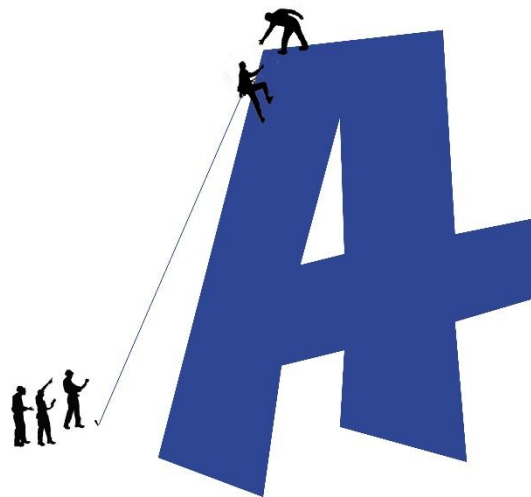


Advocate

TRAINING AND
CONSULTANCY

Advocate Training and Consultancy Ltd

Training Courses



www.advocatetraining.com

01621 892800

Advocate Training
Fern House
The Street
Little Totham
Maldon
Essex
CM9 8JQ





At Advocate we are committed to delivering **exceptional results**.

An organisation is only as good as its people, we know the importance of developing your staff and giving them the skills and techniques to manage the many issues and challenges they face. We help you recognise the opportunities and how to develop them.

We offer support at every stage of developing your organisation, from **planning, through change, training and performance management**.

We deliver training that helps you maximise the **value of your staff** and therefore your organisation. We provide training that makes a real difference, because every programme is designed to meet the **specific needs** of your organisation.

We establish and identify your needs, then find creative solutions to meet those needs and move the organisation forward.

About us



For over **25 years, Advocate** has provided training across the UK at a location convenient to you.

We have delivered our services to a wide range of organisations, including blue chip organisations, manufacturing companies, trade unions, local and civil government and specialist smaller businesses.

Our **training and coaching** equips your staff with the right skills for business success. We are placed to meet all your management, business, sales and personal training and development requirements.

If you require something that is not listed in our course profile, we will always find a way of **meeting your needs**.

We also provide the opportunity to manage and realise the potential of your staff through **business coaching**.

Our Principles

Development & Growth

- We are committed to delivering the best for you and take an honest, open and direct method when working with you.
- We encourage you to be realistic about where you are and where you want to be.
- We will work with you to get the right results from your development.

Tailored & Defined

- We gather an understanding about your needs.
- We need to understand your business and develop knowledge of your culture and environment.
- We need to demonstrate that we understand you. All our courses are defined to your requirements and designed to fit within your aims and objectives.

Our **success** is only achievable through your **success**, which is why we consistently endeavour to deliver results that **exceed your expectations**. We work with your employees to provide them with the tools and techniques, to enable their **growth**, and as a result, **grow** your organisation.

Advocate services include:

Training Services



We offer tailored training and development. We manage the process from identifying requirements, through to development and delivery of interesting and innovative programmes. These are designed to meet organisational, departmental or team objectives.

Business Coaching



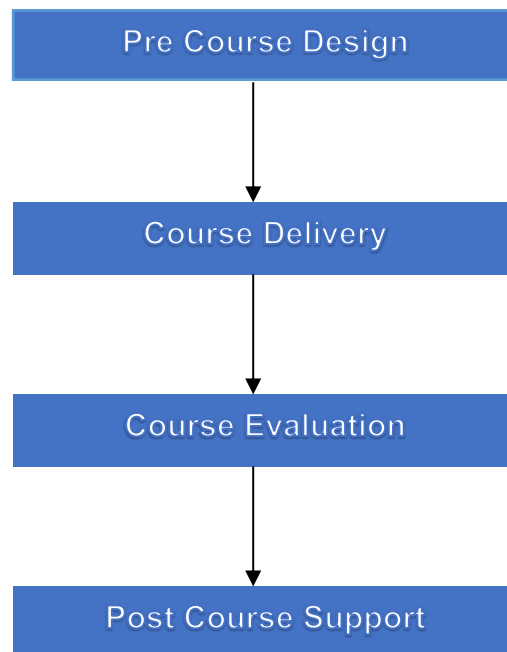
A personal one-to-one development service, tailored to the needs of the individual. It takes the form of a series of meetings, working with an individual on their specific requirements.

Details of these services are explained on the following pages. More detailed information and course descriptions can be found on our website at:

www.advocatetraining.com

Our Unique Approach to Training Delivery

Our training process starts before each course and continues after the course completion.



Action planning commences before the delegates attend the course, when they are asked to complete a precourse questionnaire. The questionnaire sets out the course objectives for them and gets them to identify their own personal objectives. It can also include precourse assessment and analysis.

This then enables any relevant needs to be identified from the questionnaires and then incorporated into the course.

Throughout the course delegates are encouraged to think of actions they wish to implement back in the work place. The action plan identifies what they are going to stop, start and continue. It then gets them to establish how they will know that they have been successful.

At the end of the course the delegates consolidate their ideas before they leave the course. After a month, a follow up is conducted with the delegate, to review their actions and whether they need any additional support. 5 months after the course, a final follow-up is conducted to ensure that actions have been implemented and to help the delegate identify any future development. This encourages an open door policy with the delegates having the opportunity to call or email at any time if they have any questions

Course Overview



Below is a list of the range of course that advocate is able to offer. If there is a course that you require that is not listed, we will develop a training course that is specific to your requirements. All our programmes are designed to increase the performance and enhance the techniques and skills of the delegates.

The range of courses Advocate is able to offer includes:

Management Skills

Appraisal Skills
Coaching Skills
Conflict Management
Difficult People
Interviewing and Recruitment Skills
Leadership Skills – from an introduction through to advanced
Management Skills - from an introduction through to advanced
Managing and Leading for Performance
Meetings workshop
Mentoring Skills
Motivation
Negotiation Skills

Sales Training

Sales Management
Sales Presentations
Selling and Influencing using Personal Strengths and Values
Selling Skills – for all levels of staff
Telephone Selling Skills

Team Building Workshops

Belbin team workshop
Building team motivation and morale
Creating team communication
Developing team strategy and outcomes
High performing teams
Using SDI – Personal Strengths to build team effectiveness

Business and Personal Skills

Assertiveness Skills
Communicating Confidently
Communication Techniques
Customer Care
Decision Making and Problem Solving
Emotional Intelligence
Facilitation Skills
Influencing Skills
Innovative and Creative Thinking
Interpersonal Skills
Negotiation Skills
One to One Instruction
Personal Effectiveness
Presentation Skills
Speed Reading
Stress Management
Telephone Skills
Time and Priority Management
Train the Trainer
Written Business Communication

Detailed on the following pages are brief outlines of some our more popular courses. If you require a full course description for any of course go to our website at:

www.advocatetraining.com



Alternatively if you have a particular training requirement or require additional information about any course, please contact Advocate on:

01621 892800

or

information@advocatetraining.com

We look forward to hearing from you.

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| <p>Assertiveness</p> <p>An understanding of our relationships is important and why certain people bring out particular triggers. If we learn to be assertive we communicate more effectively and our relationships improve. The course is designed so you can discover how to use assertiveness skills to enhance your interpersonal abilities and increase confidence. Being assertive is sometimes confused with aggression; however on this one day training course you can learn different techniques which respect both your needs, and those of the person with whom you are communicating.</p> <p>Assertiveness training focuses on understanding, acknowledging and learning how to declare one's rights. This training course involves delegates in realising their own rights and the right of others in the workplace.</p> | <p>Course Objectives:</p> <p>To provide skills, methods, and techniques required to work effectively and confidently with colleagues, clients and management. To develop skills to deal with problems at work.</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Identify how people work and to improve their effectiveness both individually and in a team • Develop and improve their assertiveness with others • Communicate more effectively • Identify the difference between assertiveness and other types of behaviour • Utilise assertiveness techniques to increase interpersonal skills • Overcome feelings of apprehension and communicate with colleagues in a more confident manner • Choose from a number of approaches to deal with difficult situations and as a result increase self-confidence. |
| <p>Business Writing</p> <p>All organisations need to convey a first class professional image in every way to stay ahead of the competition. As organisations become more communication driven, it is paramount that all pieces of written documentation are faultless. Your professional reputation can be enhanced or ruined by the documentation that you write. It is essential that the style, content and message of your documentation is concise, correct and appropriate. You need to ensure that you get your message across. It is fundamental that the language used is simple plain English.</p> <p>The course is highly practical to give delegates the opportunity to apply all the techniques covered. It will give immediate guidance on how to improve your style and skill in writing business documentation.</p> <p>Course Objectives:</p> <p>To develop and improve through supervised practice written communication skills, so that ideas are expressed clearly, concisely and effectively.</p> | <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Prepare clearly defined objectives. • Identify logical structure. • Gather information and organise ideas. • Improve the clarity of written style. • Express yourself in a clear, concise and professional business manner. • Establish the use of grammar, punctuation, sentences and paragraphs. • Present facts, figures, diagrams, graphs and appendices effectively in their documentation. • Choose the appropriate tone and style for their document. • Understand and apply the techniques of effective writing. • Convey confidence and professionalism in writing at all times • Keep their communication simple – avoiding jargon, slang, clichés and complicated vocabulary. • Understand and apply the techniques of effective writing. |

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| <p>Communication skills</p> <p>The ability to handle and control dialogue with customers and colleagues is essential for building and developing relationships. Listening and understanding what the person is really saying is a fundamental skill for all staff to explore and learn. This course develops verbal and non-verbal communication skills and effective language techniques. This will help participants to establish better working relationships and become more influential in the work environment.</p> <p>The course enables you to develop business communications that make your point quickly, clearly and persuasively. You will learn how to structure your thoughts, analyse your audience's needs, develop key information and present it at the right level of detail so that it get the results you hoped for. The course is highly practical to give you the opportunity to apply the techniques covered.</p> | <p>Course Objectives: To develop and improve your communication skills so that ideas are expressed clearly, concisely and effectively and to apply these skills to a wide range of business communications. Develop verbal and non-verbal communication skills. Understand the different ways in which we communicate</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Recognise their preferred communication styles and how to work more effectively with others • Display positive thinking to aid self-confidence • Refresh their basic communication skills such as listening, questioning, explaining and using their voice • Structure your thoughts and decide what is, and isn't, relevant for your target audience • Customise your message for different audiences to achieve greater results <p>Become known in your organisation as a clear thinker and a professional communicator</p> |
| <p>Decision Making and Problem Solving</p> <p>This highly practical course involves the key stages that ensure we make the right business decisions first time. Participants are introduced to practical and creative techniques which enable them to analyse business problems. They are challenged to develop the skills that can transform normally constrained thinking into lateral and inventive thought, and then to concentrate on making the right business decisions.</p> <p>This course lets delegates question the way they solve problems and the approach they take. This highly practical course involves the key stages to ensure delegates solve problems in the right way. Participants are introduced to practical and creative techniques, these enable them to analyse problems. They are challenged to develop the skills that can transform normally constrained thinking into lateral and inventive thought, and then to concentrate on providing the right solutions.</p> | <p>Course Objectives: Provide the tools and techniques to solve problems effectively. To provide a structure for making business decisions. To establish their personal thinking styles and how they approach problem solving</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Quickly and rationally identify business issues and problems • Use creative problem solving techniques • Generate creative and original solutions • Apply sound decisions in their work • Establish personal thinking styles • Generate the right solutions • Gather information, extract data, and identify the facts and opinions • Work with colleagues to solve problems, informal brainstorming, sharing knowledge • Be proactive management of the problem |

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| <p>Influencing and Persuasion Skills</p> <p>As a professional it is extremely important to know how to influence and persuade others. We often have to influence the thinking and behaviour of others, and persuade them to our way of thinking, especially when you have to put across ideas. All professionals need to communicate confidently and build relationships. This is especially true when you come under pressure; you need to remain assertive and to ensure that your message remains effective.</p> <p>No matter what position we hold, it is useful to understand the power of influencing. The development of individual influencing and persuasion skills are essential for results. Effective influencing over time means that productive relationships are developed and maintained.</p> <p>This programme is designed to enable you to be more confident, influential and persuasive at work.</p> | <p>Course Objectives: To equip staff with a range of options and skills when seeking to influence others.</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Identify the key behaviours when seeking to influence others • Explore and practice the range of positive influencing behaviours • Select behaviours appropriate to individuals and situations • Communicate more effectively and persuasively • Constructively influence others toward a positive outcome for both parties • Build trust and productive relationships • Explain complicated ideas in a manner which aids understanding and increases the likelihood of success • Identify your own preferred influencing style |
| <p>Interpersonal Skills</p> <p>To be successful within business we need to be able to communicate effectively and understand our relationships with others. This course examines how we relate to others and ways to improve these relationships and the communication that takes place. Using the technique of Transactional Analysis as a framework, the skills can be applied to business but also to other areas of our life. The course is highly practical and helps delegates to increase their self-awareness as well as providing opportunities to develop their skills.</p> | <p>Course Objectives: To increase the delegates understanding of people, interpersonal communication and relationships and to develop techniques within these areas.</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Understand behaviour categories and personal ego states • Identify and develop approaches for relationships • Develop active listening skills • Identify approaches to conflict • Understand signals given from non verbal communication • Identify methods to deal with negative and positive strokes |

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| <p>Leadership Skills</p> <p>This is a workshop-structured course that provides the opportunity for the development of those skills necessary to lead teams in organisations. Delegates practice leadership in a variety of activities and situations, gaining from the review and feedback sessions. They emerge from the course with a personal development plan which highlights their future intentions, steps and actions.</p> <p>Course Objectives:</p> <p>To enable delegates to develop their personal skills in leading teams and to provide an opportunity to practice, gain experience and receive feedback.</p> | <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Understand leadership and use a functional model when leading. • Identify a strategy for providing feedback. • Establish the principles of planning and setting objectives. • Identify the requirements of good communication. • Establish the principles and practise of delegation • How motivation effects the working environment. • Use time more effectively. • Develop and increase their problem solving and decision making skills. • How to understand the roles and individuals within a team. • Identify their personal thinking styles. • Handle a task in a crisis and under pressure |
| <p>Management Fundamentals</p> <p>It is vital to managers to establish the fundamentals of leadership and management. This will enable them to identify good and bad management/leadership and the characteristics of the good leaders, establishing the type of leaders they aspire to and the strengths they possess at the moment.</p> <p>This workshop will enable managers to improve their communication skills, developing an understanding of behaviour and using the right approach. It will get them to identify their personal leadership styles and give them competence in leadership by knowing when to use the right style.</p> <p>Once these areas have been established we then identify how to manage tasks and individuals, ensuring we establish objectives, and once the task has started, keeping control and giving feedback.</p> | <p>Course Objectives:</p> <p>To establish the core skills of management and leadership.</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Establish the difference between management and leadership • Understand leadership and use a functional model when leading • Adopt the style of leadership most likely to get the best results in different situations • Identify the requirements of good communication • Establish formal and informal communication processes • Identify a strategy for providing feedback • Identify how to manage and control a task |

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| <p>Managing for Performance</p> <p>The role of the Manager is critical to the motivation and performance of the team. This programme is about the Manager leading a team to success through the application of sound managerial practice. Transferring skills to the "team" and continually building, motivating and leading a group of people to success is a demanding role. It requires a high degree of interpersonal skills and a keen understanding of human nature. The Manager has to lead and support the team upon whom an organisation is dependent for its profit, its success, its growth, its future and its survival in today's competitive world.</p> <p>This intensive workshop will give Managers, an opportunity to develop their knowledge and the skills required to motivate and manage their team. It provides an understanding of the key aspects of Management and Leadership, motivation, team development and leadership styles.</p> | <p>Course Objectives</p> <p>To provide Managers with a clear understanding of their Management and Leadership style and how to use the right style, to ensure they lead, grow and enhance their teams.</p> <p>This course will enable delegates to be able to:</p> <ul style="list-style-type: none"> • Adopt the style of leadership most likely to get the best results in different situations • Identify personal styles and the relative strengths of each approach and which of these to apply back in the work place • Establish their personal effectiveness and how they are/could be perceived • Develop ideas and plans for helping their own team to achieve its full potential • Create a motivating environment • Become a dynamic team builder, • Identify the critical factors that will influence their performance as managers |
| <p>Negotiation Skills</p> <p>Business is all about negotiation. Negotiation is a key management skill which can significantly improve an individual's ability to manage staff effectively; to achieve the best deal in sales or procurement; to build the possible relationship with your client; to deliver to objectives. Every member of staff, within every department, negotiates every working day of their lives. But how often do they achieve the best possible outcome? There are three essential elements - preparation, practice and training.</p> <p>This course provides a proven approach to the negotiation process and will enable staff to develop and practice the skills necessary for successful negotiation in their environment. It will develop them into skilled negotiators who can win in business and at the same time develop and manage key relationships.</p> | <p>Course Objectives:</p> <p>To enable staff to understand and maximise the effectiveness of their personal negotiation style. To provide a framework for the planning and conduct of formal negotiations. To enable staff to understand the aims of the negotiation process and to assess its implications.</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Understand and identify the range of communication styles used in negotiations • Manage important negotiations • Prepare, plan and conduct negotiations • Develop trust and build great relationships within negotiations • Value concessions and when to walk away • Consider and select the appropriate outcomes • Gain the knowledge that gains them the lead in negotiations • Find better deals by removing their own mental limits |

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| <p>Presentation Skills</p> <p>Often our success within business is dependent upon effective presentations. To achieve this success the presenter must captivate the audience, communicate effectively and be seen as professional. The crucial elements of setting the right objectives and meeting the needs of the audience are explored in this course. Personal presentation styles are developed as well as handling the audience. The use of visuals and equipment are established. If we accomplish these goals then we will obtain greater success within our organisation.</p> | <p>Course Objectives: To enable delegates to practise the skills of researching, preparing and delivering effective presentations. To develop confidence and emphasis.</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Develop a presentation from start to finish • Understand their own presentation style • Use a selection of visual aids and manage their use • Stage manage their presentations to present a professional image • Develop self-confidence when speaking in public • Analyse approaches for handling audiences • Develop emphasis and voice projection |
| <p>Selling Skills</p> <p>This is the ideal course for those who want a flying start to their sales career. Delegates will gain a clear understanding of the role and responsibilities of the salesperson. Individuals are taught how to sell without resorting to high-pressure techniques.</p> <p>The whole sales process is explained and delegates are taught the importance of developing a sales plan. The need for sound, logical planning is established to ensure that selling starts in the correct manner. Emphasis is placed on how to use the appropriate professional and ethical selling techniques needed to progress each potential 'sale' through to placing the order.</p> <p>The importance of responding to the customer's needs is stressed. Individual sales styles are assessed and each delegate develops a personal action plan for their future sales career. This programme develops a solid foundation on which the sales professional can build a successful and rewarding career</p> | <p>Course Objectives To provide the tools, techniques and skills for those new to the sales process.</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Establish the sales process • Establish the buying needs of individuals and organisations. • Make an appointment by telephone. • Prepare and plan for a sales meeting. • Control a sales interview. • Establish how purchasing decisions are made. • Understand the potential of the Internet as a prospecting and sales tool. • Construct an effective written proposal • Handle and overcome objections. • Gaining commitment and closure. |

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| <p>Team Building</p> <p>An individual can work effectively on their own, but for them to truly realise their potential it is better to work in a team environment. A team can produce more, make better decisions, improve communication and relationships, handle problems and generally create a better more social working environment. However teams create a management overhead and cause 'cultural problems.' We need to ensure that we have the right skills to enable the team to be truly effective. This workshop looks at team working skills and the principles involved. It will demonstrate good communication practice and how to resolve difficulties in a team situation.</p> | <p>Course Objectives To provide the skills necessary for effective team working.</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Understand their characteristics within the team environment. • Improve their team communication • Identify personal motivation • Understand how they can contribute to the team • Understand their role • Identify a strategy for providing feedback. • Identify the requirements of good communication. • Establish how motivation effects the working environment. • Understand the roles and individuals within a team. • Identify their personal thinking styles |
| <p>Time and Priority Management</p> <p>This workshop aims to improve our effective use of time. It concentrates on the concepts of time management and the factors affecting our time. It will enable you to identify your key areas of responsibility and where you should be spending your time. It looks at getting the balance between your personal and work life. It provides the tools and techniques to be able to save time and manage time wasters. Delegates go away from this course having a clear understanding of what they need to and the actions they will personally implement.</p> | <p>Course Objectives To present concepts and techniques which will enable participants to review their activities and priorities. To develop an approach capable of improving overall effectiveness.</p> <p>This course will enable delegates to:</p> <ul style="list-style-type: none"> • Identify key areas in which they concentrate time and energy. • Manage priorities effectively. • Identify time stealers and techniques to overcome them. • Establish a time planning system fully tailored to their job requirements. • Fully establish their goals and priorities both at work and within their personal life. |