

# Corporate Training Directory

— 2019



EXPERTS IN  
COMMUNICATION



PROFESSIONAL  
DEVELOPMENT TEAM

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# Bitesize 90 Workshops



## Bitesize 90

In our busy and hectic work environment with constant emails, phone calls, text messages and meetings, it can be difficult to find time for a two day, or even a one day, training course.

The Professional Development Centre's Bitesize 90 programme has been designed to enable learning and development within your organisation in 90-minute chunks.

### Benefits

- See an immediate impact as the modules are rooted in real-life workplace issues
- Quickly upskill employees in a wide range of areas, from communication skills to creativity to coping with change
- Have complete flexibility as you can plan your own pathway through the units to fit your business needs
- Have training at a time that suits you
- Units can be done at any time during the work day, with minimal impact on other tasks
- Improve your team's morale by bringing them together for a fun, relevant and interactive learning and development session

E-mail [info@britishcouncil.or.tz](mailto:info@britishcouncil.or.tz) for more details!



**Better connect with your team, clients, staff or colleagues and build stronger, more positive relationships.**

- Coaching in the Workplace
- Counselling in the Workplace
- Effective Networking
- Flexing your Communication Style
- Listening Skills
- Overcoming Communication Barriers
- Understanding Communication Styles
- You and Your Voice



**Better influence those around you and build more positive relationships.**

- Building Rapport
- Building Trust
- Influence and Persuade People that Matter
- Mentoring in the Workplace
- Motivational Techniques
- Negotiation Skills
- Positive Influencing Skills
- Success with Presentations
- Success with Presentations: Upping the Ante



**Develop your communication skills to speak with greater confidence in any situation and better understand others.**

- Assertive Communication
- Communicating in a Matrix Team
- Communicating in a Virtual Environment
- Giving Constructive Feedback
- Making Meetings Work
- Successful Public Speaking
- The Art of Asking Questions
- Understanding Verbal and Non-Verbal Communication



**Enhance your ability to motivate and enthuse your staff as well as deal with conflict when it arises.**

- Energise your Team
- Forming your Project Team
- Getting Support for your Project
- Inspire your Team
- Managing Conflict in your Team
- Managing your Team Creativity
- Motivating your Project Team
- Setting up a Project Successfully
- The Benefits of Diversity in a Team
- The Multi-Cultural Team
- The Multi-Generational Team

**THE  
WELL YOU**

**Better manage your own emotions and reactions in the workplace.**

- EQ – Knowing Yourself
- EQ – Manage your Behaviour
- Increase your Empathy
- Managing your Stress
- Mindfulness
- Using the Johari Window

**THE  
THINKER**

**Improve your creative thinking, lateral thinking and problem-solving skills.**

- Better Brainstorming
- Critical Thinking Skills
- How to be a Thought Leader
- Making the Best Decisions
- Planning Tools
- Problem Solving – Unlocking the Problem
- Storytelling
- The Entrepreneurial Spirit
- Unlock your Creativity

**WORKING  
WITH  
CHANGE**

**Develop skills, strategies and ideas to overcome difficult situations and cope with challenges and change in the workplace.**

- Communicating Change
- Dealing with Difficult People
- Dealing with Resistance to Change
- Dealing with the Emotions of Change
- Exploring Change through the ‘Fun Theory’
- Facilitating Change
- Having Difficult Conversations
- Learn to Facilitate
- Managing Stakeholder Conflict
- Managing your Performance
- Setting Goals
- Staying on Track

**THE BEST  
OF YOU**

**Make the most of yourself and your skills. Enhance your performance, increase your productivity and feel good about what you are doing**

- Assertiveness
- Coping with Criticism
- Increase your Resilience
- Managing your Time
- Managing your Work-Life Balance
- Optimistic Thinking
- Overcoming Fear of Public Speaking
- Projecting a Professional Image

“  
The course  
was excellent with  
a good balance  
between theory  
and practice.  
”

Manager  
International Design Company



# Leadership and Management

## Learning to Lead



**Length**  
2 Day

Leaders aren't born, they are made. This workshop equips aspiring and newly appointed leaders with the self-awareness and skills to lead their teams and deliver powerful results.

Each course participant will receive a personal 'Work of Leaders' DiSC® profile. This provides a simple, three-step process to help you reflect on how you approach the most fundamental work of leaders: creating a vision, building alignment and championing execution. There is a project running throughout the workshop where you can immediately put your insights into action.

### Who should attend?

Those new to leadership roles or aspiring leaders.

### Learning Outcomes

After taking this workshop you should be able to:

- describe your personal style of leadership
- understand the vision, alignment and execution process and say how it relates to your current role
- lead your team more effectively and deliver better results



### Course Outline

#### Change and you

- Your attitudes change
- Why does change need to be led?
- Your current change situation
- Putting people first

#### Reactions to change

- Preparing the team for change
- How will people react?
- Introducing change curves
- Navigating the curve

#### Engaging your team

- Putting stakeholders at the heart of your strategy
- Who are your people?
- The power/interest grid
- Project – plan your change management project

#### Managing transitions

- Change vs transition
- Empathically engaging your team
- The communication escalator
- Project – plan your communication strategy

#### Building resilience

- What is resilience?
- How resilient are you?
- 5 resilience capabilities
- Project – strengthening your team's resilience

## Maximise your Team's Productivity



**Length**  
2 Days

Improving organisational productivity is crucial for success in today's competitive and globalised workplace. Could your team do more with the resources available?

This hands-on workshop is an essential productivity 'health check' for any team or organisation. Through activities, discussion and practice you will gain practical tools to help increase performance and enhance employee engagement.

### Who should attend?

Managers, supervisors and team leaders.

### Learning Outcomes

After taking this workshop you should be able to:

- understand how to measure organisational or team productivity
- use a range of techniques to get the most from your team
- lead your team more confidently through a process of change



### Course Outline

#### Introduction and overview

- What is productivity?
- Why does productivity matter?
- What helps and hinders productivity?
- Establish a productivity improvement process

#### Assess

- How productive is your organisation or team?
- Establishing a baseline
- Identifying opportunities for improvement

#### Prepare

- What is your mission and vision?
- Setting aligned goals
- Three-step goal realisation process
- Anticipating potential challenges

#### Design

- Evaluating skills and skills gaps
- Improving human performance
- Creating a productivity plan

#### Implement

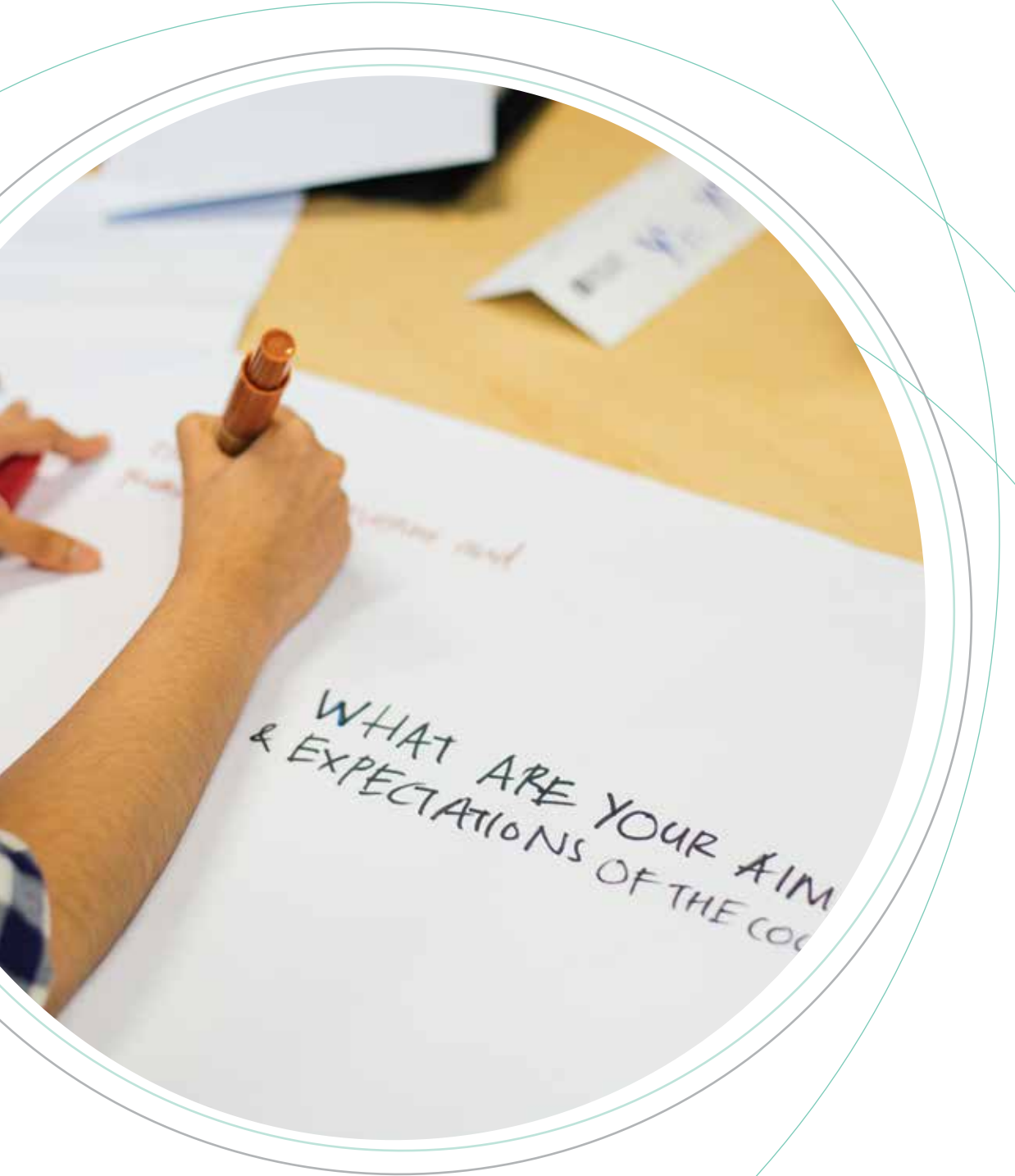
- Are you a change agent?
- What team members should do
- Building trust
- Learning from failure

#### Sustain

- Keeping up momentum
- Evaluating success



# Written Communication



## Advanced Business Writing



Are you a competent business writer? Would you like to enhance your credibility and effectiveness at work by taking your writing skills to the next level?

This workshop considers the more challenging areas of modern business writing. Looking at a range of document types, you will discover how to build lasting relationships, get others to do things and handle difficult messages. There is a writing activity after each section of the course where you can immediately put the new skills you learn into practice.

### Who should attend?

Any competent writers or those who have already taken our Business Writing Essentials workshop.

### Learning Outcomes

After taking this workshop you should be able to:

- feel more confident in your ability to write well in a range of advanced business writing situations
- build better relationships through more empathetic writing
- achieve better results through more targeted and effective writing

### Course Outline

#### Introduction and overview

- Advanced writing competencies
- Analysing business writing samples
- Your case study

#### Writing for the reader

- Profiling reader needs
- Tailoring your messages
- Exploring the four communication styles
- Adapting your writing to the different styles

#### Writing persuasively to encourage action

- Understanding persuasive writing
- Selecting the best structure for your text
- Adapting your language

#### Disagreeing and saying 'no' diplomatically

- Tips for disagreeing and saying 'no'
- How style and tone affect your readers
- Analysing case studies

#### Giving constructive feedback sensitively

- The purpose of constructive feedback
- The impact of badly written feedback
- Dos and don'ts of constructive feedback

#### Applying your new skills

- Your case study
- Your new writing competencies and action plan

## Better Emails



Is your inbox overflowing? Are you still waiting for important information that you asked for last week? This workshop will help you to develop the quality and effectiveness of your emails so that you can achieve your goals at work.

You will be introduced to the POWER writing process and the 6 Cs of professional email writing. You will also write emails and receive feedback from your trainer and other course participants on how to improve.

### Who should attend?

Anyone who wants to improve the quality and effectiveness of their emails.

### Learning Outcomes

After taking this workshop you should be able to:

- plan and organise your email writing to fit your purpose
- adapt your emails to different audiences and situations
- write and edit your emails to make them clear, concise and easy to understand

### Course Outline

#### Introduction and overview

- Are you a professional email writer?
- The POWER writing process
- The 6 Cs of email writing

#### Planning essentials

- Having a clear purpose
- Knowing what you want to achieve
- Adapting to your audience

#### Getting organised

- Exploring BLADE and ODAC
- Choosing the right structure

#### Writing for your reader

- Asking reader-focused questions
- Using appropriate levels of formality
- Getting your tone right

#### Focusing on language

- The importance of plain English
- Writing clear action points
- Making your emails more concise

#### Communicating difficult messages

- Giving bad news in a good way
- The power of positive language

#### Managing email threads

- Key principles in managing an email thread
- Summarising important information

#### Editing and reviewing

- Using the 6 Cs to edit and review your emails
- Email writing action plan

## Business Writing Essentials



**Length**  
2 Days

This workshop provides you with a thorough understanding of modern business writing. This will help you to write all kinds of documents more effectively and professionally.

Through analysis and hands-on activities, you will learn how to plan and edit a variety of documents. You will also write a case study text and use the 5 Cs to progressively refine this throughout the workshop.

### Who should attend?

Anyone who wants to learn the fundamentals of modern business writing.

### Learning Outcomes

After taking this workshop you should be able to:

- feel more confident in your knowledge of modern business writing
- communicate your ideas more effectively
- use writing to enhance your professional image at work



### Course Outline

#### Introduction and overview

- Your writing at work
- The 5 Cs of business writing
- Case study – writing practice

#### Complete

- Stating your purpose
- Who are your readers?
- Getting the action you want
- Using diagrams to plan

#### Clear

- Being specific
- Linking your ideas
- Writing effective paragraphs
- Structuring your information
- Modern document layout and design

#### Correct

- Eliminating grammatical errors
- Commonly confused words
- Understanding sentence structure

#### Courteous

- Avoiding over-formality
- Using the active voice
- Adopting a reader-friendly tone

#### Concise

- Using short, familiar words
- Avoiding repetition and redundancy

#### Summary

- Editing your documents
- Online tools for business writers

## Digital Content Writing



**Length**  
2 Days

Content is on the rise. More organisations are turning to quality online content to attract and engage their target audiences. This means that more professionals are being called upon to write articles, blog posts, case studies and white papers.

This workshop helps you get started by taking you through the process of content creation – from generating ideas to crafting and polishing your writing.

### Who should attend?

Those who have been tasked with writing online content for their organisations. You could be in a communications role or a subject matter expert.

### Learning Outcomes

After taking this workshop you should be able to:

- understand why online content is one of the most powerful ways to help your organisation achieve its goals
- generate ideas for your articles, blog posts, case studies and papers
- turn your ideas into engaging and enjoyable content



### Course Outline

#### Introduction and overview

- What is content writing?
- The qualities of good content writing
- Types of content writing
- Establishing yourself as a thought leader

#### Who am I writing for?

- Understanding your online readers
- Researching your target audience
- Developing target personas

#### Why am I writing?

- Knowing what you want to achieve
- Exploring your surface and deeper purpose

#### What do I write about?

- Keeping your target reader in mind
- Using tools to generate ideas
- Analysing your competitors
- Project – choose an idea for your content

#### How do I write it?

- Choosing the right structure for your content

- Exploring best practice for articles, blog posts, case studies and papers
- Using storytelling to engage your readers
- Project – select a format and write your first draft

#### The edit

- Selecting keywords and attention grabbers
- Using the right tone
- Adapting your language to your audience
- Checking for common grammar errors
- Project – polish your content

## Grammar Foundations



**Length**  
2 Days

This workshop reviews the foundations of English grammar, with a focus on areas where Kenyan usage differs from Standard (British) English.

Your trainer will take you through a series of interactive, hands-on activities to help you avoid grammatical errors. As a result your writing should become more accurate and you will gain confidence in your everyday use of grammar.

### Who should attend?

Those who need to gain more confidence in the basics of English grammar.

### Benefits

After taking this workshop you should be able to:

- avoid common grammatical mistakes
- feel more confident in your knowledge of the basics of English grammar
- edit your and others' writing to make it more accurate



### Course Outline

#### Introduction and overview

- Pre-course grammar quiz
- Case study writing activity
- Defining and identifying word classes
- Using online resources

#### Question forms

- Different questions for different contexts
- Direct and indirect questions
- Question tags

#### Verbs

- Present perfect and past simple
- Using timelines
- Interviewing a colleague
- Writing a professional profile

#### Nouns, quantifiers and articles

- Countable and uncountable nouns
- What is a quantifier?
- Rules for using articles

#### Prepositions and collocations

- Prepositions of place
- Common collocations or Standard English?

#### Putting it all together

- Planning a work event
- Giving a mini presentation
- Writing a summary email

## Minutes of Meetings



**Length**  
2 Days

Do your minutes take you hours? This workshop will help you to become a more effective and confident note-taker and minute-writer.

As well as discussions and games, you will watch videos of meetings and take real minutes. There will be a role-play meeting and you will receive feedback from your trainer on what you need to do to improve your minute-writing.

### Who should attend?

Anyone who needs to write minutes or take notes in meetings or discussions.

### Learning Outcomes

After taking this workshop you should be able to:

- feel more confident during meetings and take better notes
- report discussions and actions using correct grammar and tone
- write minutes that are accurate, brief, clear and diplomatic



### Course Outline

#### Introduction and overview

- Why keep records?
- Key competencies for minute-takers
- Minutes – what and why?
- Common problems for minute-takers and solutions

#### Preparation

- Rights and obligations of the minute-taker
- Note-taking skills and formats
- Being assertive - getting the information you need
- Three styles of minutes

#### The language of minutes

- Reported speech and back-shifting
- Using reporting verbs
- Choosing the right preposition

#### Summarising

- Reporting outcomes
- Being diplomatic
- Analysing and correcting minutes

#### Just do it!

- Role playing a meeting
- Writing up your minutes
- Reviewing your minutes

## Reports that Work



**Length**  
2 Days

Good decisions come from good reports. The best reports earn the writer respect and achieve an appropriate, positive response.

This workshop guides you through the essential skills for planning, structuring, writing and checking all of your reports at work. Throughout the course you will work on a case study, putting the skills you pick up into practice immediately.

### Who should attend?

Anyone who needs to write reports at work.

### Learning Outcomes

After taking this workshop you should be able to:

- write reports which are clear, well-structured and convincing
- edit your own reports and save yourself time
- project a more professional image through your report writing

### Course Outline

#### Introduction

- What makes a good report?
- Understanding different types of report
- Reports vs proposals
- Your report writing strengths and challenges

#### Structuring your reports

- Exploring two report structures
- Identifying each section
- Organising your material
- Including a table of contents

#### Case study

- Planning your report

#### Writing your report

- Writing facts and describing data
- Presenting information clearly
- Using and selecting diagrams
- Coming to logical conclusions
- Making persuasive recommendations
- Writing your introduction

#### Case study

- Writing the first draft of your report

#### Making it readable

- Focusing on your readers
- The 6 Cs of report writing
- Using plain English
- Avoiding redundancy and repetition

- Linking information
- Making your report cohesive

#### Editing your report

- Understanding past tenses
- Selecting the right tense for each section
- Using active and passive voices
- Correcting common grammatical errors

#### Case study

- Editing your report and making it readable

#### Review

- Reviewing your case studies
- Peer and trainer feedback
- Action plan

## Taking Your Grammar to the Next Level



**Length**  
2 Days

This workshop looks at a range of challenging areas of grammar. Mastering these will enhance both your written and spoken communication at work.

Your trainer will guide you through practical activities such as speed meetings, mini presentations and group writing tasks. You will also analyse a selection of workplace documents and evaluate their use of grammar.

### Who should attend?

Those who have already attended our Grammar Foundations workshop or who have a good grasp of the fundamentals of English grammar.

### Learning Outcomes

After taking this workshop you should be able to:

- have a clearer understanding of advanced English grammar and its use
- present a more polished professional image when writing
- speak more appropriately during face-to-face business interactions

### Course Outline

#### Introduction and overview

- The language of grammar
- Grammar and you

#### Building blocks

- Constructing sentences
- Linking your ideas
- Email writing task

#### More information, please

- Using relative clauses
- Describing a person
- Defining jargon and technical terms

#### Verbs and tenses

- Review of the English tense system
- Modal verbs and their uses
- Using 'will' and 'would'

#### The big 'if'

- First and second conditional
- Promoting a product
- Writing a proposal

#### What did they say?

- Reported speech and back-shifting
- Speaking and writing tasks



## Writing Customer-focused Emails



**Length**  
2 Days

Writing to customers in a style that focuses on them is vital to your organisation's reputation and success.

Focusing on challenging correspondence such as refusing requests and dealing with complaints, this workshop provides you with an in-depth understanding of how to write in a customer-focused way. You will write two case study emails related to your workplace and receive feedback from your trainer and other participants on your strengths and areas to improve.

### Who should attend?

Anyone who has to deal with challenging correspondence or who would like to make their writing more customer-focused.

### Learning Outcomes

After taking this workshop you should be able to:

- better engage your customers, even when responding to difficult correspondence
- structure and write emails which have a positive effect on the reader
- enhance your professional reputation and that of your organisation



### Course Outline

#### Introduction and overview

- Presenting a positive service image
- The 5 Cs of customer-focused emails
- Preparing your case studies

#### Plan your email

- Meeting and exceeding customer expectations
- Analysing relationships with your readers
- Making follow-up actions clear

#### Organising and writing refusals

- Structuring your response
- Highlighting benefits of company policies
- Using positive language
- Explaining refusals
- Writing effective closings and headings

#### Writing responses to complaints

- What do complainants want?
- Structuring your replies
- Deciding on an appropriate tone
- Adapting your tone to purpose and reader

#### Editing

- Conciseness and clarity
- Courtesy – plain English
- Correctness – common grammar errors

#### Reviewing

- Using the 5 Cs to review
- Personal action plan

## Writing for Social Media



**Length**  
2 Days

This workshop shows you how to write compelling and highly readable content across a range of social media platforms.

You will participate in a series of multi-media-based learning activities such as writing tweets, taking quizzes and watching video clips. You will also examine four social media platforms in detail and learn how to adapt your writing for each.

### Who should attend?

Anyone who wants to write more effective social media posts.

### Learning Outcomes

After taking this workshop you should be able to:

- connect with your audience across different social media platforms
- create impact through language, layout and structure
- write more engaging posts



### Course Outline

#### Introduction and overview

- Twitter challenge
- Defining social media
- Social media dos and don'ts
- What the main platforms are used for
- Social media trends for 2019

#### Focusing with Twitter

- Why Twitter is useful for business
- The top 5 Twitter practices
- Making your content relevant
- Tweeting with templates

#### Persuading with Facebook

- Making the most of Facebook for business
- Analysing your reader's WIIFM
- Case study: assessing your brand
- Understanding surface and deeper purpose
- Writing persuasively
- Posting persuasively to Facebook

#### Making an impact with Instagram

- How is Instagram different?
- Analysing Singaporean users
- Aligning image and message
- Writing concise captions

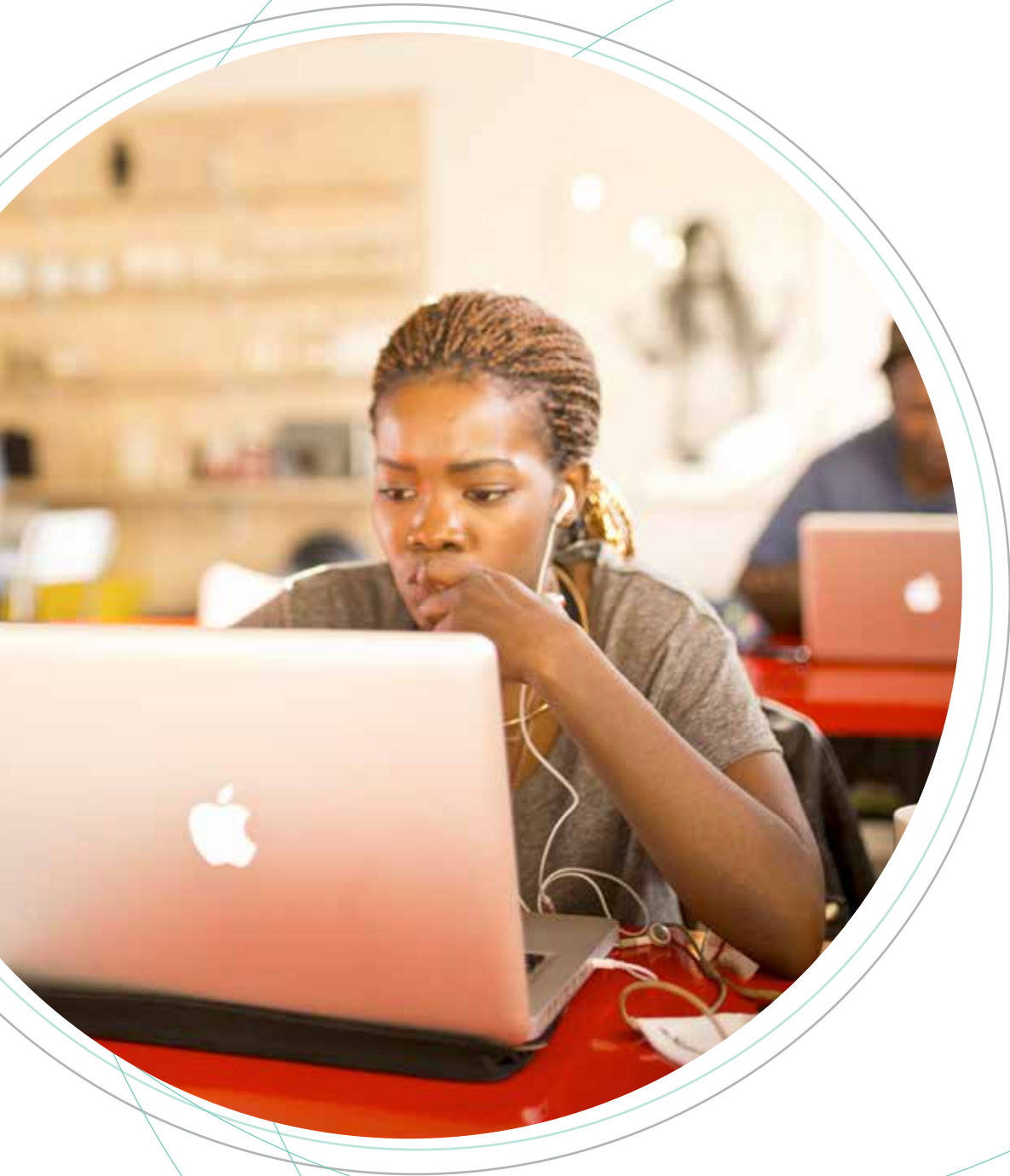
#### Branding with LinkedIn

- Creating your personal brand
- Updating your profile
- Writing articles for LinkedIn
- Selling your organisation

#### Workshop review

- The 5 Cs of effective social media writing
- Writing an action plan
- Your end-of-training tweet

# Innovation and Entrepreneurship



## Problem Solving and Decision Making



**Length**  
2 Days

This highly practical workshop introduces you to a range of tools and techniques to solve problems more effectively and make better decisions. You will discover your problem solving and decision making style and how to work more successfully with colleagues who have a different style to you.

Throughout the workshop you will work on a case study from your workplace where you can immediately put the new skills into practice.

### Who should attend?

Anyone who wants to improve the way they identify problems, generate solutions and make decisions.

### Learning Outcomes

After taking this workshop, you should be able to:

- anticipate and identify problems more effectively
- use a range of tools to help solve problems
- make the right decisions and take responsibility for them



### Course Outline

#### Introduction and overview

- Problem-solving and decision-making styles
- Identifying your style
- Working with the different styles
- The PSI framework

#### P- The problem (the 'what' and 'why')

- Recognising the problem
- Defining the problem
- Identifying root causes

#### S- The solution (the 'how')

- Generating creative solutions to a problem
- Identifying the best solution
- Assessing and managing risk
- Building consensus

#### I – Implementing decisions (the 'do')

- Selecting the best implementation approach
- Communicating your decision
- Guidelines for communicating difficult decisions
- Reviewing the success of your solution

## Unlock Your Creativity



**Length**  
1 Day

This dynamic workshop is based on the principle that we all have the capacity to be creative. However, we often need to use tools or follow a process to bring out the creativity within us.

Your trainer will introduce you to 16 techniques to help you think more creatively. You will also learn how to brainstorm more effectively, and use the techniques to solve your work-related problems.

### Who should attend?

Anyone who would like to brainstorm more effectively or generate creative ideas at work.

### Learning Outcomes

After attending this workshop you should be able to:

- generate a wide variety of ideas and solutions
- select and use appropriate creativity techniques at work
- activate your creative potential



### Course Outline

#### Introduction and overview

- Getting to know you...creatively!
- Defining creativity
- Your case study

#### Exploring the process

- Design thinking – five key steps
- Tips on how to brainstorm effectively
- Facilitating 'brainwriting' and 'braindump' sessions

#### Framing the issues

- Writing a problem statement
- Doing a root cause analysis
- Drawing a 'why-why' diagram

#### 16 creativity techniques

- Understanding how to use the techniques
- Using the techniques on your case studies
- Reviewing the effectiveness of the techniques



# Productivity and Performance

## Assertiveness: Achieving Win-Win



**Length**  
1 Day

This workshop is designed to help you be more assertive in challenging interpersonal situations at work. It's about feeling confident, building rapport with your colleagues and customers and working together to achieve win-win solutions.

Through quizzes, discussions and role plays you will learn how to apply the powerful 'WIN' process to all of your challenging workplace interactions.

### Who should attend?

Anyone who wants to communicate with confidence and build strong and lasting relationships with others.

### Learning Outcomes

After taking this workshop you should be able to:

- explain the differences between aggressive, passive and assertive behaviour
- use various ways to influence others, especially when raising issues
- deal with criticism more effectively



### Course Outline

#### Introduction and overview

- Defining assertiveness
- How assertive are you?
- What makes people passive or aggressive?
- Introducing the WIN process

#### Wants and needs

- Defining and analysing wants and needs
- A difficult situation from your workplace

#### Influencing

- The 3 Vs of assertive communication
- Giving negative feedback assertively

#### Neutralising

- Controlling your emotions
- Using three assertiveness techniques
- Assertiveness role plays

#### Achieving win-win

- Your assertiveness case study
- Planning ahead

## Increase Your Personal Productivity



**Length**  
1 Day

Do you have a 'to-do' list that never seems to get any shorter? Do you sometimes feel overwhelmed at work and don't know where to begin? Would you like to 'work smarter, not harder'? If so, this workshop is for you.

Through reflective exercises and activities you will learn ways to better manage yourself, your tasks and your priorities so that you can increase your personal productivity.

### Who should attend?

Anyone who would like to be more productive at work.

### Learning Outcomes

After taking this workshop you should be able to:

- identify your blockers to working productively
- use a range of techniques to prioritise tasks and remain focused
- achieve more at work and in your free time



### Course Outline

#### Introduction and overview

- Defining personal productivity
- How to be more productive
- Are you balanced?
- Your productivity blockers

#### Managing yourself

- Productivity and emotional intelligence
- Can stress be helpful?

#### Stress and resilience

- Digital distractions and detoxification

#### Managing your workload

- Working smarter
- Planning and protecting your time
- Eliminating waste

#### Staying focused

- Using four productivity techniques
- Productivity apps
- Reflection and action plan



## Networking and Relationship Building for Success



This workshop will help you to network with anyone, anywhere and at any time!

You will be introduced to tips and techniques to increase your confidence so that you can enjoy networking and do it more successfully. You will take part in interactive activities and role plays to immediately put into practice what you learn. You will also discover how social media can help you to build lasting relationships with your contacts.

### Who should attend?

Anyone who needs to gain confidence in making new contacts and developing long-term relationships.

### Learning Outcomes

After taking this workshop you should be able to:

- feel more confident in a variety of networking situations
- build rapport in business and social situations
- create a mutually beneficial network of contacts

### Course Outline

#### Introduction and overview

- What is networking?
- Understanding your networking needs
- Examining your existing network

#### Prepare to network

- Striking up a conversation
- Continuing the conversation

- Asking good questions
- Remembering the people you meet

#### The networking event

- Dealing with nerves
- What do you have to offer?
- Networking etiquette
- Ending the conversation

#### Relationship building

- Connecting with your contacts
- Adding value with social media
- Building lasting relationships

## Time Management



This workshop will help you to better manage your time at work. You will be introduced to a range of techniques for prioritising tasks, dealing with time wasters and managing yourself and others.

You will participate in a series of questionnaires, games, discussions and video clips that relate the time management techniques to your daily life.

### Who should attend?

Anyone who would like to be work more efficiently and effectively.

### Learning Outcomes

After taking this workshop you should be able to:

- schedule your working day more effectively
- analyse and prioritise your workload
- focus on your key tasks and avoid distractions

### Course Outline

#### Introduction

- A typical working day
- What kind of time manager are you?
- Organising and focusing

#### Manage your tasks

- 'To-do' lists
- Prioritising your tasks

- Covey's priority matrix
- Your body clock and 'prime time'

#### Manage yourself

- Your workspace
- Your inbox
- Your work patterns

#### Manage others

- Handling interruptions
- Saying 'No'
- Delegating

# Interpersonal Communication



## Advanced Presentation Skills



**Length**  
2 Days

Are you an experienced presenter? Would you like to increase your influence and impact with your stakeholders? If so, this advanced workshop will help you to create and deliver more powerful presentations.

In an action-packed two days you will explore techniques to enhance your skills as a presenter. You will also receive comprehensive feedback to help take your presentations from good to great!

### Who should attend?

Experienced presenters who want to take their skills to the next level, or participants who have already attended our *Success with Presentations* course.

### Learning Outcomes

After taking this workshop you should be able to:

- feel more credible, confident and connected to your audience when presenting
- know different ways to structure your presentation according to audience needs
- deliver more powerful presentations



### Course Outline

#### Introduction

- What makes a presentation powerful?
- Powerful presenters in action
- Personal goal setting

#### Becoming a powerful presenter

- Overcoming nerves
- Building confidence
- Creating connection

#### Planning your message

- Identifying your theme
- Organising your ideas
- Storyboarding your content

#### Engaging your audience

- The art of storytelling
- Communicating with impact
- Harnessing the right media

#### Staying flexible but focused

- Contingency planning
- Dealing with interruptions
- Handling difficult questions

## Consultative Selling



**Length**  
2 Days

A consultative selling approach means building value, identifying needs and, ultimately, serving as a trusted advisor to your customers.

This workshop introduces you to the 3 Cs of consultative selling and a simple six-step process that you can follow in all of your sales conversations. You will apply this to a work-related case study and practice your consultative selling skills throughout the course.

### Who should attend?

Anyone who would like to gain a deeper understanding of their customers and develop longer-term, more meaningful relationships with them.

### Learning Outcomes

After taking this workshop you should be able to:

- follow a six-step process to structure your sales conversations
- use SPIN questions to uncover customer circumstances and needs
- better connect, convince and collaborate with your customers



### Course Outline

#### Introduction and overview

- What is consultative selling?
- Are you a consultative seller?
- The 3 Cs of consultative selling
- Your sales case study

#### Building trust with your customers

- What is trust?
- Creating an environment of trust
- What causes trust to break down?

#### A consultative selling process

- A six-step selling process
- Identifying potential prospects
- Deciding how to make contact

#### You and the face-to-face meeting

- Creating a positive first impression
- Preparing for the meeting and planning for success
- Making an impact with the 'POW' approach

#### Understanding your customers

- Using SPIN questions to understand needs
- Knowing what buyers really want
- The empathy effect

#### Managing the sales conversation

- Selling benefits not features

- Dealing with different behaviours
- Handling objections and concerns
- Identifying (and avoiding) key traps

#### Closing the conversation

- Recapping and ways to close
- Identifying actions and gaining commitment
- Following up in writing

#### Bringing it all together

- Role playing your case study
- Feedback and action plan

## Effective Negotiation Skills



This highly practical workshop introduces you to the skills needed for effective negotiations. You will learn about the five negotiating styles and practice using a simple but effective process for conducting negotiations at all levels.

Over the two days you will watch video clips, discuss real-life experiences and take part in a variety of role plays and simulations to immediately put the skills you learn into practice.

### Who should attend?

Managers, executives, buyers and anyone else who negotiates.

### Learning Outcomes

After taking this workshop you should be able to:

- apply a systematic approach to having a negotiation
- achieve 'win-win' outcomes by collaborating with your negotiating partners
- feel more confident when negotiating

### Course Outline

#### Introduction and overview

- Are you already a negotiator?
- What makes an effective negotiator?
- Bargaining vs trading
- Negotiating styles

#### A negotiation process

- Introducing PODD
- Role play negotiation – PODD in action

#### Prepare

- Positions vs interests
- Giving value to your interests

- Your ideal outcome, bottom line and BATNA
- Criteria for fairness

#### Open

- Laying the foundations
- Effective questioning – opening up
- Negotiating across cultures

#### Discuss

- Generating options
- The science of persuasion
- Reading body language

- The power of listening
- Overcoming blocks in a negotiation

#### Decide

- Effective questioning – closing down
- Gaining their commitment
- Closing the deal

#### Bringing it all together

- Role play negotiation – case studies
- Self-reflection and action plan

## Effective Public Speaking



This workshop will help to build your confidence and skills in giving speeches. You will explore techniques for planning and delivering talks, as well as ways to engage your audience in a range of public speaking situations.

During the workshop you will develop and deliver a speech on a topic of your choice. You will receive detailed feedback on your performance from the other course participants and your trainer.

### Who should attend?

Anyone who would like to be better at public speaking.

### Learning Outcomes

After taking this workshop you should be able to:

- plan, structure and deliver short speeches
- use your speeches to engage, motivate and inspire others
- give impromptu speeches at work when the situation demands it

### Course Outline

#### Introduction and overview

- Public speaking situations
- Speaking practice – introducing someone
- Speeches vs presentations
- What makes a memorable speech?

#### Planning your speech

- Asking questions about your speech
- Researching your topic
- Planning what to say and how to say it
- Using a framework

#### Building your speech

- Good introductions
- Creating interest in your speech
- Using rhetorical devices
- Language for speeches

#### Preparing yourself

- Dealing with stress
- Understanding and overcoming fear
- The power of positive visualisation

#### Delivering a speech

- Projecting a confident, credible image
- Using your voice effectively
- Keeping your audience engaged
- Delivering a speech written by someone else

#### Expecting the unexpected

- Giving impromptu talks
- Managing your emotions
- Handling questions
- Speaking practice – 'thank you' speech

## Handling Difficult Colleagues and Customers



**Length**  
2 Days

This workshop will help you to handle difficult colleagues and customers in a more assertive, confident and constructive manner.

As well as learning about the nature of conflict and why it arises you will gain a better understanding of how you react in stressful situations. You will also be given a set of tools and techniques to help you manage challenging real-life interactions with your colleagues and customers.

### Who should attend?

Anyone who has to deal with difficult colleagues, customers or clients.

### Learning Outcomes

After taking this workshop you should be able to:

- be more conscious of and better manage your own reactions in challenging situations
- feel more confident when dealing with conflict at work
- communicate more effectively with your colleagues and customers

### Course Outline

#### Understanding the nature of conflict

- Identifying your difficult situations and people
- Defining conflict
- Understanding the root causes of conflict
- Assumptions about behaviour

#### Understanding yourself and others

- Physical reactions in difficult situations
- Exploring your 'hot buttons'
- Understanding and adapting

your communication style

#### Conflict management

- Acknowledging diversity
- Psychological contracts
- Applying conflict management techniques
- Identifying creative solutions to routine problems

#### Managing yourself and others

- Helping others to remain calm
- Reacting to criticism

- Using 'I' statements
- Building your resilience

#### Communication skills

- Understanding the power of listening
- Showing empathy
- Adapting your language

## Interpersonal Communication Skills



**Length**  
2 Days

Would you like to build more effective relationships with your colleagues, clients and managers? Are you struggling to get your ideas heard? Do you want to communicate in a more professional way?

This workshop will help you to develop the skills you need to communicate effectively in the modern workplace. You will learn more about communication styles and discover easy-to-use tools and techniques to help you build positive relationships and achieve your professional goals.

### Who should attend?

Anyone who wants to communicate more effectively at work.

### Learning Outcomes

After taking this workshop you should be able to:

- understand your communication style and be able to adapt it when necessary
- build rapport with colleagues, clients and superiors to help you get things done
- have the skills to improve a key relationship at your workplace

### Course Outline

#### Introduction and overview

- What are interpersonal communication skills?
- A key relationship you'd like to improve

#### Building self-awareness

- Your communication strengths and challenges
- Understanding how people communicate
- Discovering your communication style
- Communicating more effectively with other styles

#### Communicating with impact

- Exploring the 3 Vs of communication

- Self-assessment, strengths and areas for development
- Communicating your key qualities

#### Communicating visually

- Using body language to create connection
- Aligning your visual communication with the people you work with
- Matching how you communicate visually to your message

#### Communicating vocally and verbally

- Exploring the elements of voice
- Effective questioning
- The power of positive language

#### Listening skills

- Listening – the missing half of communication?
- Levels of listening
- Building rapport by paying full attention

#### Showing empathy

- Understanding how others feel
- Communicating empathy
- Giving feedback in an empathetic way

#### The communication skills project

- Case studies and role plays
- Improving your key relationship
- Personal action plan



## Interviewing Skills for Managers



**Length**  
2 Days

This essential one-day workshop focuses on developing your skills and knowledge around the interview process. As well as being introduced to an effective interviewing framework you will also learn tips and techniques about how to recruit using a competency-based approach. This will ensure that you always choose the best candidate for the job!

### Who should attend?

Anyone who has to conduct interviews as part of their job.

### Learning Outcomes

After taking this workshop you should be able to:

- manage the recruitment process more effectively
- interview candidates with confidence
- select the right person for the job



### Course Outline

#### Introduction

- Preparing yourself for the role
- What makes an effective interviewer?

#### Preparing for the interview

- The interviewing panel
- Good practice in recruitment interviewing
- Your responsibilities during the interview process

#### The interview

- Using the S.T.A.R. approach in competency-based interviews
- Establishing rapport with the candidate
- Asking the right questions
- Being fair and transparent

#### Communicating effectively

- Effective communication using the 3 Vs

- Active listening
- Body language
- Opening statements to candidates
- Practice – role play an interview

#### After the interview

- Making the right decision

## Positive Influencing Skills



**Length**  
2 Days

This workshop shows you how to positively influence others at work so that you get the outcomes you want. These include selling your ideas, winning resources and getting others to take action.

Through interactive scenarios, self-reflection and a range of practical activities, you will explore ways to influence and better communicate with others, even in challenging situations.

### Who should attend?

Anyone who has to influence or persuade others at work.

### Learning Outcomes

After taking this workshop you should be able to:

- use a variety of techniques to positively influence others
- build trust and rapport with all of the people you work with
- get the results that you want



### Course Outline

#### Introduction and overview

- What are positive influencing skills?
- Why, when and who do you need to influence?
- Barriers to influencing others

#### Principles of influencing

- What makes a great influencer?
- Discovering your influencing style
- Mapping your sphere of influence
- Influencing without authority

#### Planning your influence approach

- Clarifying goals and priorities
- Focusing on the other person

- Identifying currencies of exchange
- Achieving a win-win

#### Relationship skills

- Building trust and rapport
- Persuading, not manipulating
- Reciprocity and emotional bank accounts
- Building effective working relationships
- Push or pull

#### Influencing outcomes

- Using questions and active listening to probe
- Selling your ideas with AIDA

- Getting others to take action with WIIFM
- Using simple persuasion tactics
- Influencing online and on social media

#### Politics, influence and you: understanding your work context

- Managing up - influencing your manager
- Influencing your peers and subordinates
- Overcoming office politics
- Playing hardball - using tougher strategies

## Presentation Slide Essentials

 **Length**  
1 Day

This workshop will show you how to prepare memorable, understandable and attractive slides that add depth to the message of your presentation. You will use a range of techniques to create your own set of slides during the workshop and present these to the group.

The emphasis is on the design of slides rather than the technicalities of using presentation software. However, your workbook will contain 'how to' guides which demonstrate various PowerPoint tools.

### Who should attend?

Anyone who needs to prepare presentation slides at work.

### Learning Outcomes

After taking this workshop you should be able to:

- create slides with increased visual impact
- communicate your key messages more clearly
- transform dry data into meaningful images

### Course Outline

#### Make it memorable

- Knowing your purpose and outcome
- Understanding your audience's WIIFM
- Exploring presentation structures
- Planning your slides
- Some alternatives to PowerPoint

#### Slide design

- Structuring your slides
- Using bullet points
- Selecting your key words
- Creating contrast using fonts, background and colour

#### Diagrams and data

- Selecting the best diagram
- Creating effective graphs and tables
- Displaying large amounts of data

#### Images and animation

- Using images effectively
- Animating text and objects

#### Bringing it all together

- Present your slides
- Workshop review and action plan

## Strategic Business Storytelling

 **Length**  
2 Days

Business storytelling engages audiences and drives them to take a desired action. This workshop demonstrates the profound impact of storytelling on others as well as the uses and benefits of storytelling in a corporate environment.

You will learn how to prepare and structure your story to communicate your main message clearly and with confidence. You will tell your story, and receive feedback on your strengths and areas for improvement as a storyteller.

### Who should attend?

Anyone who wants to communicate their messages more effectively and inspire and influence others.

### Learning Outcomes

After taking this workshop you should be able to:

- plan, structure and deliver an effective business story
- match a suitable storytelling technique to your purpose
- better engage your audience and inspire them to act

### Course Outline

#### Everyone loves a good story

- Your storytelling situations at work
- A video story
- What's your story?
- Why personal stories matter

#### Making sense of our business world

- Persuasion and the power of story
- Tools to combine stories with data
- Planning your strategic business story

#### Creating a good story

- Structuring your story
- Four storytelling techniques
- Choosing the right technique

#### Developing your story

- Deciding on your key message
- Developing characters and tension
- Describing emotions and feelings

#### The storyteller

- Starting strategic business story
- The narrative technique
- Using your voice for atmosphere
- Telling your story visually

#### Telling your story

- Tell your story
- Feedback and action plan

## Success with Presentations



**Length**  
3 Days

This workshop will show you how to prepare for, structure and deliver successful presentations. You will learn how to engage your audience, open and close your talk memorably and use your voice for maximum impact.

Over the three days you will work on your own case study presentation. This will be recorded so that you are able to identify how to improve your performance when you get back to work.

### Who should attend?

Anyone who would like to build their confidence and skills as a presenter.

### Learning Outcomes

After taking this workshop you should be able to:

- plan and deliver presentations with more confidence
- communicate your key messages more clearly to your audience
- use your presentations to get the results you want



### Course Outline

#### Introduction and overview

- Diagnostic presentation and feedback
- What makes a successful presentation?
- Choosing your case study

#### Planning your presentation

- What's your purpose?
- Knowing the outcome you want
- What's in it for your audience?

#### Organising your material

- Structuring a presentation logically
- Brainstorming and organising content
- Opening and closing effectively

#### Your visual delivery

- Positive body language
- PowerPoint – best (and worst) practice

#### Your vocal delivery

- Pace and pausing
- Intonation, pitch and volume
- Emphasising key words

#### Fine-tuning your language

- Signalling transitions
- Asking rhetorical questions
- The rule of threes
- Using contrast for effect
- Handling interruptions

“  
I am glad I joined  
this workshop as I have  
gained a lot of insights.  
Definitely will recommend  
to my peers.  
”

Participant  
Project Management Essentials



# Customer Service

## Delivering Service Excellence



**Length**  
2 Days

Would you like to develop your customer handling skills so that you are able to exceed your customers' expectations? If so, this workshop will give you the tools that you need.

As well as examining your customers' journey and how to improve it you will also practice key communication skills for frontline staff such as listening actively, using customer-focused language and dealing with complaints.

### Who should attend?

Anyone in a customer-facing role who would like to deliver service excellence.

### Learning Outcomes

After taking this workshop you should be able to:

- understand your customers' journey, and have some specific ways to improve it
- better deal with challenging customer interactions, such as handling complaints
- have more confidence in your ability to deliver service excellence



### Course Outline

#### Introduction and overview

- Defining service excellence
- Customer service in Singapore
- Recognising 'Wow' brands and their features

#### The customer journey

- Understanding the customer journey
- Mapping and analysing your journeys
- Shep Hyken's 'Moments of Magic'

#### Consistent customer service

- Defining your service mission and values
- Meeting customer needs and expectations
- Consequences of dissatisfied customers

#### Communicating with your customers

- The 3 Vs of communication
- The importance of visuals – facial expressions and body language
- Active listening
- The conversation cycle

#### Handling complaints

- Complaints and service recoveries
- What complainants want
- Tips for handling complaints

#### Customer service language and stress

- Dealing with stressful customer interactions
- Using appropriate customer service language
- Saying 'no' in a friendly way

#### Bringing it all together

- Role play a challenging customer interaction

## Handling Angry, Hostile and Abusive Customers



**Length**  
2 Days

Anyone who works on the frontline has, at some point, had to deal with exceptionally challenging behaviour from their customers. This workshop gives you practical tips and techniques to deal with these situations in a calm, assertive and professional manner.

Through discussions, case studies and role plays you will learn why people react angrily, how to manage your own emotions and how to handle hostile and abusive behaviour.

### Who should attend?

Customer service professionals, executives and managers who want to build confidence in dealing with extremely challenging customers.

### Learning Outcomes

After taking this workshop you should be able to:

- better understand your customers' anger and your own reactions
- know how to stay calm and think straight in stressful situations
- use a range of strategies to deal with hostile and abusive customers more assertively



### Course Outline

#### Understanding yourself and others

- Knowing yourself
- Physical responses to challenging situations
- Dealing with stress

#### Anger and its causes

- The anger escalator
- Discovering the root causes of anger
- Case studies – handling angry customers

#### Managing conflict

- Using a 'decision tree' to manage an angry exchange
- Strategies to handle personal criticism
- Being assertive

#### Showing empathy

- Sympathy vs empathy
- Empathising with agitated customers
- Role plays

#### Handling refusals and complaints

- Refusing requests and offering alternatives
- Explaining policy using assertive techniques
- Tone in complaint handling

#### Dealing with hostile or abusive customers

- Identifying hostile or abusive customers
- 5 strategies to deal with hostile 'bait'
- Final role plays and feedback







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