



2004: Summer Shorts
Great learning for your people

What are shorts?

Shorts are a great way to

- breathe new life into your learning
- benefit from leading edge learning trends and techniques
- use learning events in bitesize chunks that your people can fit easily into their working day

We understand your dilemma. You want to equip your organisation with learning not only for today's world but tomorrow's too. Yet your managers and staff have so little time to do it. For them, taking a day or more out of work for training is just too big a chunk of their working week. Even if they do, their mind is more likely to be on the work they have to catch up on, rather than the learning itself!



We have the answer. Shorts are energetic learning sessions:

- On your premises – no travel or minimal off site travel involved
- Around 120 minutes – doesn't mess with your staff's other daily commitments
- Focused on essential learning with immediate relevance for your people

Below is a sample of some of the shorts available but there are also tailored shorts, name your requirements and we will help you find shorts that fit

Short Outlines

All sessions are intensive and interactive, using delegates' own real-life experiences and giving them enhanced skills, tips and tools that they can apply immediately at work.

Title	MOVE ON UP! – learning for you
Who should attend	All managers and staff
Learning	Whether you're a manager or member of staff, you are increasingly expected to take responsibility for your own training and development. The world of learning is changing as rapidly as the world of work. Within your current job, or changing to a new one, you will need new skills, knowledge and competencies to succeed.
Session Content	<ul style="list-style-type: none"> • understanding what works for you – your preferred learning style and career goals • identifying what learning is available, who from, how it's delivered, how to access it • Free learning opportunities! • Future learning and you

Title	Creative and Different
Who should attend	Teams – team leaders and team members
Learning	It's a myth that only certain people can be creative. We all can be. In fact, to succeed in the 21 st Century, we need to be creative. So what is creativity? How can it help transform your teams and your business? This fun-filled session is an intensely practical way to help your teams grow in confidence, enjoy work and perform even better
Session Content	<ul style="list-style-type: none"> • So who's the creative genius here? • games for us to change the way we think and what we do • how teams are changing, flexing and co-operating with other teams from within and without • principles of creativity • focus on real-life team issues to create wonderful solutions

Title	Understand and deliver
Who should attend	All staff and middle managers
Learning	Research has shown that being a great communicator is the most important skill for success at work, even for technical people. Whether you're dealing face-to-face with customers, colleagues or suppliers, this session will help you communicate even better.
Session Content	<p>This session helps delegates explore and use 5 sure-fire ways to effective communication:</p> <ul style="list-style-type: none"> • being in a good state for communicating • getting on their wavelength

	<ul style="list-style-type: none"> • knowing how to use assertive behaviour • looking for win-win outcomes • understanding your toolkit – using questions and statements
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Title	How Golden Is Your Hello?
Who should attend	All staff who are customer-facing or front-of-house
Learning	So you have a great mission. Who else knows about it? How do your front-desk people ensure they deliver that mission every day? This lively session examines organisation and motivation issues - and takes delegates towards a new high in standards of customer service
Session content	<ul style="list-style-type: none"> - the importance of customer service: what it is, how we all need to deliver it in order to survive - key elements of customer service - simple techniques to give customers even better service - how to avoid gate-keeping, blocking and information underload - reality-check your own customer service performance

Title	Customer PLUS – beyond customer service*
Who should attend	All staff and managers
Learning	Customer relationships are going through a paradigm shift. As demographics, technology and social change play their part, organisations face growing uncertainty about tomorrow’s customers – and tomorrow’s bosses. These changes also offer great opportunities for organisations to reach new customers, attract bright new recruits and create a popular public profile. This session gives delegates the “big picture” developments and helps them identify opportunities among their own customers and communities.
Session content	<ul style="list-style-type: none"> • new developments in customer focus • how to make customer consultation work for you • customers and communities – understanding change and its impact on your business • becoming proactive: how your organisation can achieve success by working with customers and communities



DIVERSITY SHORTS

Title	Leadership and diversity
Who should attend	All managers
Learning	Diversity now goes beyond fairness and social justice It is also about organisational efficiency, good practice and professionalism. There is a juxtaposition of economic, cultural and demographic circumstance that signals the kind of change that forward thinking organisations just cannot afford to ignore
Session content	<ul style="list-style-type: none"> • What is diversity • Diversity and the bottom line • Diversity return on investment • Taking it forward- the leader's role

Title	Diversity awareness
Who should attend	Staff at levels within the organisation
Learning	A quality organisation is one which recognises and maximises the benefits that come from the differences that exist within individuals whether they be age, sexual orientation, gender, race or disability. This intensive short will explore the issues surrounding diversity in the workplace, the legislation that exists and the benefits that a diverse workforce can bring to your organisation.
Session content	<ul style="list-style-type: none"> • Defining Diversity in the Workplace • Understanding the concept of diversity • Exploring the difference between diversity & equal opportunities • Identifying the impact of diversity on your business • Best practice for a diverse working environment

Title	Equal opportunities
Who should attend	All new staff and any members of staff who have had no previous Equality training.
The learning	To be an employer that operates in a fair and equitable way it is important to ensure that all your practices and procedures are up to date, within the law and in line with current best practice. Most cases of discrimination occur not because staff are terrible, often it is because they simply do not know the right way of doing things. No organisation can take the chance of being involved in pointless and unnecessary litigation. This short will help you
Session content	<ul style="list-style-type: none"> • Do the right things • Navigate through the maze of legal requirements • aid you in addressing bias and possible unconscious discrimination

	<ul style="list-style-type: none"> • Keep you alert to the latest legal landmines and help you devise solutions
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Title	The Grammar game
Who should attend	All staff
The learning	If you want to make sure that letters, memos, emails and all form of written communication say the right things about your organisation this short is for you. It is a high energy fun way to address grammar.
Session content	<ul style="list-style-type: none"> • Easy guide to getting your written work right • Writing with confidence • Saying the right things about your organisation.

Title	Beyond appraisal – what every middle manager needs to know about people development
Who should attend	Middle managers and team leaders
The learning	“People are your greatest asset” – so how do you make the most of this asset every single day? The recent boom in new forms of training, coaching, mentoring and performance appraisal offers many routes to staff development. How can middle managers find the most effective tools for them and their staff? This session shows how to use day-to-day work as a great way of learning.
Session content	<ul style="list-style-type: none"> • key factors in people development • understanding learning needs • how to maximise the at-work opportunities to help your people grow together and as individuals • keeping it business-focused

More Shorts:

Dealing with Stress

Project management

Employment Law

Running Assessment Centres

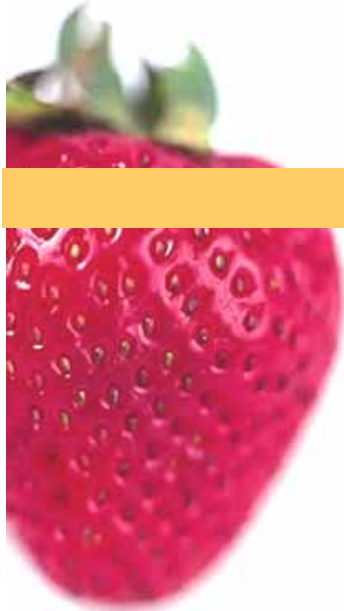
Diversity Impact Assessment

Interviewing without fear- A theatre workshop demonstration

* Customer+PLUS sessions can include contributions from real-life customers – this creates very powerful learning for delegates and excellent PR for your organisation! Ask us for more details.

Who delivers shorts?

Your Shorts will be delivered by our small team of highly experienced training consultants led by John Dyer and Paul Woolley.



What do shorts include?

- 120-minute session for up to 12 people that will immediately help you to work even better
- session handout including top tips, exercises and further learning resources
- Energy, interactivity and fun!

What's the price?

Remember learning is an investment, not a cost. Each Short topic is £450 to deliver to you once. To deliver a topic more than once in a day, prices are as follows:

Number of times run in a day	TOPIC A	TOPIC B	TOPIC C
1	450	450	450
2	400	400	
3	300		

So to run topic A twice costs £850, to run it 3 times costs £1150
Same for each additional topic

So in the above example, you could train up to 72 people for £2450 – that's just £34 per delegate!

Prices above do not include trainer travel or accommodation expenses, nor costs of venue hire, refreshments or equipment.

I can't find the learning I want from this shortlist

You can have your shorts tailor-made – just contact us to discuss your needs. And you can still book our longer programmes (1 or more days).

I'm not sure what learning our teams need

You can use our learning needs analysis service – just contact us (details below)



Book now!

Phone 0161 440 9315 or 01457 852879

Email johncredibility@aol.com or info@peopleshape.co.uk

Mail Credibility Shorts, 241 Bramhall Lane South, Stockport SK7 3DP

If booking by fax or mail, use the booking form over the page...

YES, I want shorts!				
Name of organisation				
Session(s) wanted				
Title(s)	Date(s) and time(s)	Number of delegates	Location	Price
Your name				
Job title				
Address				
Post code				
Phone				
Email				
Fax				
I confirm that I agree with the terms and conditions set out below				
Name				
Signed		date		

Terms and Conditions

When we receive your booking form, we will confirm your shorts details by email, post or fax.

If you want to change a date or cancel a date, tell us at least 20 days before the date and there is no charge.

If you want to change a date or cancel a date and you tell us 20-15 days before the event, you pay half of the event fee.

If you change or cancel a date less than 15 days before the event, you pay the full event fee.