

Training Courses

Delivered by:



Mad About



For
East Midlands Airport

“MadAbout are committed to providing business solutions that far exceed your expectations”

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MANAGEMENT DEVELOPMENT

INTRODUCTION TO MANAGEMENT

Duration: (2 days)

This programme is designed for those with no formal management training or those who are new to a management role. We will explore in great detail the role and responsibilities of the manager. This programme will help delegates making their first steps into management realise the key principles of managing people and resources and how to get the best from their team and themselves.

Content includes:

- Role & function of the manager
- Characteristics of an effective manager
- Mastering the art of letting go
- Leadership & motivation skills
- Channelling expectations
- Your influence on pace of work
- Dealing with performance - good & bad
- Communication skills
- Managing meetings & planning
- Objective setting
- Managing conflict & difficult situations
- Solving problems & making tough decisions
- Personal discipline



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MOTIVATING OTHERS

Duration: 1 Day

Finding the key to what inspires people is never easy. It has often been said that motivating individuals is much harder than creating an environment in which people are motivated.

The main aim of the day is to explore in great detail the theories of motivation and find ways of helping delegates to be creative, decisive and positive about motivating their teams.

Content includes:

- Defining motivation
- Drivers for creating the right environment
- Motivated - why?
- De-motivated - why?
- The theories of motivation
 - Maslow
 - Herzberg
 - McGregor
- Practical motivation solutions
- Understanding behaviour
- Dealing with difficult situations
- Analysing the team personalities
- Stimulation / boredom
- Managing expectations



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DELIVERING POWERFUL PRESENTATIONS

Duration: 1 Day

Developing the skills to present to small and large groups is an essential attribute in business today. Using video, this programme will equip participants with the ability to prepare thoroughly for presentations and be able to convey their message confidently and competently, involving their audience and fielding questions expertly. Participants should come to the course with a short presentation they have prepared in advance in their normal style and method.

Content includes:

- Delegate presentations and analysis
- Preparation & material
- Presentation structure & research
 - open
 - key messages
 - questions
 - closing
- The delivery
 - body language
 - using your voice / powerful language
 - relaxing & handling nerves
- Building confidence and poise
- Use of visual aids
- Delegate presentations & analysis



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INFLUENCING & ASSERTIVENESS SKILLS

Duration: 1 Day

The ability to influence other people is essential for staff if they are to gain agreement and co-operation from others in order to achieve tasks and get things done. The course provides the necessary skills and formulas to help staff create a powerful influencing style with colleagues and customers alike and distinguishes between assertive and aggressive behaviour.

Content includes:

- Assessing your own style
- Different personality styles & you
- Assessing current behaviour encountered
- Comparing influence and power
- Influencing strategies
- Transactional analysis - behaviour
- Powerful body language
- Handling attitude problems
- Comparing assertiveness & aggression
- Handling manipulation
- Personal power & energy
- Gaining agreement & understanding



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EFFECTIVE PERFORMANCE APPRAISALS

Duration: 1 Day

The course content takes the manager new to appraising staff through a process, which will impart the necessary organisational skills and personal qualities needed to conduct appraisals to a consistently high standard. Using video role-plays the course will provide a practical framework to help managers prepare, conduct and follow up the appraisal meeting confidently.

Content includes:

- Ingredients for a successful appraisal
- Preparing for the meeting
- Gathering appropriate information
- Assessing performance
- Structuring the meeting
- Creating the right environment
- Identifying key areas for discussion
- Agreeing a performance plan
- Ensuring effective implementation
- Dealing with negative behaviour & attitude
- Delegate role-plays
- Analysis & feedback



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THE MANAGER AS A COACH

Duration: 1 Day

Good coaching skills are essential in providing the manager with alternatives to the formal training and development courses on offer. The aim of the course is to develop the coaching and personal skills of the manager to enhance individual performance and compliment formal training methods in the development of their people.

Content includes:

- Establish the concept of a Coach
- Identify those who need coaching
- Establishing areas to coach
- Identifying learning styles
- Teaching & one to one learning
- Mentoring skills & communicating the plan
- Using the G.R.O.W. technique
- Succession planning
- Giving constructive feedback
- Helping with self-development
- Gaining agreement & settings objectives
- Dealing with good / bad performance
- Exercises & individual training scenarios



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PROJECT MANAGEMENT

Duration: 1 Day

This course is designed for staff who need project management and planning skills to do their job effectively, but who are not formally trained as project managers. We will explore various techniques for structured planning and provide the tools to manage projects within time, quality and budget constraints.

Content includes:

- What is effective project management?
- The benefits to the individual, team & company
- Establishing roles & responsibilities
- Project life cycles
- Project aims & objectives
- Monitoring progress
 - Gantt charts
 - Critical path analysis
- Impact of successful projects on: Future business
- Research
- The importance of good communication
- Dealing with time & pressure
- Exercise - delegate project brief



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RECRUITMENT & SELECTION SKILLS

Duration: 2 Days

The essence of successful recruiting is in the planning and preparation stages. This course provides the techniques for establishing exactly the right candidate profile, researching and structuring the interview and following up effectively. If you have not received any formal recruitment training or are new to the practice or simply in need of refreshing your skills then this course is equally valuable.

Content includes:

- Analysis - the cost of poor recruitment
- Establishing the recruitment need
- Candidate profiling
- Ideal candidate formulas
- Researching & marketing
- Screening candidates
- The interview - delegate exercises
- Interview structure
- Questioning techniques
- Listening skills
- Decision making
- Follow up procedure for all candidates



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PRACTICAL PEOPLE MANAGEMENT SKILLS

Duration: 2 days

This programme is specifically designed for all first line or middle managers who are reasonably experienced in their role and in need of revisiting the key principles of people management or those who are experienced in practical terms, but lack previous formal training in people management skills.

Content includes:

- The role and function of the manager
- Formal & informal control systems
- Influencing standards & procedures
- Performance management
- Appraisals & review meetings
- Good coaching / mentoring
- Developing good leadership skills
- Recruitment & succession planning
- Building powerful teams & motivation
- Advanced communication skills
- Understanding transactional analysis
- Delegation
- Difficult people / decisions / tasks
- Strategic goals & business skills review
- Personal effectiveness / power / energy



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EFFECTIVE NEGOTIATION SKILLS FOR MANAGERS

Duration: 1 Day

Managers find themselves in a wide range of situations from customer and contract agreements to inter-departmental and general people issues where the ability to negotiate effectively is an essential skill.

The aim of this course is to give delegates the confidence, which will enhance their working relationships with others and help them to achieve greater results in every transaction.

Content includes:

- Establishing different negotiation situations
- Who is involved in the negotiation?
- Defining the negotiating conditions
- Preparation
 - establishing objectives
 - spinning WEB.s
 - S.W.O.T. analysis of conditions
- The mechanics of the negotiation
- Dealing with protracted negotiations
- Understanding the rules of the game
- Enhancing personal skills & style
 - energy / enthusiasm / pressure / frustration
- Summarising & agreement
- Delegate exercises - feedback & analysis



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MANAGING CHANGE

Duration: 1 Day

The essence of change is the search for continual measured improvement. Too many managers view change negatively and are not prepared to embrace the challenge and drive the change process themselves. This course examines the nature of change and how people react to it, whilst exploring in great detail how to help your people to, not only, welcome change, but stimulate it.

Content includes:

- Understanding change
- Defining the change process
- A change model
- Roles and responsibility
- Your role
- Team roles
- The essence of change
- A necessary process
- Human values
- Reactions to change
- Handling resistance & defensiveness
- Confidence building
- Change management strategies
- Communicating the change process



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STRATEGIC BUSINESS PLANNING

Duration: 2 days

This course will take managers through a process of business strategy designed to complete a thorough analysis of the current status of their business, where it needs to be and how they will get it there.

This is an intense programme, which combines strategic techniques, practical case studies and exercises together with reviews of live business issues brought to the programme by delegates.

Content includes:

- Why business planning is essential
- S.W.O.T. analysis techniques
- Growth potential
- Resources
- Strategic analysis
- Risk assessment
- Product analysis
- Competitor analysis and positioning
- Budgeting / forecasting / goal setting
- Strategic options & tactics
- Presenting a strategic business plan
- Ensuring commitment
- Reviewing progress & measuring success



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MANAGING THE SALES TEAM

Duration: 1 Day

This intense and packed programme is designed for all managers of sales teams, whether large or small in number. The content takes the delegate through the fundamental skills of sales management and explores the creative process and practical business skills in equal measure.

Content includes:

- Examination of customers wants & needs
- Market analysis
- Recruiting the right people ~ profiling
- Instructing sales people
- Recognising good & bad performance
- Assessing potential & feeding back
- Attitude and behaviour assessment
- Identifying training & coaching needs
- Monitoring & analysing sales performance
- Benchmarking
- Effective delegation
- Communicating the sales strategy
- Setting targets & incentives
- Running productive sales meetings
- Maintaining motivation & energy



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POWERFUL COMMUNICATION SKILLS

Duration: 1 Day

Designed for progressive individuals who recognise the need and necessity to build quality communication and relationships with others.

They will develop a heightened sensitivity of themselves and the flexibility to utilise more choices for dealing with communication problems.

Content includes:

- Communication
 - what is effective communication?
 - typical problems
 - typical beliefs
- Communication styles
 - use of Ego States
 - transactional analysis
 - self analysis
 - the power of language - VAK channels
 - dealing with difficult people
 - developing your sixth sense
- Rapport
 - building rapport
 - eye accessing cues
 - matching / pacing / leading
- Developing sensory acuity
 - practical exercises & applications



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EMPLOYMENT LAW

Duration: 1 Day

The minefield of employment law can be costly if neglected.

This course examines the most recent and relevant issues around employment law in an easy to understand user friendly way. The content examines policy surrounding recruitment and selection to grievance procedure and the dismissal process and redundancy.

Content includes:

- Defining the scope of employment law
- Rights, hearings and appeals
- Understanding the rules of compensation
- Dealing with redundancy
 - re-employment / training
- The law governing discrimination
- Writing employment contracts
- Grievance procedure
- The dismissal process
- Tribunal procedures
- Dealing with disputes



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COMMERCIAL AWARENESS

Duration: 1 Day

This course is designed to help delegates understand the commercial needs of the business and gain an appreciation of exactly how their role fits into their company matrix. They will also study the effects and consequences that their own decision making has on the bottom line and how this affects business overall.

Content includes:

- Commercial awareness ~ a definition
- Sales v's Marketing orientation
- Strategic business planning
- S.W.O.T. analysis & strategic options
- Pareto principle
- Product life cycles
- Building closer customer relationships
- Promotional activity
- Managing costs
- Targets and incentives
- Decision making strategies
- Understanding cash flow
- Producing commercially aware business plans



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FINANCE FOR THE NON FINANCIAL MANAGER

Duration: 1 Day

By the end of the workshop delegates will be able to read a set of financial accounts and understand the underlying messages. They will be able to interpret financial information and explain the principles, disciplines and controls of finance.

In addition to exercises and analysis of profit and loss accounts and finance management, delegates will have the confidence to be able to argue a case for expenditure in finance terms and enjoy improved communication with the finance department.

Content includes:

- The advantages of understanding financial management
- Reviewing monthly accounts
- Understanding the nature & behaviour of costs
- Calculating profit & profitability
- An analysis of a balance sheet
- Understanding the cash flow process
- Budgetary control & restraints
- Decision making from a financial standpoint



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PROBLEM SOLVING & DECISION MAKING

Duration: 1 Day

An information packed programme suitable for managers who have a desire to enhance their skill in overcoming problems and making decisions in a practical and creative way.

The content will provide techniques and formulas for breaking out of stifling habitual thought patterns and methods of finding creative solutions and re-framing old problems.

Content includes:

- Defining creative problem solving
- Assessment of current issues
- Conscious and subconscious thinking
- Re-framing old problems
- Challenging old patterns & assumptions
- Judgements & assumption
- Generating multiple solutions
- Structured problem solving models
 - force field analysis
 - fishbone
 - problem solving wheel
- Decision making strategies
- Exercise - problem case studies
- Analysis and feedback



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ESSENTIAL WRITING SKILLS

Duration: 1 Day

This programme is designed for anyone who has the responsibility to put together written communication in any format that needs to be crisp, clear and readily understood by the recipient. The course will help to formalise the style of writing for those without previous formal training and transform over complicated and academic styles into concise, succinct and reader friendly communications.

Content includes:

- Establishing the form of written work
- Defining the purpose
- Anticipating reader response
- Establishing layout
- Defining tone & style
- Use of language
 - punctuation & grammar
- Preparation
 - key messages
 - structure
- Letters / reports / e-mails

Please note that this programme can be tailored to emphasise writing for sales, business, letters or report writing.



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MANAGING DISCIPLINE & GRIEVANCE

Duration: 1 Day

Even confident and experienced managers shy away from the most difficult issues, as often they fear the outcome. This course is however designed to help managers to deal specifically with poor performance and will also help them to create an environment in which people perform effectively. In addition, managers will be taught to give and receive constructive feedback to ensure positive working relationships are maintained and to handle performance problems correctly.

Content includes:

- Identifying performance problems
- Formal and informal monitoring systems
- Influencing work rate
- Dealing with performance problems
- Formal & Informal disciplinary processes
- Employment legislation
- The scope of the law
- Applying the law in practise
- The employees & employers rights
- Handling disciplinary procedures correctly
- Types of discrimination
- The cost of dismissal - in people terms



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SALES AND CUSTOMER SERVICE

WINNING TELEPHONE SALES

Duration: 1 Day

Selling using the telephone presents a number of challenges and situations that requires a high degree of skill to overcome effectively.

This course examines in great detail those challenges and provides practical and workable solutions for sales people who use the telephone to sell their products and services on a daily basis.

Content includes:

- Establishing the right time to talk
- Planning your call
- Opening the sale
- Structure of a telephone sales call
- Identifying customer needs
- Use of language
- Use of word power
- Painting pictures
 - using metaphor and analogy
- Gaining agreement / closing
- Handling resistance & complaints
- Cold calling
- Confidence building
- Following up the call



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ADVANCED TELEPHONE SALES TECHNIQUES

Duration: 1 Day

The content of this programme assumes the delegate has mastered the essential skills of telephone sales. Here we examine the telephone as powerful and cost effective sales tool and explore the psychology of the sales process. The result will be a more confident and enthusiastic sales professional working smarter for results.

Content includes:

- Converting enquiries into solid sales
- The buying & selling process
- Establishing decision makers quickly
- Advanced questioning techniques
- Defining communication channels
- How to really listen
 - the spoken word
 - the unspoken meaning
- Controlling the transaction
 - the balance of power
- Asking for the business
- Dealing effectively with objections
 - delegate role-play scenarios
- Personal motivation / warmth / enthusiasm
- Professionally following up



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MAXIMISING INCOMING BUSINESS

Duration: 1 Day

If your job is to deal professionally with incoming customer calls, whether in a sales, reception or a customer service role then this workshop will provide valuable techniques for encouraging repeat business in a friendly and professional manner.

The main focus is placed on the wants and needs of the customer and how offering the full range of your products or service can be achieved without resorting to the hard sell.

Content includes:

- Role definition
 - company expectation
 - key objectives
 - personal expectation
- What do customers want / need / expect
- Handling anger and frustration
- Communication process
 - questioning / listening / summarising
- Using voice to maximum effect
 - tone, pitch & pace
- Highlighting benefits
- Gaining agreement & feedback
- Prioritising calls and follow up
- Encouraging repeat business



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THE FIELD SALES PROFESSIONAL

Duration: 2 Days

This is an essential programme for those sales people who manage a territory or area and sell to clients face to face. The course will cover all aspects of the field sales person's role from making the appointment to closing the sale with a thorough examination of all field sales techniques.

Content includes:

- Defining the field sales professionals role
- Why people buy the sales process
- Defining your customer profile
- Effective appointment making
- Territory management
- Planning & preparing for meetings
- Effective presentations skills
- Handling objections
- Selling against competition
- Selling skills workshop
 - opening / structure / matching / closing
- Verbal & non verbal communication
- Creativity in sales
- Building lasting relationships



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PRESENTATION & CLIENT MEETING SKILLS

Duration: 2 Days

The main objective of this programme is to equip the sales person with the skills and confidence to plan and prepare for a client meeting where there is a need to make a formal presentation using visual aids, whether to one person or a group. They will also develop the necessary skills to conduct the meeting professionally, stay in control and draw it to a satisfactory conclusion.

Content includes:

- Initial delegate presentations & analysis
- Defining the right presentation style
- Defining your style and approach
- The proposition
- Gathering quality information
 - client research
- Visual aids
- Managing expectations
- Structuring the presentation
- The meeting
 - communication / pace / timing
- Selling to groups & dealing with resistance
- Gaining agreement



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HANDLING OBJECTIONS ADVANCED WORKSHOP

Duration: 1 Day

This workshop focuses on how to deal with the various levels of doubt and resistance we encounter when selling and negotiating a proposal. Heavily practical in nature, content will be made up of a mixture of discussion, trainer demonstration and role plays. The day will address objections as part of the sales process and not barriers that simply create anxiety and doubt.

Content includes:

- Objection or buying signal?
- Selling attitude
- Objections - 5 types
- Approach - the 4 P's
- Unearthing hidden objections
- Dealing with price
 - adding value
 - selling quality
- Handling bad response
- Delegate exercises
- Personal development strategies
- Delegate role plays and analysis



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NEGOTIATE TO WIN!

Duration: 1 Day

All sales people need to be able to determine when the sale has been successful and where the negotiation starts. This can be an uncomfortable point in the process of winning the business on mutually acceptable terms and conditions for some people. This course highlights the mechanics of the negotiation and how to deal powerfully with resistance and manipulation.

Content includes:

- An examination of equality and power
- Structure & strategy - 5 key stages
- Timing & negotiation
 - when to start
 - avoiding price war
 - targets
 - shopping lists
 - variables & trading
- Negotiation techniques
- Essential personal skills
- Dealing with deadlock
- Tricks & gambits
- Commitment & agreement



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ESSENTIAL MARKETING SKILLS

Duration: 1 Day

This highly enjoyable and interactive workshop examines the essential skills of effective marketing.

The course focuses in detail mainly on understanding the market you operate in and the placement of your products and services. Delegates will leave with a clearer idea of the core concepts of marketing and how to stimulate response and improve awareness.

Content includes:

- Characteristics of good marketing
- S.W.O.T analysis
 - implications for the company
- A P.O.I.S.E marketing strategy
 - profitable
 - offensive
 - integrated
 - strategic
 - effective
- Segmenting the market
- Selling using research information
- Positioning
- 4 P.s product / price / place / promotion
- Using market research and information



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CUSTOMER SERVICE EXCELLENCE

Duration: 1 Day

Whether you are in a dedicated sales role or simply a customer facing role in any capacity this course will be a valuable part of your personal development and understanding of the responsibility that everyone in the organisation carries to ensure your customers are not just satisfied, but, delighted!

The result will be a renewed vigour for putting the customer first with any and every transaction, which will strengthen the bond between you and the people you deal with daily.

Content includes:

- Defining the extra mile philosophy
- Consequences of poor service
- Facts & figures about customers
- How to C.A.R.E for your customers
- Developing strong relationships
- MOT's - moments of truth
- Complaints = advantages
- Creating a customer driven culture
 - making necessary changes
- Projecting company image
- Taking responsibility



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PERSONAL DEVELOPMENT

EFFECTIVE TIME MANAGEMENT

Duration: 1 Day

The main aim of this one day workshop is for the delegate to assess their strengths and weaknesses as time managers and address the important need for personal organisation and planning skills. They will be issued with a time log questionnaire prior to attending the programme, which will be used for case study analysis on the day.

Content includes:

- Time log analysis
 - delegate feedback
- The benefits of good time management
- Identifying your own time constraints
- The main principles of time management
- Analysis of techniques
- Why techniques often fail
- Setting goals
- SMART objectives
- Managing paperwork
- Effective delegation
- Dealing with interruptions / delays
- The guide to understanding procrastination
- Coping with pressure



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PERSONAL MOTIVATION WORKSHOP

Duration: 1 Day

This workshop will explore the value of staying motivated by reviewing best practice, examining successes and taking stock of the current situation.

This is a personal journey for each delegate, which will highlight notable achievements and help to develop strategies for maintaining energy & focus on their clearly defined goals and objectives.

Content includes:

- Understanding your own personality style
- Current life position analysis - Ego States
- Why personal motivation is essential
- Individual needs and ambition
- Exercise - developing your mission
- Building strategies for success
- Visualisation & time lines
- The importance of self image
- Examination of the fear of failure
- The power of the mind
 - positive recall
 - anchoring
 - modelling
- Conscious & subconscious thinking



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PERSONAL EFFECTIVENESS SKILLS

Duration: 1Day

Personal management is an essential part of an individual's success. People will more readily respond to someone who is confident, competent and in control. This programme will help delegates understand their own position and style clearly, their organisational and time management skills in addition to their ability to set and achieve personal goals and targets.

Content includes:

- Analysis of time management ability
- Goal setting
 - setting SMART objectives
 - personal learning & development
- Dealing with interruptions / delays
- Communication
- Essential planning skills
- Creative thinking & problem solving
- Decision making techniques
- Controlling & managing meetings
- Understanding your strengths / weaknesses
- Influencing & assertiveness
- Your energy, enthusiasm & commitment



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Improving your business
by inspiring your people