives:

- To build techniques to manage your presentation and audience
- To heighten your understanding and use of positive body language and vocal skills
- To receive feedback to empower positive personal presentation
- To develop the ability to communicate powerfully and influence others
- To gain further techniques in managing and understanding the audience

A presentation work-out to hone up practical skills, techniques and vocal command using your own presentation material. With the use of video and playback in order to allow you to see yourself as others do, you will end up creating a presentation to use at work or with clients and understand how to tailor this to different audiences.

### You Will Learn:

#### Day 1 – Presentation Skills

- Tips and Techniques
- Physical and Visual Skills
- Speech and Breathing
- Body Language
- Presentation Techniques
- Audience Understanding
- Avoiding Death by Powerpoint
- Confidence is Key

“Very informative and engaging trainer. Hugely interactive and kept my interest throughout. While not very nice to see your first attempt on film, it is done in a very non-judgmental way and it is essential to see yourself as others do. We all went from ‘amateur’ to ‘professional’!”

Matthew Wicks, Innisfree Housing Association

You know what it's like when you have to attend a presentation. YAWN! Then it happens - YOU have to prepare and deliver a presentation yourself. Bye-bye Confidence. Hello worry, fear, panic and late nights. Breathe deeply... Relax...Relax. We're here to help. Why not get some fresh ideas, some new perspectives and some great tools you can use to make what you're presenting much more dynamic.?

Your Course Leader is an award-winning trainer and BAFTA award-winning theatre director and you will have fun.

### Day 2 – Practice Makes Perfect

- Brad or Angelina
- Shakespeare Can Help
- Managing the Audience
- Handling Questions
- How To Perform
- Practising With Your Presentation
- Feedback & Support

### Who Should Attend:

If you want to build confidence and creative skills, inspire your presentation content and develop a successful face-to-face presentation style, this is for you. The result – confident, winning business pitches.

**NB. Your Course Leader is an award-winning trainer and theatre director.**

#### Details:

**Duration:** 2 Days

**Cost:** £700 + VAT

<b>Dates:</b>	16 & 17 Jan 2012	<b>Guildford</b>
	9 & 10 Nov 2011	<b>London</b>
	26 & 27 March 2012	<b>London</b>



## Project Management - Principles & Practice

### Objectives:

- To provide an introduction to the principles of Project Management
- To describe in a readily understandable way how projects should be managed

### You Will Learn:

- Project Management Principles
  - What is a project?
  - Benefits of Project Management
  - The lifecycle of a project
  - Key principles for success
  - Understanding why projects fail
  - Tools of Project Management
- Planning and Organising a Project
  - Writing a project charter (PID) and a project goal
  - Identifying stakeholders
  - Producing key documentation
  - Defining tasks and durations and understanding critical path analysis
- Project Handover, Closure and Review
  - Close-out procedure
  - Importance of lessons learned

### Who Should Attend:

Project managers, team leaders and business people about to be involved in managing, or overseeing, a project or process will find this introduction course invaluable. No prior knowledge of project management is assumed.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	2 December 2011	<b>Guildford</b>
	7 October 2011	<b>London</b>
	3 February 2012	<b>London</b>

## Change Management

### Objectives:

- Gain a better understanding of drivers for change
- Understand why your staff might resist change
- Understand which steps need to be taken to ensure change is managed and implemented effectively
- Assess the change situation in your own organisation and create an action plan

### You Will Learn:

- To use practical tools to make potentially difficult situations easier for you and your team.
- How to achieve positive outcomes during and after the change programme
- How individuals deal with, and adapt to change
- What the possible obstacles to implementing change are and how you can overcome them
- About the steps you need to take to effectively manage and implement change.
- How you can manage and support the change you are confronted with in your organisation more successfully

### Who Should Attend:

This course is suitable for manager, HR practitioners and anyone who is responsible for implementing, guiding and managing change. It will help to develop their skills and knowledge in effective change management tools and techniques.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	3 November 2011	<b>Guildford</b>
	10 January 2012	<b>Guildford</b>
	2 December 2011	<b>London</b>
	16 March 2012	<b>London</b>

## Finance for Non-Financial Managers

### Objectives:

- To understand the financial documents you meet in your daily work
- Know how finance affects business decisions
- Understand the key elements of company accounts
- To prepare a budget and monitor it

### You Will Learn:

- An understanding of the key financial statements used in a business – cash flow, balance sheet, profit and loss account
- How financial information is used internally and externally
- Commonly used terms and conventions
- How finance affects decisions and company goals

### Who Should Attend:

Managers and administrators who work with financial information and would benefit from a better understanding of terms and conventions. People who need to improve their ability to read and understand financial documents.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 7 December 2011	<b>Guildford</b>
15 February 2012	<b>Guildford</b>
4 October 2011	<b>London</b>
10 January 2012	<b>London</b>
15 March 2012	<b>London</b>

## Meetings – That Mean Business

### Objectives:

- To truly understand what makes meetings successful
- To prepare effectively for all types of meetings – formal and informal
- To learn to chair and manage, applying techniques to control yourself and others effectively
- To understand the principles of minutes and action points and how to note and use them
- To listen more effectively for key points
- To encourage the contribution of each member
- To understand more about using video conferencing in meetings

### You Will Learn:

- Notice, agenda and organising – collecting the topics, agreeing the agenda and setting it up
- Chairing and managing - how to make your meetings effective, establishing objectives and keeping on track, your responsibilities as chairperson
- Effectiveness and the importance of preparation - why meetings fail and ground rules for success. Checklists, questions, agendas and your role
- Translating the discussion into action points for minutes
- The techniques and importance of listening – staying focused, active listening and barriers to listening
- Writing the minutes – why and how. Appropriate business language, grammar, structure and format
- More about video conferencing and how to make it successful

### Who Should Attend:

Meetings can be resourceful events or a drain on time, energy and motivation. This is for people at any level who organise, run or attend meetings and seek improved outcomes. You will gain the confidence necessary to handle all aspects of organising and running meetings.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 11 January 2012	<b>Guildford</b>
9 December 2011	<b>London</b>
13 March 2012	<b>London</b>

## Managing Virtual Teams

### Objectives:

- Understand the managerial issues unique to remote teams
- Maximise performance in a virtual environment
- Understand how to ensure that individual remote staff members operate as a team
- Understand the impact of distance on communication
- Appreciate the role of cultural differences

### You Will Learn:

- How to build and maintain relationships
- The difference between face-to-face and distant relationships
- About the tools that can help you
- How to manage expectations
- Characteristics of success - teams, leaders, organisations
- How technology can help productivity
- When to use what technology

### Who Should Attend:

This course is suitable for anyone who is seeking to enhance their remote managerial and team leading skills. It will help all those who are already managing virtual teams and need further direction. It will also help managers who will shortly be placed in a position where remote managing will form an integral part of their job.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 6 December 2011	<b>Guildford</b>
14 March 2012	<b>Guildford</b>
13 October 2011	<b>London</b>
31 January 2012	<b>London</b>

## The Manager as Leader

### Objectives:

- To strengthen personal identity, impact and leadership skills
- To be clear on your priorities and on the effective management of goals
- To develop a purposeful sense of mission and techniques for motivating your team to maximum success
- To pinpoint traits for the personal development of you and your team
- To gain enhanced communication capability across different, relevant contexts
- To heighten commitment to and expectations of people, results, innovations and development

### You Will Learn:

- Your personal management and leadership style with strengths and limitations
- How your style impacts on others – different styles for different people/situations
- The four key skills – planning, leading, organising and controlling
- Influencing and connecting with your team
- Presentations and running effective meetings
- The art of successful delegation
- Coaching and mentoring to focus your team and achieve results
- Dealing with non-performance or 'difficult' behaviour

### Who Should Attend:

An intensive, practical and illuminating course, ideal for established middle and senior managers who are looking to bring an extra dimension to their own performance and that of their team.

\*NB. Before the course each delegate completes an Insight Discovery Evaluator to gain feedback on their management and communication style. The two days are planned a few weeks apart so that delegates have time to reflect, absorb and practise their new found skills between the course dates.

#### Details:

**Duration:** 2 Days\*

**Cost:** £735 +VAT  
(including Insight Discovery Evaluator)

<b>Dates:</b> 29 Feb & 29 Mar 2012	<b>Guildford</b>
13 Dec & 12 Jan 2012	<b>London</b>

## Supervisory Skills

### Objectives:

- To understand what it means to supervise and manage effectively
- To know how to get the results and performance your staff are capable of
- To discover how to communicate more effectively and listen properly
- To establish or enhance your credibility
- To learn to apply effective delegation techniques
- To enhance your ability to motivate your staff
- To appreciate the importance of giving effective feedback
- To create an Action Plan for the future

### You Will Learn:

- The activities and priorities of an effective supervisor
- The key elements that ensure your team achieves their goals
- Your own strengths and areas for development
- Communicating effectively with individuals and your team
- How to establish and maintain your credibility
- How instruction differs from delegation and when and how to use each
- The key principles and practice of motivation
- How feedback works wonders – both giving and receiving it

### Who Should Attend:

Supervisors, first level Managers and Team Leaders who have been in the role for a short time. It is for everyone who would like to gain a better understanding of what is involved in managing effectively and improving their skills in running and motivating a well organised team to achieve their tasks.

#### Details:

Duration: 1 Day

Cost: £325 + VAT

Dates:	12 January 2012	Guildford
	30 November 2011	London
	9 February 2012	London
	29 March 2012	London

## Newly Appointed Manager

### Objectives:

- To understand roles and responsibilities
- To appreciate the skills needed to motivate and get the best from the team
- Effective communication
- Effective delegation and feedback

### You Will Learn:

- What your role is
- Your responsibilities
- To set SMART objectives
- How to get the best from your team
- Effective ways to handle staff positively
- Motivation
- Delegation
- Feedback – giving and receiving
- Communication and listening skills
- Assertiveness

### Who Should Attend:

This course is specifically for those who have just been promoted or are about to be promoted to their first, or possibly second, line management role.

#### Details:

Duration: 1 Day

Cost: £325 + VAT

Dates:	8 November 2011	Guildford
	7 February 2012	Guildford
	18 October 2011	London
	13 December 2011	London
	20 March 2012	London

## Diversity Management



### Objectives:

- To clarify what diversity really means and does not mean.
- To use diversity to maximize the talents within your team.
- To understand more about diversity and the law.
- To explore strategies for change and inclusion

### You Will Learn:

- What is diversity and why it does matter
- Legislation – an overview
- Where do discrimination and other forms of bad practice come from?
- The real diversity issues
- Good practice and performance management in Recruitment, Supervision, Appraisals, Grievance and Disciplinarys
- Prevention is better than cure
- How to prepare a plan for change

### Who Should Attend:

This course provides an excellent introduction to the whole topic of diversity in the workplace. It looks at the position from both the legal aspect and also the operational aspect to explore the real benefits to an organisation. It is ideal for HR professionals new to this topic as well as line managers leading teams with diverse talents and backgrounds.

#### Details:

Duration: 1 Day

Cost: £325 + VAT

Dates:	30 November 2011	Guildford
	29 March 2012	Guildford
	19 October 2011	London
	24 January 2012	London

## Strategy and Vision



### Objectives:

- To help you determine and communicate where your business, organisation, department, or team will go in the future
- To provide you with a common language for all stakeholders to communicate where you plan to go, your priorities and your key choices

### You Will Learn:

How to do a strategic review and set a vision, strategy and direction, using examples and working exercises, specifically:

- How to do an "environmental analysis" – understanding the landscape you will be facing in the future, what your customers will want, what your competitors will do, how suppliers will behave
- How to develop a "strategic spine" – a longer-term vision, a strategic positioning, an ambition, SMART strategic objectives, simple guiding principles, key choices and decisions
- How to develop a strategic plan – tools and techniques to communicate the strategy easily in numbers, words and pictures. Understand the difference between a strategic plan and other financial and operational tools
- Linking the "rational" and "emotional" in the strategic story – how to make your strategy logical and rigorous but also energising and dynamic

### Who Should Attend:

Ideal for those who are responsible for, or involved in, setting and communicating strategy and direction but who are less familiar with strategy as a discipline. The course is designed to take the "myth" and the "fear" out of strategy and to show how organisations think about strategy all the time, often without realising it!

#### Details:

Duration: 1 Day Cost: £325 + VAT

Dates:	14 December 2011	Guildford
	14 March 2012	Guildford
	24 November 2011	London
	8 February 2012	London

## Managing People Effectively



### Objectives:

- To understand the characteristics of an effective manager
- To attain results through effectively managing people
- To have a good framework for the performance review
- To understand the team through Situational Leadership
- To appreciate how to give motivational and developmental feedback
- To develop a coaching style
- To establish how to deal with conflict more effectively
- To create an Action Plan for the future

### You Will Learn:

- The all important characteristics of an effective manager using the Action Centred Leadership model
- Situational leadership – stages, team fit and style
- Planning and running team meetings to encourage action
- All about Direction, Delegating and Coaching – when and how to use
- How to use performance, standards and constructive feedback to appraise people effectively – formally and informally
- The techniques to deal with difficult behaviour and conflict

### Who Should Attend:

The course provides a professional framework of skills for managers with some experience who wish to develop their skills further. In addition to the standard management tools, the programme supports the manager who wishes to revisit the principles of role modelling appropriate managerial behaviours. A vital course if your focus is to get the best from your people through support, encouragement and effective coaching - whether you are responsible for an individual or a team.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	29 November 2011	<b>Guildford</b>
	20 March 2012	<b>Guildford</b>
	31 October 2011	<b>London</b>
	11 January 2012	<b>London</b>

## Organising Your Manager



### Objectives:

- To be able to develop a good working relationship with your manager(s)
- To be confident setting up systems to manage resources, your time and the input of others.
- To develop clear communication skills to get tasks done
- To build strategies to influence and convince others of the need to act
- To understand your manager's style of working and how to respond
- To enhance office performance

### You Will Learn:

- Self perception – of yourself and your contribution
- The key skills needed for efficiency and effectiveness
- Ways and means to develop your role
- The foundations of an effective working relationship and how to build them
- An understanding of what your manager needs from you and how to organise and prioritise to make it happen
- Reactive and proactive working – the differences and how both have their place
- Managing your time and your manager's - an awareness of time-stealers and how to control them
- The critical role of active listening – and how to do it
- The questions that are essential to achieving results
- The three steps to take to help persuade others
- To analyse the working style of your manager(s) and how best to respond
- Different approaches for different styles

### Who Should Attend:

First line managers, PAs and those in a support role who wish to improve both their organisational and communication abilities to do a more effective job - and to impressively increase the contribution they make to their managers, colleagues and team. A course to increase your own confidence, build your manager's trust in you and enhance your value to the organisation.

#### Details:

**Duration:** 1 Day **Cost:** £325 + VAT

<b>Dates:</b>	24 November 2011	<b>Guildford</b>
	13 March 2012	<b>Guildford</b>
	18 October 2011	<b>London</b>
	25 January 2012	<b>London</b>

## Train the Trainer – Fast Track

### Objectives:

- To understand more about how adults learn - and how this impacts on our design and delivery of training programmes
- To gain strategies for writing effective training courses and sessions
- To recognise the characteristics of effective trainers – and use them to best effect
- To be more confident in your ability to deliver an effective training course

### You Will Learn:

- How adults learn and the four learning styles
- How to incorporate each into the training environment
- Accelerated learning – what is it – why is it relevant to trainers?
- How to set and write SMART objectives
- What activities will help the learner absorb key information?
- The importance of timings for each building block
- How we can make our training 'come alive' with visual aids
- Strategies to overcome nerves – some practical tips
- A few ideas to help deal with 'tricky' participants
- How to evaluate training

**A key element in this training is the opportunity to deliver a five minute training course.**

### Who Should Attend:

Any member of staff who now has the responsibility to train others in the workplace. It also acts as a 'refresher' for experienced trainers looking to update and enhance their skills in a very 'hands on' environment.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	26 January 2012	<b>Guildford</b>
	23 November 2011	<b>London</b>
	19 March 2012	<b>London</b>

## Disciplinary and Appeals Procedure

### Objectives:

- To provide the knowledge and confidence to handle disciplinary situations
- To understand the legal framework for disciplinary situations
- To be clear on what constitutes a "fair dismissal" and the different types of dismissals
- To understand the key management responsibilities involved in carrying out disciplinary procedures
- To understand the role of those who act as companions to their colleagues at disciplinary hearings
- To know how to use informal action effectively and recognise when formal procedures are necessary
- To understand how your disciplinary skills can be used in day-to-day management when faced with underperformance or absence issues

### You Will Learn:

- The different roles of the line manager and HR
- How to review your company policy to ensure it meets minimum guidelines
- Policies and procedure to prevent disciplinary situations
- How to use informal performance management techniques effectively
- When and how to carry out an investigation correctly and fairly prior to disciplinary action
- The process of carrying out a disciplinary hearing and employees' rights
- The key errors and how to avoid them

### Who Should Attend:

Line managers who need a better understanding of disciplinary and appeal procedures. Anyone who needs practical and realistic advice on how to follow the correct procedures to avoid being in a disciplinary or appeal situation and what to do if you are in one.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	27 October 2011	<b>Guildford</b>
	6 December 2011	<b>London</b>
	16 February 2012	<b>London</b>

## Extraordinary Customer Service

### Objectives:

- To inspire a service culture where professionalism and enthusiasm are fused together
- To build on existing capabilities and re-focus attitudes and skills to meet current and future challenges
- To know what comprises an extraordinary service attitude and approach
- To develop skills in communication and behavioural flexibility - dealing with different people and challenging situations
- To enhance complaint handling skills - how to turn around upset clients successfully

### You Will Learn:

- Why service should be extraordinary
- Who are your customers?
- The internal customer
- Perception – how do people see us?
- Attitude – there is nothing so contagious as enthusiasm
- Telephone essentials and specific vocabulary
- Questioning skills and building rapport
- Four POWER points for astonishing influence and impact
- Complaints and why they are gifts
- How to deal with difficult people, angry customers, screamers!
- Recovery strategies when things go wrong
- The four levels of service used by all top service providers
- The Five Commandments of Service Superstars - the traits that make superstars!

### Who Should Attend:

The course is for people new to customer service or those who need an injection of fresh ideas. The purpose of this training is to help define service levels and to provide the skills to deliver a world class level of customer service.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 8 February 2012	<b>Guildford</b>
1 March 2012	<b>Guildford</b>
9 November 2011	<b>London</b>

## Web Marketing Magic

### Objectives:

- To understand the importance of building a strategic marketing plan within the digital landscape
- To learn how to profile and target your optimum target markets
- To understand how the web and search engines work with marketing
- To learn how to apply the latest search engine optimisation techniques to maximise visitor traffic
- To gain techniques to create and manage your own e-shot or e-newsletter campaigns

### You Will Learn:

- Building an integrated marketing plan including your objectives, target audiences
- The five main areas of communication: Direct Selling, PR, Advertising, Direct Marketing, Promotions as strategic options
- Your current client data and how you use it
- Optimising your website and online ranking and visibility through search engines
- How are websites found and read and the impact of links, blogs, social networks and multimedia
- The secrets and context of e-marketing efforts including list building, e-shots, PPC and keyword lists
- How to write successful e-shots - frequency, format, creativity
- Monitoring, testing and review

### Who Should Attend:

Individuals and organisations who manage, or are launching, a website and want to improve their chances of success! A blend of marketing know-how and the latest digital insights to help you integrate and optimise your online business development efforts.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 31 January 2012	<b>Guildford</b>
17 November 2011	<b>London</b>
1 March 2012	<b>London</b>

## Telesales – Breaking the Barrier!

### Objectives:

- To build confidence in all aspects of telesales
- To examine how best to structure calls for success
- To set realistic goals and achieve them
- To get gatekeepers or secretaries on your side
- To ask the right questions so that you establish and maintain interest
- To learn how to build desire and improve conversion rates
- To handle doubts or objections effectively
- Close positively and build on your success

### You Will Learn:

- How the telephone is a medium for success
- Communication challenges – the phone as your friend
- How to set realistic and achievable objectives
- The critical preparation factors in getting through and gaining attention
- The questions to gain credibility and interest
- The power of your story and establishing rapport
- Why you get doubts, objections and indecisiveness and how to overcome them
- The way to close positively with a successful outcome
- Some ways to follow up professionally
- The pay-off for persistence and a positive attitude

### Who Should Attend:

All sales people who need to interest new customers in their product or service by phone and who want greater success and more enjoyment. Those who want to refocus on up-to-date techniques, develop the right mental approach and reap the rewards of successful outcomes! It will act as an introduction or a refresher to building sales and relationships by phone.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 7 December 2011	<b>Guildford</b>
15 March 2012	<b>Guildford</b>
6 October 2011	<b>London</b>
23 February 2012	<b>London</b>

## Account Management - Developing Relationships, Growing Business

### Objectives:

- To provide a framework to strengthen your relationships and maximise business capability
- To identify current and potential opportunity to build key accounts
- To understand the importance and power of information in order to develop solutions
- To understand the compelling force of desire and how to build it in your customer
- To update and broaden your 'sales' techniques to a strong collaborative approach
- To understand the decision making process
- To gain confidence in planning and carrying out a key account strategy to build business

### You Will Learn:

- To analyse the characteristics of your current and potential key accounts
- The processes, skills and techniques to structure compelling solutions
- How to use a collaborative consultative style to strengthen your relationships
- The information you need that keeps your accounts moving and how to get it
- About decision makers and decision making processes
- How to evaluate and improve systems
- Practical skills to plan, develop and implement a key account strategy
- How to define key success indicators and set realistic goals

### Who Should Attend:

Sales people at all levels looking to grow existing and new clients by developing strong partnership relationships. Those responsible for uncovering opportunities and devising the strategy for success.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 1 February 2012	<b>Guildford</b>
16 November 2011	<b>London</b>
7 March 2012	<b>London</b>

## Negotiation Skills

### Objectives:

- To explore individual attitudes to negotiation
- To understand what makes us bad negotiators
- To develop strategies to be better negotiators
- To start getting the outcomes we want
- To spot the pitfalls present in any negotiation situation
- To write a plan for change

### You Will Learn:

- Your real attitudes to negotiating
- Who the best negotiators are and why
- The worst thing a negotiator can do
- How to prepare properly
- The negotiator's most useful question
- Whether seeing is believing
- The most important single principle of negotiating

### Who Should Attend:

The course has been specifically designed for people negotiating on behalf of their organisation with external suppliers. The principles behind it apply to negotiation at any level.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 19 October 2011	<b>Guildford</b>
8 February 2012	<b>Guildford</b>
14 December 2011	<b>London</b>
5 March 2012	<b>London</b>

## Event Management – The Next Step

### Objectives:

- To be able to set clear event aims and objectives
- To know how to design and create your event
- Learn how to effectively promote your event
- To manage your event budgets
- To design your event programme
- To be able to assess and evaluate your chosen venue
- To know how to design and plan your site
- To produce and theme your event
- To know how to risk assess and manage basic health and safety at your event
- To effectively evaluate your event

### You Will Learn:

- About the world of events
- The event planning process
- Purpose: reasons for the event
- About presentation: event design and creation
- The skills of event planning: what do you need to do to deliver your event - plans, budgets, services
- Event venue evaluation
- How to promote your event effectively
- Designing your event programmes
- Participation: involving your audience
- Event production: co-ordinating the delivery of your event, operational plans, risk and fire assessments, event health and safety
- New people skills: know your audience, event team management, key event management skills
- How to evaluate an event
- Review of practical tips to take back to the workplace

### Who Should Attend:

This course is for those people with some event management experience. It is designed to give organisers of business events, such as conferences, corporate hospitality, product launches, dinners, awards, exhibitions, team building, reward and appreciation events, the essential tools to deliver high quality event experiences time and time again.

#### Details:

**Duration:** 1 Day **Cost:** £325 + VAT

<b>Dates:</b> 24 November 2011	<b>Guildford</b>
22 February 2012	<b>Guildford</b>
20 October 2011	<b>London</b>
19 January 2012	<b>London</b>
16 March 2012	<b>London</b>

## Brand Strategy – Create Your Perfect Brand

### Objectives:

To know and understand the answers to some key branding questions:

- What does my brand do?
- What is my ambition for the brand?
- What does my brand stand for?
- How will the brand achieve its vision?
- Why do my potential customers need my brand?
- Where does the brand rank against its competitors?
- What is the brand's character, behaviour and appearance?
- Who is interested in the brand?

### You Will Learn:

Eight key principles of brand creation and brand strategy including:

- Purpose, Vision, Values & Mission
- Proposition, Positioning, Personality, Audience
- Brand Implementation including your own toolkit to take away with you to ensure maximum gain on your return to work

### Who Should Attend:

Business owners, entrepreneurs, directors, senior executives and marketing personnel who are involved in building a new brand or overhauling an existing one. This is an essential day to give you a great grounding or a thorough update.

**NB. Your Course Leader is a creative director of a Brand Consultancy and author of one of the leading books on the subject.**

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b> 2 February 2012	<b>Guildford</b>
7 December 2011	<b>London</b>
15 March 2012	<b>London</b>

### Follow up (optional)

A one-day or half-day coaching session - each delegate/company will have the option for a personal consultation to assist with their brand programme. Please call us for more information on 01483 457997.

## Many More Topics

If you can't see the topic you are looking for just give us a call - the open courses are drawn from our most popular titles, however we have many more in our repertoire which we run as closed courses for in-house groups.

Below is a list of other topics we are regularly asked to run:

- Coaching Skills for Managers
- Conflict Management
- Cracking the Cashflow Barrier
- Data Protection – Understanding the Law
- Employment Law for Managers
- Emotional Intelligence
- Interviewing for staff recruitment
- Managing Employee Absence
- Managing Team Performance
- Managing Upwards
- Speak Clearly Be Heard
- Stress Management

These can be customised through using your material, case studies, internal examples and new topics can be completely written to your brief.

Most of our courses can also be run as condensed versions in half day modules - and our 90 minute Learning Express topics focus even more succinctly on topics that you think will make a critical difference to your team.

### Course Leaders

Our trainers all have practical backgrounds in their fields as well as being qualified trainers and coaches - some are authors, theatre directors and first rate practitioners on their specialist topics. Delegates will always experience an interactive, stimulating and interesting time with plenty of points to take away for action.

### Mission!

Training with a positive impact on your people, performance and profitability.

## Event Management – An Introduction

### Objectives:

- Have an understanding of the event management industry and the different types of events that you may have to manage
- Understand what makes an event successful
- Know what skills and qualities an effective event manager needs
- Be able to put together a plan for your event, detailing critical actions and resource requirements
- Be aware of how to identify and log your event risks
- Understand how to develop and manage an event budget
- Have some ideas on how to market an event
- Know how to assess venues and organise suppliers

### You Will Learn:

- What is an event?
- The key principles for successful events
- The skills and qualities of the Event Manager
- Mistakes to avoid, triumphs and tips
- To define your brief - understanding the objectives of the event and its target audience
- To produce an event plan
- About venue selection
- How to produce a budget
- To identify and mitigate risks
- The need for good record keeping
- How to work with suppliers
- Ideas for marketing
- On the day of the event – your role
- Evaluating and reviewing the event

### Who Should Attend:

This workshop is designed for those who need to organise internal and external events including client functions, meetings, conferences, training sessions and team away-days.

#### Details:

**Duration:** 1 Day **Cost:** £325 + VAT

<b>Dates:</b>	15 December 2011	<b>Guildford</b>
	23 March 2012	<b>Guildford</b>
	25 November 2011	<b>London</b>
	13 January 2012	<b>London</b>
	22 February 2012	<b>London</b>

## Effective Office Management

### Objectives:

- To redefine the breadth of your role and key issues for success
- To learn to apply practical skills to organise the people and facilities in a busy office
- To understand your objectives for internal and external customers
- To set up systems to manage and monitor budgets
- To learn how to buy and negotiate with suppliers confidently
- To apply assertive techniques to get things done to deadline
- To develop key management skills for planning information flow and decision making
- To embed project management techniques for planning through to successful completion

### You Will Learn:

- The skills, qualities and responsibilities of an office manager
- The importance of setting up good systems, process and procedures
- The key areas of prioritising and time management
- How to use project management techniques in your planning
- Setting up and monitoring your budget
- Dealing professionally with suppliers and handling negotiations
- Managing yourself and your team – expectations, goals, feedback
- Communication and influencing in meetings, difficult situations etc
- Tapping into resources that can help

**NB** This is practical, hands-on training and you will use Microsoft Office applications as appropriate throughout the course.

### Who Should Attend:

PAs, secretaries and office managers responsible for the smooth running of a general or departmental office. Whether you are newly appointed or wanting to develop your skills, discover techniques to make your office run like clockwork.

#### Details:

**Duration:** 2 Days **Cost:** £650 + VAT

<b>Dates:</b>	19 & 20 Jan 2012	<b>Guildford</b>
	3 & 4 Nov 2011	<b>London</b>
	8 & 9 March 2012	<b>London</b>

## Executive PA - Providing Top Level Support

### Objectives:

- To understand the role of the Executive PA and the skills expected
- To know how to build a successful working relationship with your boss
- To get to grips with the principles of assertive behaviour and confident communication
- To know how to manage your time effectively
- To prepare to take on more responsibility
- To grasp tips and techniques for solving problems and making decisions

### You Will Learn:

- The role of the PA / Executive Assistant, how and why it is changing
- Providing proactive support to your boss
- Defining your own role and what you want to achieve
- Understanding the role of management and where you fit in
- Being assertive and how it impacts on your confidence and others' perceptions
- Giving feedback to your managers and other team members
- Time management techniques to manage self, manager and workload to achieve priorities and meet deadlines
- Achieve control and take responsibility through using initiative, problem solving and making decisions

### Who Should Attend:

PAs and secretaries who are looking to develop their role beyond secretarial, by gaining the skills and attitude to take a more proactive approach.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	13 October 2011	<b>London</b>
	3 November 2011	<b>London</b>
	12 December 2011	<b>London</b>
	16 January 2012	<b>London</b>
	13 February 2012	<b>London</b>
	29 March 2012	<b>London</b>

## Minute Taking - A Practical Guide

### Objectives:

- To reduce the time it takes to produce accurate minutes with confidence
- To work effectively with the chairperson to prepare the meeting and agenda
- To identify and overcome barriers to listening during meetings
- To learn note-taking techniques that work
- To identify and capture the key points of a discussion
- To use these skills to produce accurate minutes confidently

### You Will Learn:

- To organise agendas
- To prepare for the meeting
- To understand what makes a successful meeting
- Why minutes are important
- Strategies to develop critical listening skills
- How to identify key points
- How to take notes accurately
- Best ways of writing up the minutes and converting notes to text

### Who Should Attend:

This course is ideal for those responsible for recording minutes of formal meetings as well as a record of informal meetings.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	27 October 2011	<b>London</b>
	24 November 2011	<b>London</b>
	20 December 2011	<b>London</b>
	17 January 2012	<b>London</b>
	16 February 2012	<b>London</b>
	15 March 2012	<b>London</b>

## Newly Appointed Secretary/ Administrator

### Objectives:

- To understand the role of the secretary/administrator and know the skills required for this position
- To learn what's needed to build a successful working relationship with your manager
- To communicate more confidently
- To learn diary management skills and how to manage your time better
- Understand how to organise meetings
- Learn about minutes of meetings and what's involved in taking them



### You Will Learn:

- How and why the office and office roles are changing
- About the role of management and where I fit in
- How to build a successful working relationship with my manager – working in partnership
- About assertive behaviour
- How to give feedback to our managers and other team members
- Ways to manage myself, my manager and my workload
- To spot symptoms of poor time management and how they can be overcome
- How to set priorities and meeting deadlines
- About to do lists, planners and other tools
- About organising meetings
- Minutes – what they are and how to take them

### Who Should Attend:

People moving from a junior office position to one where they will take on more responsibility and a wider range of activities. It will also suit more experienced individuals moving from specialist roles such as receptionist to a wider administrative position.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	10 January 2012	Guildford
	14 November 2011	London
	2 February 2012	London
	21 March 2012	London

## Professional Receptionist - Your Company's Image Matters!

### Objectives:

- To understand the importance of the receptionist role to the company and customers
- To develop a full awareness of what is involved in the role and its possibilities
- To increase confidence in dealing with all sorts of people at all levels
- To gain and retain the right attitude
- To learn how to make a memorable first impression
- To review and learn how to apply best telephone practice and a friendly telephone manner
- To develop strategies for dealing with difficult situations

### You Will Learn:

- Identifying your personal strengths and areas for development
- The link between attitude and performance – right or wrong, your motivation and behaviour
- Overcoming the 'bad day' syndrome
- The range of your role, your main tasks and the wider organisational context
- How to make a positive and lasting first impression through personal presentation, body language and communication
- The essentials of good telephone manners, handling messages, your voice, how you speak and what you say
- Handling difficult callers and visitors
- Portraying the company image
- Interacting with clients and colleagues
- Enhanced telephone skills through practice

### Who Should Attend:

Receptionists and others who are representing their organisation in a front line position. People who want to develop improved skills to create better first impressions and lasting relationships with regular callers, visitors and internal customers.

**Important:** this course is limited to 6 delegates to ensure maximum benefit.

#### Details:

**Duration:** 1 Day

**Cost:** £325 + VAT

<b>Dates:</b>	9 December 2011	London
	10 January 2012	London
	1 March 2012	London

## Type in Two Days – Accelerated Learning

The average two finger typist keys in at about 15 words a minute. A competent touch typist would easily achieve over 60 words a minute. Simple arithmetic tells you that someone keyboarding for an hour a day could save between 15 and 20 DAYS (yes days!) a year, simply by increasing from 15 words to 30 words a minute.

### Objectives:

- To explain how accelerated learning works and how it will be used to teach you to touch type – fast
- To overcome your barriers to learning this essential skill
- To have you touch typing (ie not looking at the keyboard) all the letters of the alphabet within two days
- To build your speed to the maximum you can achieve within the time allowed
- To give you the strategies and the tools to further build your speed once you return to work

### You Will Learn:

- How to sit properly when typing to help avoid RSI and back pain
- The correct fingers to use for each letter of the alphabet
- How to get rid of your existing bad habits
- The strategies needed to build up your typing speed
- How to practise once you return to your place of work and at home
- To type properly!

### Who Should Attend:

This course is for everyone who is frustrated by how long it takes to type an email, letter or report. If you believe that it takes too long to learn to type properly, then this course is for you.

#### Details:

**Duration:** 2 Days

**Cost:** £495 + VAT

<b>Dates:</b>	3 & 4 October 2011	London
	7 & 8 November 2011	London
	5 & 6 December 2011	London
	9 & 10 January 2012	London
	6 & 7 February 2012	London
	5 & 6 March 2012	London

## From PA To Executive PA

### Objectives:

- To redefine the breadth of the role of the Executive PA and others' expectations
- To know how to build a more successful working relationship with your manager
- To understand the principles of assertive behaviour and how to communicate confidently
- To develop the ability to plan and monitor ongoing tasks and projects successfully
- To develop confidence to contribute effectively in meetings
- To know how to manage your time effectively
- To take accountability, transform your role and performance

### You Will Learn:

- Skills and qualities you need to provide proactive support at senior/board level
- Awareness of the Four Working Styles
- Your strengths and areas for development
- Understanding the reality of your job – your role, diary management, prioritising, managing yourself, manager and workload
- Preparing and presenting information for yourself and your boss
- Decision making / problem solving techniques and improving lateral thinking skills
- The confidence and assertiveness needed to communicate effectively
- To take control of a busy workload through delegating and prioritising
- Managing small projects and events successfully through planning ahead
- Managing your reactions - cause & effect

### Who Should Attend:

PAs, senior secretaries, management assistants and executive assistants who are looking to develop their role, improve their skills and seriously enhance their performance.

#### Details:

**Duration:** 2 Days **Cost:** £650 + VAT

<b>Dates:</b>	19 & 20 January 2012	Guildford
	20 & 21 October 2011	London
	17 & 18 November 2011	London
	15 & 16 December 2011	London
	23 & 24 February 2012	London
	22 & 23 March 2012	London

## Microsoft Office Applications

GBC Learning can introduce you to a full programme of Microsoft Office applications courses in Guildford and London. The open course calendar is below with more detailed courses on our websites. Transition updates from Ms v2003 to Ms v2007 and to Ms v2010 are also popular - please ask about these and in house group training - full-day and half-day workshops are available on your site or our venues.

**Duration:** All open courses are 1 Day **Cost:** £205 + VAT

For information or to book

### Guildford

[www.gbclearning.co.uk](http://www.gbclearning.co.uk)  
Telephone 01483 457997

### London

[www.pitmanlondon.co.uk/gbclearning](http://www.pitmanlondon.co.uk/gbclearning)  
Telephone 020 7256 6668

## Access Level 1, 2 & 3

dates available in all Microsoft suites please request dates for London & Guildford

## Excel Level 1

Suitable for anyone who is new to Excel or who would like a refresher before moving to a higher level.

### Guildford

V. 2003	V. 2007/2010
5 October 2011	5 October 2011
2 November 2011	2 November 2011
6 December 2011	6 December 2011
11 January 2012	11 January 2012
2 February 2012	2 February 2012
8 March 2012	8 March 2012

### London

V. 2003	V. 2007/2010
10 October 2011	10 October 2011
9 November 2011	9 November 2011
1 December 2011	1 December 2011
11 January 2012	11 January 2012
2 February 2012	2 February 2012
1 March 2012	1 March 2012

*'I never thought I would get to grips with the formulas, however, I found the course extremely informative and very useful indeed. The trainer was excellent'*

**Excel 2007 Level 1**

## Excel Level 2

To get most from this course you should be confident in your Excel Skills, including formulas. This course is ideal for anyone looking to use the functionality of Excel to a much greater degree.

### Guildford

V. 2003	V. 2007/2010
12 October 2011	12 October 2011
16 November 2011	16 November 2011
13 December 2011	13 December 2011
19 January 2012	19 January 2012
13 February 2012	13 February 2012
20 March 2012	20 March 2012

### London

V. 2003	V. 2007/2010
25 October 2011	25 October 2011
2 November 2011	2 November 2011
19 December 2011	19 December 2011
19 January 2012	19 January 2012
16 February 2012	16 February 2012
20 March 2012	20 March 2012

## Excel Level 3

This is suitable for anyone confident in their Excel Skills but who wishes to move to an advanced level.

### Guildford

V. 2003	V. 2007/2010
28 November 2011	28 November 2011
26 January 2012	26 January 2012
29 March 2012	29 March 2012

### London

V. 2003	V. 2007/2010
19 October 2011	19 October 2011
3 November 2011	3 November 2011
22 December 2011	22 December 2011
26 January 2012	26 January 2012
23 February 2012	23 February 2012
27 March 2012	27 March 2012

## Outlook Level 1

Suitable for anyone new to Outlook or those people using it for email only who could gain so much more from its full functionality.

### Guildford

V. 2003	V. 2007/2010
25 October 2011	25 October 2011
17 January 2012	17 January 2012

### London

V. 2003	V. 2007/2010
11 October 2011	11 October 2011
22 November 2011	22 November 2011
13 December 2011	13 December 2011
18 January 2012	18 January 2012
14 February 2012	14 February 2012
15 March 2012	15 March 2012

## PowerPoint Level 1

Suitable for anyone who is new to PowerPoint or who would like a refresher before moving to a higher level.

Guildford	
V. 2003	V. 2007/2010
18 October 2011	18 October 2011
15 December 2011	15 December 2011
20 February 2012	20 February 2012

London	
V. 2003	V. 2007/2010
5 October 2011	5 October 2011
15 November 2011	15 November 2011
7 December 2011	7 December 2011
16 January 2012	16 January 2012
9 February 2012	9 February 2012
13 March 2012	13 March 2012

## PowerPoint Level 2

To get most from this course you should be confident in your PowerPoint Skills. This course is ideal for anyone looking to use the creativity and functionality of PowerPoint to a much greater degree.

Guildford	
V. 2003	V. 2007/2010
8 November 2011	8 November 2011
5 January 2012	5 January 2012
13 March 2012	13 March 2012

London	
V. 2003	V. 2007/2010
26 October 2011	26 October 2011
23 November 2011	23 November 2011
21 December 2011	21 December 2011
25 January 2012	25 January 2012
22 February 2012	22 February 2012
22 March 2012	22 March 2012

## Project 2003 Level 1

Suitable for anyone who is new to Project or who would like a refresher before moving to a higher level.

Guildford	
V. 2003	V. 2007/2010
22 November 2011	22 November 2011
8 February 2012	8 February 2012

London	
V. 2003	V. 2007/2010
On Request	

## Project 2003 Level 2

You need to be confident with Project and to have attended the Level 1 course to attend this training.

Guildford	
V. 2003	V. 2007/2010
27 October 2011	27 October 2011
23 January 2012	23 January 2012

London	
V. 2003	V. 2007/2010
On Request	

## Word Level 1

Suitable for anyone who is new to Word or who would like a refresher before moving to a higher level.

Guildford	
V. 2003	V. 2007/2010
10 October 2011	10 October 2011
9 November 2011	9 November 2011
5 December 2011	5 December 2011
9 January 2012	9 January 2012
6 February 2012	6 February 2012
1 March 2012	1 March 2012

London	
V. 2003	V. 2007/2010
12 October 2011	12 October 2011
1 November 2011	1 November 2011
2 December 2011	2 December 2011
12 January 2012	12 January 2012
8 February 2012	8 February 2012
7 March 2012	7 March 2012

## Word Level 2

To get most from this course you should be confident in your Word Skills. This course is ideal for anyone looking to use the functionality of Word to a much greater degree.

Guildford	
V. 2003	V. 2007/2010
23 November 2011	23 November 2011
25 January 2012	25 January 2012
14 March 2012	14 March 2012

London	
V. 2003	V. 2007/2010
18 October 2011	18 October 2011
29 November 2011	29 November 2011
20 December 2011	20 December 2011
24 January 2012	24 January 2012
21 February 2012	21 February 2012
21 March 2012	21 March 2012

## Word Level 3

This is suitable for anyone confident in their Word Skills but who wishes to move to an advanced level.

Guildford	
V. 2003	V. 2007/2010
12 December 2011	12 December 2011
26 March 2012	26 March 2012

London	
V. 2003	V. 2007/2010
24 October 2011	24 October 2011
16 November 2011	16 November 2011
23 December 2011	23 December 2011
31 January 2012	31 January 2012
28 February 2012	28 February 2012
29 March 2012	29 March 2012

*'What a dramatic difference this will make to my presentations, I thoroughly enjoyed the training day'*

**PowerPoint 2003 Level 2**

*'The trainer was fantastic and spent 1-2-1 time with me in the lunch break to help me with some specific work that relates to my role'*

**Word 2003 Level 1**

# GBC Learning Clients

Below is a list of some of the organisations who have used GBC Learning within the last 2 years.

A2 Housing Group	Guinness World Records	Roffe Swayne
ABN Amro	Hackney Children & Young Peoples Services	Rolls Royce Aero Engines
Air Charter Service	Heritage Lottery Fund	Royal College of Paediatrics
Allianz Insurance	Hertfordshire Police	Royal Garden Hotel
Ambassadors Theatre Group	Home Farm Trust	Royal Holloway, London Uni
Asset Management Group	Honourable Society of the Middle Temple	Royal Horticultural Society
Asthma UK	Horsham District Council	SAB Miller
Bacardi Brands	House of Commons	Salvation Army
Bae Systems	Huf haus	Sanofi Aventis
Bales Worldwide	Jardine Lloyd Thompson	Sayer Vincent
Barclays plc	John Lewis plc	Scott Brownrigg Turner
Barlow Robbins Solicitors	Kirkland & Ellis	SEEDA
BBC	Kone Lifts	Shelter
Bells Solicitors	Lambeth Local Authority	Shilling Communications
Berymans Lace Mawer	Land & Water	Shipleys
Bloomberg's	Legal & General Assurance	SME Invoice Finance
Breast Cancer Campaign	Lerch Bates	South Thames College
Brent Council	London Chamber of Commerce	Stoneham Housing
British Horse Racing Authority	London East Connexions	Surrey Police
British Red Cross	London School of Economics	Surrey Satellite Technology
British Transport Police	Lovetts PLC	Taxbriefs Ltd
Business Link Surrey	MacMillan Cancer Support	Tearfund
Care International	Menzies Chartered Accountants	Telegraph Media Group
Changing Workplace	Merchant Taylors	Temple Legal
Charlton School	Mero-Schmidlin	The Automobile Association
Church of England	MetroLink Rail	The Cabinet Office
City of London Police	Ministry of Justice	The Forestry Commission
College of Law	Mitsubishi Electric	The Home Office
Cookson Electronics	Monckton Chambers	The Law Society
Daewoo Securities	MS Society	The Observer
Deya Ltd	Nigeria Liquid Natural Gas Co	Tower Hamlets College
Diversified Agency Services	Northern Ireland Water	Tower Hamlets Local Authority
Draycott Hotel	Notting Hill Housing Group	Tozer Seeds
Dolphin Square	OIAHE	Transport for London
DuCane Housing	OTM Consulting	Treloar College
Earlex	Outsights	Turning Point
East London Business Alliance	Penningtons	Veterinary Labs Agency
Echo Research	Penrose Financial	Volvo Construction Equipment
eibe play	Positive Thinking	Waverley Borough Council
Elmbridge Borough Council	Punter Southall	WBB Minerals
Enstar Group	Racecourse Association	White & Sons
Epsom & Ewell Borough Council	Rainbow Trust	White Cube Gallery
Ernst & Young	Repropoint	Wise & Co
Federation of Master Builders	Reuters-Thomson	Woking Borough Council
Foreign & Commonwealth Office	Risk Assurance Management	Worldwide Fund for Nature
Greater London Authority	Roehampton Club	Wunderman
Guildford College		

For our terms of business, please see our web site:

# [www.gbclearning.co.uk](http://www.gbclearning.co.uk)

London: 020 7256 6668 Guildford: 01483 457997