

## Sport and Activity Professionals – Empowering Leaders

<b>Title of Proposed Programme</b>	Strategy, planning and goal-setting in leadership
<b>Programme Content</b>	<p>In order to be successful managers must have the ability to plan strategically.</p> <p>Strategic planning training enables an organization to shape and guide its overall business objectives. Through effective strategic planning, an organization can create a framework for developing, adapting and aligning organizational vision, mission and goals to achieve and sustain competitive advantage. It includes the following aspects:</p> <ul style="list-style-type: none"> <li>• How can I get the best from myself as a manager and others that work with me? <ul style="list-style-type: none"> <li>• Develop the six major-keys of leadership and management <ul style="list-style-type: none"> <li>•</li> <li>1 Set specific and realistic goals</li> <li>2 Effectively communicate your message</li> <li>3 Plan ahead; manage people and time</li> <li>4 Manage conflict and poor performance issues</li> <li>5 Emotional management; Self-motivation, self-confidence</li> <li>6 Inspire a positive mental attitude in the team</li> </ul> </li> <li>• How to set and achieve goals</li> <li>• The accurate use of language: Be clear, persuasive and friendly</li> <li>• Clarify your most important words and phrases</li> <li>• Distinguish between “critical-thinking” and “cynicism”</li> <li>• Give positively worded instructions</li> </ul> </li> </ul>
<b>Course delivery method</b>	Employer premises Third Party premises
<b>Duration</b>	One day

<p><b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b></p>	<p>Managers and future leaders and managers will learn the skills and techniques to plan strategically, set goals and communicate that with the rest of their team.</p> <p>This will mean that the business will have a better strategy, plan and the team members involved in delivering it will be more engaged.</p> <ul style="list-style-type: none"> <li>• Employees are better able to relate their functional work to the overall direction of the organization</li> <li>• There will be greater flexibility within the organization</li> <li>• Employees' capability in analysing and building creative solutions will be enhanced</li> <li>• Employees will have more confidence in setting and aiming for ambitious targets</li> <li>• Employees will be better placed to cope with organizational change</li> <li>• Employees will think more rigorously about creating tomorrow's organization out of today's organization</li> <li>• Participants will learn how to set challenging, realistic and achievable targets</li> <li>• Participants will have further developed their ability to move up in their organisation</li> </ul>
<p><b>Target group of participants/Who should attend</b></p>	<p>Business owners, managers of businesses and the future managers and leaders within these organisations</p>
<p><b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b></p>	<p>Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location</p>

<b>Title of Proposed Programme</b>	Time management and prioritisation in management
<b>Programme Content</b>	<p>Effective Prioritisation The art of putting tasks in the right order. Prioritise your tasks by means of a decision matrix.</p> <ul style="list-style-type: none"> <li>• Time management training: How can I be more productive? <ul style="list-style-type: none"> <li>• Learn to prioritise</li> <li>• Prioritise tasks according to their "Value" and "Deadline pressure"</li> <li>• Distinguish between "Busy work" and "Productive work"</li> <li>• How to negotiate team-priorities</li> <li>• How to make quick and accurate decisions</li> <li>• How to handle interruptions and distractions</li> <li>• The 80/20 principle and its application to time management</li> <li>• Email management using the 80/20 principle</li> <li>• Summary: How can I better manage my time and teach my team to manage theirs better?</li> </ul> </li> </ul>
<b>Course delivery method</b>	Employer premises Third Party premises
<b>Duration</b>	One day
<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>Participants will better learn how to manage their time and to pass these principles onto their team and get managers and employees aligned in objectives.</p> <p>This allows a business and it's employees to waste less time, money and put all of their resources into the key things that drive the business forward.</p>
<b>Target group of participants/Who should attend</b>	Business owners, leaders, managers of businesses and the future managers and leaders within these organisations
<b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b>	Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location

<b>Title of Proposed Programme</b>	Delegation and planning/allocating work to your team
<b>Programme Content</b>	<p>The follow up course to prioritisation and time management.</p> <p>Understand the definition of delegation          Delegate the right task, to the right person, in the right way.          Understand what are the right reasons to delegate? What are the wrong reasons to delegate?          Why people are afraid to delegate, reasons why people who should delegate, sometimes don't.</p> <ul style="list-style-type: none"> <li>• Learn how to delegate more effectively?</li> <li>• Set clear objectives and track the progress</li> <li>• Delegate the right tasks, to the right person</li> </ul> <p>Learn how to get buy in from the team of the tasks that are being delegated and how to see it as a way to help team members.</p> <p>Learn how to make delegated authority into a career pathway.</p>
<b>Course delivery method</b>	<p>Employer premises          Third Party premises</p>
<b>Duration</b>	One day
<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>Managers and their teams will be less burdened tasks that don't help them push on with their objectives and achieve their goals.</p> <p>They'll hit their goals quicker and waste less time, effort and money in the process.</p>
<b>Target group of participants/Who should attend</b>	Business owners, managers of businesses and the future managers and leaders within these organisations
<b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b>	Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location

<b>Title of Proposed Programme</b>	Negotiation skills needed in management
<b>Programme Content</b>	<p>Negotiation skills needed in management is designed to give you and your employees a chance to shine around the negotiating table in both 'Hard' negotiation situations and also in everyday 'soft' negotiation situations.</p> <ul style="list-style-type: none"> <li>• Transforms understanding of the negotiation process</li> <li>• Expands personal power for effective bargaining</li> <li>• Teaches how to create Range &amp; Alternatives to best results</li> <li>• Provides an approach for extra-ordinary outcomes</li> <li>• Identifies how to overcome win-lose Tactics used by others</li> <li>• Expands ability to deal with and diffuse conflict</li> <li>• Ignites passion for inspiring others to work toward win-win</li> <li>• Anchors success through use of real-life role play practice sessions           <ul style="list-style-type: none"> <li>• Preparing more systematically to your advantage</li> <li>• Strategically building common ground</li> <li>• Better managing yourself and your emotions and building rapport with the other party</li> </ul> </li> <li>• Preparing for complex negotiation situations</li> <li>• Analysing realistic scenarios to build an effective negotiation strategy</li> </ul>
<b>Course delivery method</b>	<p>Employer premises</p> <p>Third Party premises</p>
<b>Duration</b>	<p>One day</p>

<p><b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b></p>	<p>The benefits are that participants will become more effective and learn the techniques to get better outcomes for the business, whilst not leaving scorched earth behind them that makes it impossible to deal with individuals and organisations after the negotiation as both parties will feel that they've won.</p> <p>The business will do better deals and participants will learn how to take these principles of negotiation into all their interactions with their team in 'soft' negotiation situations and learn how to influence people better.</p>
<p><b>Target group of participants/Who should attend</b></p>	<p>Business owners, leaders, managers of businesses and the future managers and leaders within these organisations</p>
<p><b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b></p>	<p>Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location</p>

<b>Title of Proposed Programme</b>	Developing a high performance culture in your organisation
<b>Programme Content</b>	<ul style="list-style-type: none"> <li>• Defining what culture within an organisation is</li> <li>• Where does it come from</li> <li>• Impacts - positive and negative</li> <li>• Principles of developing a high performance culture</li> <li>• How to implement these</li> </ul>
<b>Course delivery method</b>	Employer premises Third Party premises
<b>Duration</b>	One day
<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>Management is the process of getting results through people. It is by your results that you will be judged. Getting people to deliver consistent high quality results therefore is the “holy grail” for any organizational manager. Managers who have the know-how and the ability to create and nurture a culture which values, respects and expects high performance from its people are the managers who will distinguish themselves in the competitive marketplace, the main benefits for participants are these and the below:</p> <ul style="list-style-type: none"> <li>• confidently improve performance and gain a competitive edge             <ul style="list-style-type: none"> <li>• strengthen staff retention, motivation and productivity</li> <li>• reduce the number of sick days and grievances</li> <li>• reduce wasted management time and legal costs.</li> </ul> </li> </ul>
<b>Target group of participants/Who should attend</b>	Business owners, leaders, managers of businesses and the future managers and leaders within these organisations
<b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b>	Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location



<b>Title of Proposed Programme</b>	Using coaching and mentoring skills in management
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<p><b>Programme Content</b></p>	<p>To become a good manager, you need the right skills and knowledge to help individuals realise their potential in their career and daily lives. And because there are so many people that feel lost, there is a great demand for good coaching and mentoring. If you want to inspire others to reach their goals, and find motivation, this Coaching &amp; Mentoring skills course will give you the practical skills and knowledge you need</p> <p>Participants will learn how coaching and mentoring works. You will familiarise with the GROW model and other methods of coaching. You will also learn the benefits of building and fostering trust with clients and employees, that will contribute to a more positive working environment. Through this online course, you will learn how to enable long-term development benefits through positive mentoring relationships, and will learn strategies for overcoming roadblocks.</p>
<p><b>Course delivery method</b></p>	<p>Employer premises Third Party premises</p>
<p><b>Duration</b></p>	<p>One day</p>
<p><b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b></p>	<p>It will help the participants to develop into a more all-round positive person; you won't just motivate others, but yourself as well. By the end of this course, you'll have the professional development, knowledge and skills to start making a positive difference to the lives of those around you.</p> <p>It'll mean that managers have better relationships with their employees and get better results through them, which will in turn impact the business in a positive manner.</p>
<p><b>Target group of participants/Who should attend</b></p>	<p>Business owners, leaders, managers of businesses and the future managers and leaders within these organisations</p>
<p><b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b></p>	<p>Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location</p>



Higher Performing  
Workplaces



European Union  
European  
Social Fund



<b>Title of Proposed Programme</b>	Managing entrepreneurial practice in organisations
<b>Programme Content</b>	<p>How to think like an entrepreneur within the confines of an organisation.</p> <ul style="list-style-type: none"> <li>• The sort of culture required to develop this practice</li> <li>• Generating ideas</li> <li>• Starting the project and getting buy in</li> <li>• Improving and refining the concept</li> <li>• Expanding and growing this revenue stream into a division of the business</li> <li>• How to reward and keep entrepreneurial team members</li> </ul>
<b>Course delivery method</b>	<p>Employer premises Third Party premises</p>
<b>Duration</b>	One day
<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>Developing technically competent, emotionally intelligent managers who can lead by example, maximise motivation and achieve or exceed an organisation's targets.</p> <p>The need for entrepreneurial managers cannot be overstated. Empirical research has repeatedly proved that managers who possess an entrepreneurial streak can add significantly more value to an organisation than those who don't. Would you like your organisation to develop entrepreneurial managers?</p> <p>Entrepreneurial managers develop new revenue streams, grow businesses and create jobs.</p>
<b>Target group of participants/Who should attend</b>	Business owners, leaders, managers of businesses and the future managers and leaders within these organisations
<b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b>	Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location

<b>Title of Proposed Programme</b>	Key principles of good communication in management
<b>Programme Content</b>	<p>The cornerstone of all business is good communication.</p> <p>Good communication skills have to be developed, honed and added to on an on-going basis.</p> <p>They are at the heart of interpersonal skills and the greater people's awareness of how it all works, the more effective their communication will be.</p> <p>This course will:</p> <ul style="list-style-type: none"> <li>• Explore the concept of leverage and how leaders can leverage it</li> <li>• Explain sphere of influence and levels of influence</li> <li>• Review regular communication that should occur between managers and reports</li> <li>• Discuss how nurturing a network is an important part of influence</li> <li>• Share best practice for effective communication across formats</li> <li>• Suggestions of how to use stories to generate buy in.</li> </ul>
<b>Course delivery method</b>	<p>Employer premises</p> <p>Third Party premises</p>
<b>Duration</b>	One day
<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>Participants will become more effective, more confident and more dynamic communicators.</p> <p>Effective communication makes for effective businesses that grow and improve.</p>
<b>Target group of participants/Who should attend</b>	Business owners, leaders, managers of businesses and the future managers and leaders within these organisations

**Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer**

Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location

<b>Title of Proposed Programme</b>	Managing your marketing
<b>Programme Content</b>	<p>Learn how to manage your marketing effectively to lead to a greater return on investment.</p> <p>Learn how to:</p> <ul style="list-style-type: none"> <li>• Have a better attitude towards marketing</li> <li>• Develop a marketing strategy, plan and implement it</li> <li>• Understand your market better</li> <li>• Develop better messages to this market</li> <li>• Learn about marketing mechanics</li> <li>• Get more return on your money and time invested</li> <li>• Measure effectively to understand what's working and crucially what's not.</li> <li>• Learn the best methods to market for your business</li> </ul>
<b>Course delivery method</b>	<p>Employer premises Third Party premises</p>
<b>Duration</b>	One day
<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>The marketing teams will deliver a greater return on investment for any marketing spend, managers and owners will learn how to manage these individuals and teams better and for other departments to better understand how marketing works and how they can liaise better.</p> <p>Ultimately, it'll develop more enquiries for the business than currently.</p>
<b>Target group of participants/Who should attend</b>	Business owners, managers of businesses and individuals involved within the marketing, sales and account management elements of the business.
<b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b>	Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location

<b>Title of Proposed Programme</b>	Sales management
<b>Programme Content</b>	<p>Learn how to manage your sales effectively and manage the individuals and teams involved in this process. Including:</p> <ul style="list-style-type: none"> <li>• Understanding the principles of sales properly</li> <li>• Buying vs selling</li> <li>• The biggest mistakes in sales</li> <li>• What makes a good salesperson</li> <li>• How to train this</li> <li>• What makes a good sales manager</li> <li>• How to measure the effectiveness of your sales teams</li> <li>• Setting stretch targets</li> <li>• Forecasting and budgeting</li> <li>• Sales measurement tools - quantitative &amp; qualitative</li> <li>• Hitting targets</li> <li>• Up-selling, Cross-selling and developing a referral engine</li> <li>• Delegated responsibility in sales management</li> </ul>
<b>Course delivery method</b>	<p>Employer premises Third Party premises</p>
<b>Duration</b>	One day
<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>Sales managers, individuals and teams will deliver better results for the business, convert more enquiries that have been developed by improved marketing and convert them into higher value customers that also brings in referrals too.</p> <p>Managers and owners will also most importantly learn how to work better with this department, understand their challenges and help them to communicate better with other departments.</p>
<b>Target group of participants/Who should attend</b>	Business owners, managers of businesses and individuals involved within the marketing, sales and account management elements of the business.

<b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b>	Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location
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<b>Title of Proposed Programme</b>	Management of key accounts and leading on customer service
<b>Programme Content</b>	<p>This course teaches account managers how to grow and strengthen existing customer relationships. It challenges them how to protect their customers from the competition in an ever-changing market environment, and practically apply these techniques to individual business accounts.</p> <p>Learn how to:</p> <ul style="list-style-type: none"> <li>• Keep your existing customers</li> <li>• Get their accounts to grow</li> <li>• Convert customers into fans</li> <li>• Get your existing customers to get you your new business</li> <li>• Understand the key times to do this</li> <li>• Manage the entire process and the teams or individuals involved.</li> </ul>
<b>Course delivery method</b>	<p>Employer premises Third Party premises</p>
<b>Duration</b>	One day
<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>Keep customers for longer, increase the value and profit of those customers.</p> <p>Following this course, participants will know where to focus their skills, time and efforts and will have generated specific account strategies to increase their level of customer value and engagement enabling long-term revenue growth.</p>
<b>Target group of participants/Who should attend</b>	Business owners, managers of businesses and individuals involved within the marketing, sales, account management, operations and customer service elements of the business.
<b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b>	Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location

<b>Title of Proposed Programme</b>	Top tips for managing a business in the Hospitality and Tourism sector
<b>Programme Content</b>	<p>Learn the key principles that will enable you be a successful business manager in this sector including:</p> <ul style="list-style-type: none"> <li>• Keep your focus inside your bandwidth</li> <li>• What's your best method to scale or distribute?</li> <li>• Are the right people in the room?</li> <li>• Cabs on the rank!</li> <li>• 7 minute abs!</li> <li>• Hidden profit</li> <li>• The main correlating factors with success in the sector!</li> </ul>
<b>Course delivery method</b>	<p>Employer premises Third Party premises</p>
<b>Duration</b>	One day
<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>Businesses and their employees will learn the main things that I believe correlate with success, having been in the sector 26 years and helped hundreds of companies in that time.</p> <p>They'll make less mistakes, waste less time, less money and not have to learn the hard way by trial and error.</p>
<b>Target group of participants/Who should attend</b>	Business owners, managers of businesses and individuals involved within the marketing, sales, account management, operations and customer service elements of the business.

<b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b>	Yes – training can be tailored specifically to a clients needs, We aim to tailor content as much as possible to client needs, deliver training to suit participants individual learning styles and desired training location
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