

# TRAINING COURSE CATALOGUE

Whatever you need to know

**Whatever your work situation, we can provide business and management training to meet your needs.**

***Just imagine* what you could achieve.**



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### ***PART 1: CURRENT COURSES (as at January 2011)***

In addition to helping organisations of all types plan and organise their training<sup>1</sup> we can also deliver individual training courses. This catalogue lists the courses that we have developed - these could also be adapted for delivery to a specific organisation or department.

We are also developing new courses all the time, some of which are listed here. We are happy to create a new course to cover any management training area in which we have the necessary skills, so please contact us to discuss your training needs.

#### **LOCAL COURSES FOR LOCAL NEEDS**

Based on worldwide best practice in business and organisation, all our courses are **designed for St. Helena**. The content is set to suit the needs of people working on St. Helena even where they have no experience of working elsewhere in the world. Where we use examples from the wider world these are fully explained.

#### **OUR TRAINING PHILOSOPHY**

We believe that people learn best in an environment where they can be free to experiment and practice new skills without fear of destructive criticism from within or outside the course. Therefore we specify that the events of the course are kept confidential by all participants.

We can provide feedback to management on the overall outcomes of training, but this is strictly anonymous.

We also seek to conduct the training in the most appropriate location. On the job training should happen in the actual workplace wherever practicable, but other learning should ideally take place in a location away from the normal working environment. We will discuss locations with you and can even provide facilities for small groups at Burgh House.

Taken together these create the most productive ambience for learning.

#### **MASTER CLASS WORKSHOPS**

We also run Master Class Workshops for very senior management (e.g. Heads of Department / Directors). These are configured as discussions on a topic in which experienced people exchange views, practical experiences and tips. We facilitate the workshop and contribute from own experience. Like all our training courses, these can be run for a single organisation (allowing greater focus on the specifics of that organisation), or in a multi-organisational group (providing benefits of idea cross-fertilisation).

#### **CERTIFICATES**

We can provide a completion certificate for any course attended.

#### **HANDOUTS**

We provide attendees with all the course materials on a CD-ROM. This has:

- All the presentation slides
- 'Bonus Features' - articles and other materials on subjects related to the course, for further study and research

*We do not normally provide printed copies of the slides because of the natural resources required. Slides can be printed from the CD-ROM as required.*

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<sup>1</sup> Please see <http://training.burghouse.com> for more details

The courses listed below have already been developed and in most cases delivered one or more times in St. Helena.

We are continually developing new courses, and are happy to develop a course to your specifications. Please contact us to learn more.

### ***Assertiveness At Work***

#### **Your right to be yourself**



#### **ABOUT THIS COURSE**

Assertiveness is the ability to express one's feelings and assert one's rights while respecting the feelings and rights of others. Assertiveness comes naturally to some; for others it is a skill that can be learned. Being assertive (and not aggressive) can improve work performance, relationships and reduce stress.

This course will help those for whom assertiveness does not come naturally.

#### **FOR**

- Everyone in the organisation, be they manager, supervisor or staff, who needs to assert his or her self more effectively at work.
- Indeed it will benefit anyone who feels that they could be more assertive in any aspect of their lives.

#### **COVERS**

- What assertiveness is
- Strong body language
- Assertive communication
- Dealing with conflict
- Developing a win/win mentality

#### **DURATION**

- 2 full days

#### **PRIOR EXPERIENCE**

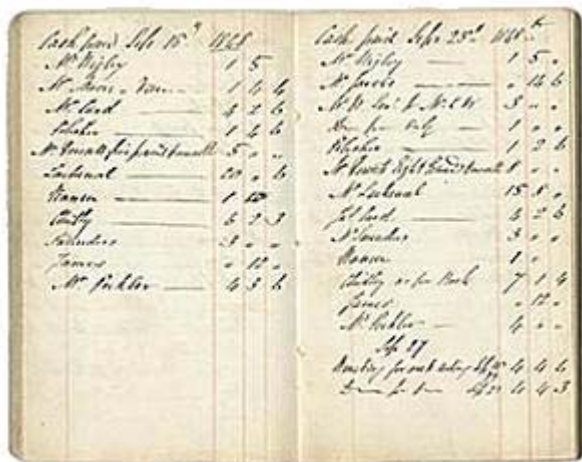
- No prior business experience is assumed and the course is even suitable for school leavers.

#### **VARIATIONS**

- We can also deliver the content of this course on a 1:1 basis, using Personal Coaching.

## Basic Bookkeeping

All you need to know to run a small business on St. Helena



### ABOUT THIS COURSE

Starting a small business is challenging enough without the paperwork. Many new and potential small business owners fear that they won't be able to cope with the necessary bookkeeping, calculating tax and other aspects of financial administration. This course addresses that need.

This course is for all small business owners on St. Helena.

#### FOR

- Everyone starting or thinking of starting a small business on St. Helena.
- Can also be useful as a primer for those becoming involved in the financial management of larger businesses.

#### COVERS

- The basic principles of bookkeeping
- Cash Control
- Budgeting
- Financial Statements
- Producing your tax return (**please note:** this is up-to-date with the most recent Income Tax Ordinance)

#### DURATION

- 1 full day

#### PRIOR EXPERIENCE

- No prior business finance experience is assumed and the course is even suitable for school leavers.

#### VARIATIONS

- We can also provide training on more sophisticated aspects of business financial management.

### ***Basic Business Skills***

#### **Everything you need to know to run a small business on St. Helena**



#### **ABOUT THIS COURSE**

Starting your own business is a dream many share and to prevent the dream becoming a nightmare it's best to be prepared. Are you capable of running a business? Is your idea sound? Is there a market for your product or service and can you successfully sell to that market? Will you drown in paperwork?

This course shows you how to find out before you give up your current job.

#### **FOR**

- Everyone starting or thinking of starting a small business on St. Helena.
- Can also be useful as a primer for those becoming involved in the management of larger businesses.

#### **COVERS**

##### **MODULE 1: PLANNING YOUR BUSINESS**

- Why you need a business plan
- How it is used and by whom
- What a plan should contain
- How it should look
- What to do next

##### **MODULE 2: MARKETING, BRANDING AND PACKAGING**

- What is Marketing?
- Market analysis & research
- Product life-cycle
- Marketing mix: the four 'P's.
- Brands and branding
- How design & packaging help us reach our target market
- Hints and tips

##### **MODULE 3: BASIC BOOK KEEPING**

- The importance of keeping up to date records
- The basic principles of book keeping
- Essential documents for the control

##### **MODULE 4: WINNING BUSINESS THROUGH TENDERING**

- What to expect during the tendering process
- How to read the document and formulate a response
- Key information that the response

of your business

should contain

- How to construct and lay out the response

**Please note:** This course is designed so that modules can be taken individually.

### **DURATION**

- Module 1: 1 full day
- Module 2: 3 full days
- Module 3: 1 full day
- Module 4: 1 full day

### **PRIOR EXPERIENCE**

- No prior business experience is assumed and the course is even suitable for school leavers.

### **VARIATIONS**

- We can provide each of the individual modules as separate courses.



### ***Building Customer-Centred Organisations***

**It's all about the customer**



**This course is scheduled for development.**

It is planned to address organisational approaches to delivering excellent customer service; not just getting the front-line staff to smile but re-designing the business process to give these front-line staff the support and facilities they need to deliver exceptional customer service.

Please check back or contact us for more detail.

### ***Building Winning Teams***

**Together Everyone Achieves More**



#### **ABOUT THIS COURSE**

Studies world-wide, across many fields, have concluded that all successful teams have an effective leader, a common mission & objectives, well motivated and interdependent members and well run meetings with clear decision making systems, all of which rely on excellent communication.

This course helps those who use or participate in teams to gain a better understanding of how successful teams operate, so that their teamwork is improved and their teams are more effective.

#### **FOR**

- Everyone who participates in teams, either as members or leaders, and anyone who creates teams to achieve specified objectives.

#### **COVERS**

- Characteristics of winning teams
- Basics of communication
- Communication styles
- The essential elements of a team
- How teams work together
- Managing conflict in teams
- Getting the best from your team

#### **DURATION**

- 2 full days

#### **PRIOR EXPERIENCE**

- Those with some experience of team activities in a work context will gain most from this course.

### VARIATIONS

- We can adapt the content for specialist groups, e.g. team leaders, supervisors and managers.

*Please note that this course has been designed but is still being developed. If you have ideas for its development please contact us with your requirements and suggestions.*

### *Coaching Skills*

You do it like this . . .



#### ABOUT THIS COURSE

Coaching is a motivational means of developing people that helps them perform more effectively and reach their full potential. It is distinct from training, mentoring and counselling though it is often confused with these.

In addition to teaching the skills needed for coaching, this course also sets coaching in context, explaining not just how to coach but also when to coach . . . and when not to.

#### **FOR**

- Everyone with skills that they need to pass on to others in a workplace or similar environment.

#### **COVERS**

- The difference between coaching, mentoring, training & counselling
- Recognising and analysing client development needs
- Developing a coaching programme
- Setting goals & objectives
- Evaluating the success of a coaching session
- Feeding back to the client

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- No prior coaching or training experience is assumed.

#### **VARIATIONS**

- We can also provide a more advanced workshop-based session entitled "Coaching Excellence".

### *Designing Effective Induction Programmes*

*"Start as you mean to go on . . ."*



#### ABOUT THIS COURSE

Without an effective induction programme new employees get off to a bad start, and many never really understand the organisation itself or their role in it. A recent UK study found that 22% of leavers had fewer than six month's service.

This course helps those who have staffing responsibilities, in any type of organisation, to make effective induction programmes for those who join the organisation and also those who return after periods away.

#### **FOR**

- Everyone with staffing responsibilities in any type of organisation.

#### **COVERS**

- The purpose, advantages and disadvantages of induction programmes
- The stakeholders' roles and responsibilities
- How to set up and run induction programmes
- Monitoring & evaluating the process
- What happens next

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- Those with some experience of staffing and training issues, in any type of organisation.

#### **VARIATIONS**

- We can tailor the content for a specific organisation or for any specific type of organisation.
- We can also provide a high-level overview of the material contained, in the form of a senior management workshop entitled "**Excellence in the Design of Induction Programmes**".

### ***Effective Business Writing***

**"Let's be clear about this . . ."**



#### **ABOUT THIS COURSE**

Whether it's a detailed report on which weighty decisions hang, or a post-it note greeting, we all write. But do we write effectively? Does the recipient understand what we mean? Is there room for mistake, misunderstanding or even deliberate misinterpretation?

This course helps those who use writing as a business tool to improve their written communication.

It is available in two versions:

- **Effective Business Writing Overview:** a one-day version covering business writing generally
- **Effective Business Writing:** a four-day version, covering specific aspects of business writing:
  - Letters
  - Reports
  - Meeting notes & minutes
  - Printed Announcements

#### **FOR**

- Everyone who has to produce written communications, whether for themselves or for others either within or outside their organisation.

#### **COVERS**

- Why writing is difficult
- How to structure both formal and informal documents
- Style and content

#### **DURATION**

- **Effective Business Writing Overview:** 1 full day
- **Effective Business Writing:** 4 full days

#### **PRIOR EXPERIENCE**

- Those with some experience of writing in a work context will gain most from this course.

### VARIATIONS

- We can adapt the content for people who need to learn about a specialist type of written communication, e.g. formal reports, press releases or advertisements.
- For a more specialised minute-taking course please see our Taking Effective Minutes course
- For a more specialised course on writing press releases and other announcements please see our Writing Effective Announcements course

### *Effective Business Writing Overview*

"Let's be clear about this . . ."



#### ABOUT THIS COURSE

This is a one-day version of the four-day business writing course, covering general business writing. Please see the Effective Business Writing page for more detail.





### *Effective Inter-personal Skills*

#### Getting the message across



#### ABOUT THIS COURSE

We all communicate with people, every day. How effective is that communication? Do you always hear what the person is saying, and not what you think they are saying? Do others sometimes get the wrong message from you? Effective Inter-personal Skills is about closing these communications gaps.

This course helps those who communicate with others, in a work or work-related context, to do so more effectively.

#### **FOR**

- Everyone who needs to communicate with others in a work or work-related context.

#### **COVERS**

- Understanding communication
- Communication styles
- Listening skills & questioning techniques
- Getting information across
- Giving SMART instructions

#### **DURATION**

- 2 full days

#### **PRIOR EXPERIENCE**

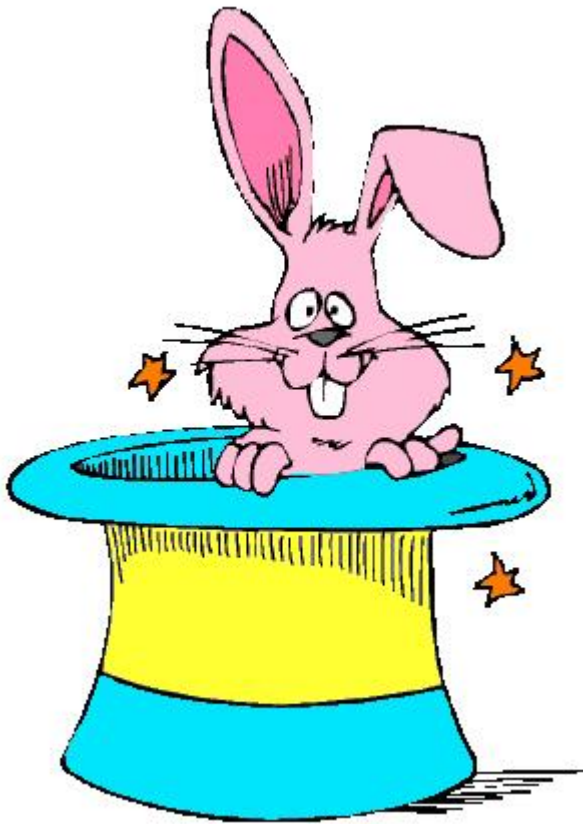
- Everyone who works with others can gain from this course.

#### **VARIATIONS**

- We can combine this course with others (e.g. Effective Business Writing and Making Effective Presentations) to provide a comprehensive business communications course.

### *Effective Office Administration*

#### **Pulling the Rabbit out of the Hat**



#### **ABOUT THIS COURSE**

Keeping an office running and dealing successfully with the day-to-day issues is a vital skill in any organisation.

This course helps those facing this challenge find a way to achieve everything that is required of them.

#### **FOR**

- Everyone who has any responsibility for how their office is organised.

#### **COVERS**

- What is Office Administration anyway?
- Organising the things
- Organising the people

#### **DURATION**

- 2 full days

#### **PRIOR EXPERIENCE**

- Some office-work experience is helpful but everyone who works in an office can gain from this course.

### VARIATIONS

- We can also provide a customised workshop-based version for more senior/experienced staff, entitled **Excellence in Office Management**, which addresses the subject from a more strategic standpoint.

### ***Effective Stress Management***

#### **Keeping it together**



#### **ABOUT THIS COURSE**

We all experience stress, at work and outside. And a degree of stress is good for us. But what when it gets too much? Excessive stress reduces work performance, and can damage our personal lives and our health. We all need to manage our stress levels.

This course explains about good stress and bad stress and leads to an effective personalised stress management plan.

#### **FOR**

- Everyone who is suffering from excessive stress, or just feels that they could manage their stress levels more effectively.

#### **COVERS**

- Understanding stress
- Dealing with stress at work
- Developing a personal stress management plan

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- None.

#### **VARIATIONS**

- We can adapt the material to specific work situations.

### *Effective Time Management*

**Time flies - but you can be the pilot**



#### **ABOUT THIS COURSE**

There's never enough time to do it all. But those who manage their time effectively consistently accomplish more than others.

This course helps those who struggle to meet their targets find a way to achieve more without adding extra days to the week or hours to the day.

#### **FOR**

- Everyone who has any responsibility for how they organise their own time at work.

#### **COVERS**

- Why manage time
- Important v Urgent
- Time planning
- Delegation
- Self discipline
- Some tips & tricks
- How to adopt time management

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- Some work experience is helpful but everyone can gain from this course.

#### **VARIATIONS**

- We can adapt the content for people at any level of an organisation, and even for use outside the workplace, though for those whose only responsibility is their own time our course *Managing Yourself* may be more suitable.
- We also have a customised workshop-based version for more senior/experienced staff, entitled **Excellence in Time Management**.

### ***Essential Customer Care***

#### **Exceeding expectations**



#### **ABOUT THIS COURSE**

We all have and deal with customers. Some of us deal with them directly and some indirectly but we all work for them. If you disagree you seriously need to attend this course!

This course helps everyone who works to understand who their customers are, what they want, how to supply it to them and what to do when things don't work out as planned.

#### **FOR**

- Everyone who has to solve problems, make decisions and then plan their implementation.

#### **COVERS**

- Why is customer care important?
- Who is the customer?
- What does the customer want/need?
- What is customer care?
- When it goes wrong

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- Some work experience is helpful but everyone can gain from this course.

#### **VARIATIONS**

- We can adapt the content for people at any level of an organisation, whether they normally deal with customers directly or indirectly, and even for use outside the workplace.

*Please note that this course has been designed but is still being developed. If you have ideas for its development please contact us with your requirements and suggestions.*

### ***Making Effective Presentations***

**It's the way you tell 'em . . .**



**This course is scheduled for development.**

It is planned to cover not just slides-and-talk presentations but also other forms of public speaking, giving interviews, on radio and TV for example, and informal presentations.

Please check back or contact us for more detail.

### ***Management Skills***

**Isn't management just telling other people what to do?**



#### **ABOUT THIS COURSE**

Some seek the role of manager, others have management responsibilities thrust upon them, but sadly one factor unites most managers - they were trained and became skilled in their trade or profession, and hence were promoted to manager, but nobody ever taught them the skills of management.

This course helps those who manage people work more effectively with their staff, and thereby to get their staff to work more effectively with them.

#### **FOR**

- All new managers and all those with immediate prospects of promotion to management.
- Also useful as a refresher course for more seasoned managers.

#### **COVERS**

##### **MODULE 1: THE FUNDAMENTALS OF MANAGEMENT**

- Management & Leadership
- What a manager does
- Powers and constraints
- Structures of an Organisation
- The Culture of Organisations

##### **MODULE 2: THE ESSENTIAL PERSONAL SKILLS OF A MANAGER**

- Management Ethics
- Management Behaviours (Time management; Finding and using resources; Leadership; Personal development)
- Thinking (Creative Thinking; Critical Thinking; Problem solving; decision making)
- Doing (Achieving your objectives; Planning; Dealing with risk)

##### **MODULE 3: THE ESSENTIAL INTER-PERSONAL SKILLS OF A MANAGER**



- Communication (What Communication is; Active Listening; Sending the targeted message; Perception and reality; Earning Respect)
- Teamwork (The essential elements of a team; How teams work together; Managing conflict; How to get the best from your team)
- Managing your boss; Reaching agreement; Managing Change; Motivation

**Please note:** This course is designed so that earlier modules can be taken without later modules (e.g. Module 1 can be taken without Modules 2 and 3) and subsequent modules can be taken some time later. It is not advisable to take modules without their preceding ones.

### **DURATION**

- Module 1: 1 full day
- Module 2: 2 full days
- Module 3: 4 full-days

### **PRIOR EXPERIENCE**

- This course is designed for managers, i.e. those who have some influence over the organisation's policy and direction, and the motivation and reward of staff.
- Supervisors will find the course Supervisor Skills more relevant to their training needs.

### **VARIATIONS**

- We can adapt the content for people at middle management, senior management or director/head of department levels of an organisation.

### *Managing Change*

#### **Making a Difference**



#### ABOUT THIS COURSE

Heraclitus of Ephesus (ca. 535-475BC) observed that "*nothing endures but change*", and certainly change happens all the time. But achieving planned change, effectively and with the minimum of disruption, requires skill.

This course helps those who are challenged with bringing about change to gain a better understanding of how change impacts people as well as things and how to bring about change in an effective and people-friendly way.

#### **FOR**

- Anyone who's role includes the creation of change in an organisation, at whatever management level, whether this is a permanent or temporary feature of the role.

#### **COVERS**

- Managing the change process
- Reactions to change: personal and others'
- How to motivate the people affected

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- Some understanding of people-management is helpful so this course is most suited to those with some experience of managing people, from supervisors through to senior management.

#### **VARIATIONS**

- We can also provide an expanded version of this course suitable for training professional change managers.

### ***Managing Conflict***

#### **Strategy and tactics**



#### **ABOUT THIS COURSE**

Conflict is not only a normal part of life, it's a necessary one too. If people didn't sometimes disagree there would be no progress. Constructive conflict leads to a sharpening of ideas; destructive conflict can destroy teamwork and damage individuals.

This course helps those who manage groups of people, or work within those groups, to distinguish between constructive and destructive conflict, and to promote the former while dealing effectively with the latter.

#### **FOR**

- Everyone who has to manage groups of people or work within those groups.

#### **COVERS**

- Understanding conflict
- The tool kit for conflict management
- Styles of conflict resolution
- The resolution process

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- Those with some experience of group work (not necessarily in a work environment) will gain most from this course.

#### **VARIATIONS**

- We can adapt the content for people who need to focus more strongly on enhancing constructive conflict, e.g. in creative and research industries.

### *Managing Successful Projects*

#### *A balancing act . . .*



#### ABOUT THIS COURSE

All you have to do is deliver everything the clients wanted (including the things they forgot to mention) and do so on time and within the budget. No problem!

This course is for anyone who understands that it won't be as easy as it sounds.

#### **FOR**

- Everyone who has to manage, or take a leading role in projects.

#### **COVERS**

- Clarifying and defining projects and their scope before starting them
- Organising a project within budget and time scale
- Monitoring the progress of a project
- Defining any necessary changes to the project and implementing them effectively
- Tips and tricks to improve your effectiveness as a project manager

**NB:** For this purpose a project is defined as an activity that has a defined end product; must be completed within a set time period and does not recur; and uses resources, such as money, people, equipment, materials, etc.

#### **DURATION**

- 5 full days

#### **PRIOR EXPERIENCE**

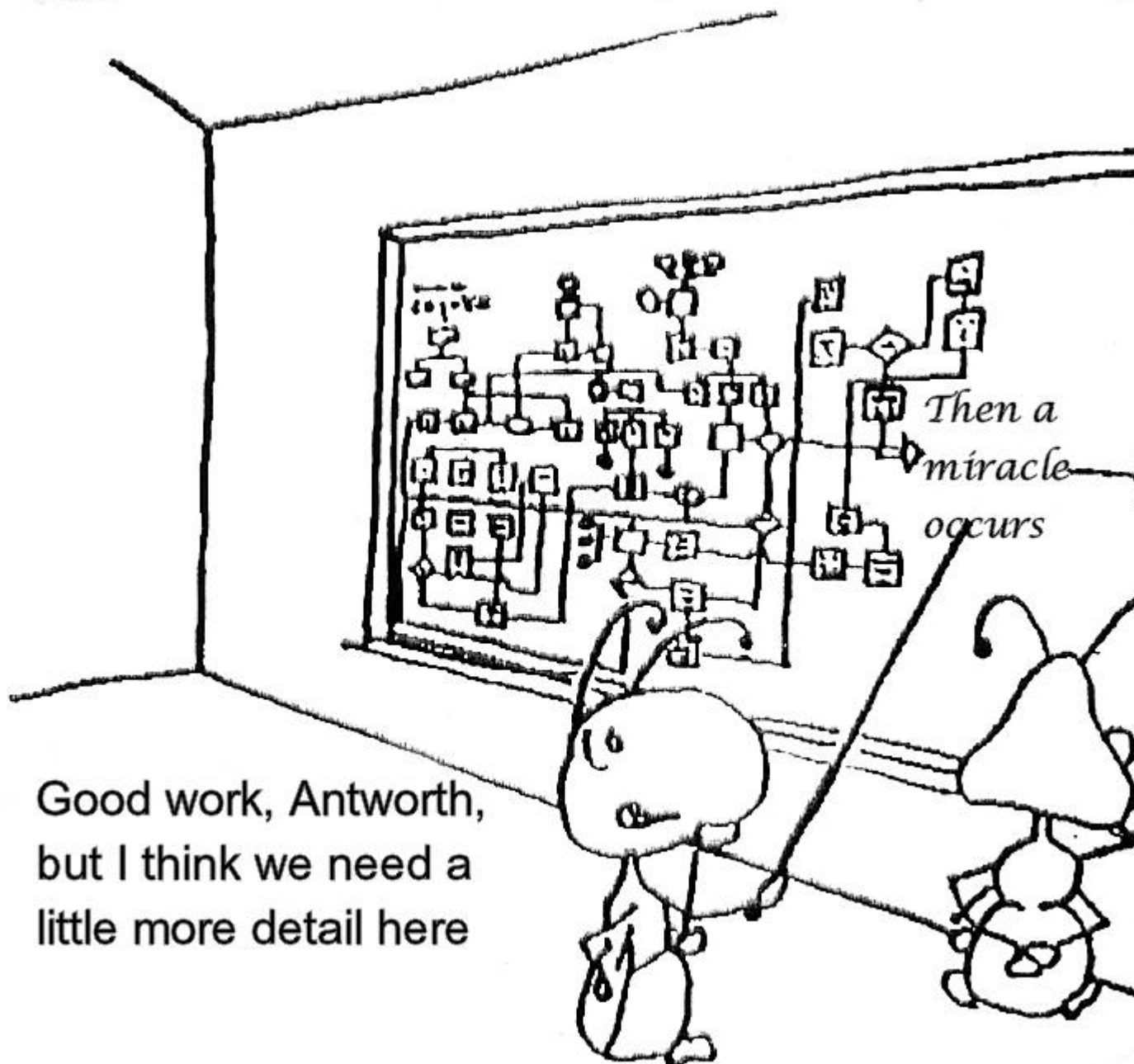
- Those with some experience of working in a project environment will gain most from this course.

#### **VARIATIONS**

We can

- Customise the content of this course for participants with no project-working experience
- Produce a compressed version for project managers with some experience who need to expand or refresh their skills

- Offer a one-day overview of project management for those who sponsor projects but do not actually manage them



### *Managing Yourself*

#### **The key to success**



#### **ABOUT THIS COURSE**

It is not easy managing your time and fulfilling your role when you work with others and they all have competing priorities for your time. To succeed in your chosen career you need to stop panicking and take control of your working time.

This course provides practical help and support for those who want to get their working time organised and start achieving things.

#### **FOR**

- Everyone who works, even in a voluntary capacity, can benefit from this course.

#### **COVERS**

- Stop procrastinating
- Measure your success
- Arrange your work space
- The right to say NO
- Tips & tricks

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- No prior business experience is assumed and the course is even suitable for school leavers.
- More senior managers may obtain benefit from attending our Effective Time Management course which covers similar topics and also includes effective delegation.

#### **VARIATIONS**

- We can adapt the content to specific business situations.

### *Masterclass Workshops*

#### **Sharing experience**



In addition to conventional training courses<sup>(\*)</sup> we also run Masterclass Workshops for very senior management (e.g. Heads of Department, Deputy Heads, Directors). These are configured as discussions on a topic in which experienced people exchange views, practical experiences and tips. We facilitate the workshop and contribute from own experience.

Like all our training courses, these can be run for a single organisation, allowing greater focus on the specifics of that organisation, or in a multi-organisational group, providing benefits of idea cross-fertilisation.

Masterclass Workshops can be created for just about any subject in the field of management, business administration or personal work-related skills.

Please contact us to discuss your needs.

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*<sup>(\*)</sup> Though many would say that our courses are a long way from being 'conventional'...*



### ***Motivating Effectively***

A spoonful of sugar ...

#### **ABOUT THIS COURSE**



Motivating people is about getting them to do things, not just because you want them to, but because you have convinced them that they want to.

This course provides helps for those who need to get others - or themselves - motivated.

#### **FOR**

- Although especially useful for manager and leaders, everyone who works with others, even in a voluntary capacity, can benefit from this course.

#### **COVERS**

- Understanding personality
- Theories of motivation
- Team Dynamics
- Motivation and Conflict
- Motivators and how to use them

#### **DURATION**

- 2 full days

#### **PRIOR EXPERIENCE**

- No prior business experience is required and the course is even suitable for school leavers.

#### **VARIATIONS**

- We can adapt the content to specific business situations.

*In every job that must be done, there is an element of fun.  
You find the fun, and - SNAP - the job's a game!*  
Mary Poppins



### *Negotiating Effectively*

Let's make a deal . . .



**This course is scheduled for development.**

Please check back or contact us for more detail.

### *Planning Effective Training & Development*

Getting & keeping the best

#### ABOUT THIS COURSE



Effective training doesn't just happen - it has to be planned. If you are responsible for training others you owe it to them to ensure that they learn what they need to know and that the time they spend training is beneficial.

This course shows those responsible for training management to how ensure that training is effective, timely and relevant.

#### **FOR**

- Everyone who plans training and development, in a business or other capacity.

#### **COVERS**

- Why do we train & develop people?
- Assessing & agreeing training needs
- Creating a Specification & Strategy
- Learning Styles
- Monitoring and Evaluating
- Delivery Methods & Structure
- What next?

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- Attendees will be assumed to have had some experience in human resource development or in designing or delivering training.

#### **VARIATIONS**

- We can adapt the content to specific business situations.

### ***Recruitment & Selection***

#### **Gain and retain**



#### **ABOUT THIS COURSE**

*"We hire people who are capable of growing the business, rather than just growing with the business"*

Recruitment isn't easy. The quote above comes from the HR Director of Pepsi Foods (India) and illustrates the challenge - finding people who will help the business achieve its aims, while also achieving their own aims, without which they will not stay.

This course helps those who plan and manage recruitment to gain a better understanding of how to select people who are right for the organisation, and for whom the organisation is also the right career move.

#### **FOR**

- Everyone involved in the recruitment process, whether in overall planning and management of the process or at the more detailed levels.

#### **COVERS**

- Recruitment Strategy
- Preparation
- Advertising
- Selection
- What Happens Next

#### **DURATION**

- 2 full days

#### **PRIOR EXPERIENCE**

- Some understanding of people-management is helpful so this course is most suited to those with some experience of managing people, from supervisors through to senior management.

### VARIATIONS

- We can also provide an overview version of this course suitable for senior management, focusing on recruitment strategy without detail such as interview techniques.

### *Retailing Skills*

#### **Putting the magic into shopping**



#### **ABOUT THIS COURSE**

Producers, manufacturers, shippers and wholesalers need to get their products to the customers. Customers need to buy things to meet their everyday needs and wants.

**Retailing is the magic that makes it happen.**

This course helps those who manage retail premises put the magic into shopping.

#### **FOR**

- Everyone who owns and/or manages a business in the retail sector.
- It will also be useful to those involved in catering, where many of the same principles apply.

#### **COVERS**

- Attracting customers
- Effective and profitable merchandising
- Selling on and selling up
- "Putting your goods in serious danger of being sold"
- Communication
- Problem solving

#### **DURATION**

- 2 full days

#### **PRIOR EXPERIENCE**

- This course is primarily designed for the owners and managers of retailing operations, whether single shops or chains. Those who work in shops and are being trained for management will also benefit.
- Please note that this is not a customer service training course for shop staff.

#### **VARIATIONS**

- We can customise the content of this course for a particular retail sector.

- We can also provide a course with similar objectives specifically for the catering sector (restaurants, cafés, etc.).

### *Supervisor Skills*

#### **How to be an octopus**



#### **ABOUT THIS COURSE**

Supervisors are expected to do the job they did before, but also to be responsible for the work of others. This includes organising people, solving problems, delegating, training and reporting on their team's activities.

This course helps newly appointed supervisors, or those about to be appointed, to adapt to their new role and responsibilities.

#### **FOR**

- Everyone who supervises others in a work context.

#### **COVERS**

- The role of the supervisor
- Finding where you fit in the organisation
- Time management
- Task allocation
- Handling difficult people
- Being senior to friends
- Inter-personal skills
- Team work
- Motivation

#### **DURATION**

- 3 full days

#### **PRIOR EXPERIENCE**

- This course is designed for newly appointed supervisors, or those about to be appointed as supervisors.
- Those with greater experience will obtain more benefit from the Management Skills course, which addresses these issues in more depth.

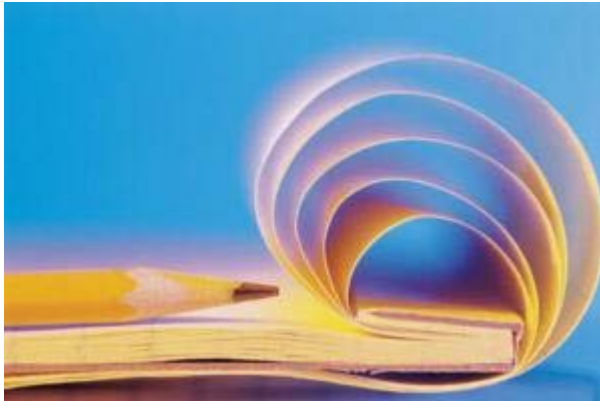
### VARIATIONS

- We can customise the content of this course to supervisors operating in a particular context (e.g. retail shop-floor supervisors, clerical supervisors).



### ***Taking Effective Minutes***

**Just a minute . . .**



#### **ABOUT THIS COURSE**

Taking accurate and concise minutes is a vital part of any successful meeting. After the detail of the meeting is forgotten by the individual participants the minutes will remain as the only reliable record of what was discussed, what was decided, what action was agreed and who was to take that action. They help all the stakeholders - those present; those absent; and those outside the group with an interest in its activities - to remain informed and stay in control.

This course will help minute-takers improve the usefulness of their minutes to these stakeholders.

#### **FOR**

- Everyone who takes the official minutes of meetings, at work and outside.
- It will also be useful to anyone who regularly attends meetings and who would like to hone their note-taking skills.

#### **COVERS**

- Liaison with the chairperson
- Picking out the essential detail
- Dealing with 'difficult' meetings
- Presentation of minutes for circulation

*The course allows for significant practice time*

For broader business writing training please see our Effective Business Writing course.

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- Some prior experience of attending minuted business meetings is essential.

### VARIATIONS

- We can adapt this course for organisations where the minutes need a high degree of technical content or must be taken in a specific way for legal or other reasons.

### ***Taking the lead***

#### **Leadership Qualities**



#### **ABOUT THIS COURSE**

*"Someone who articulates visions"?*

*"One who creates an environment for the things that can be accomplished"?*

*"A person who can affect human behaviour so as to accomplish a mission"?*

*"A person who rules or guides or inspires others"?*

Whatever you believe leaders to be, we all know we need them. This course is designed to help those who seek leadership (and those who have leadership thrust upon them) to understand what leadership is and how to be an effective leader.

#### **FOR**

- Everyone who needs to take the lead, in business or outside.

#### **COVERS**

- What is Leadership?
- Understanding Managers & Leaders
- How to be Leader

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- This course is specifically for those who do or will lead.
- Please note that this is not a generalised management course. Managers who need to know about some aspects of leadership will gain more benefit from our course Management Skills, which discusses leadership at a level more appropriate to their role.

#### **VARIATIONS**

- We can also deliver this training one a one-to-one basis, through Personal Coaching for Business.



### ***The Effective Receptionist***

**"Hello; how can I help you?"**



#### **ABOUT THIS COURSE**

You only get one chance to make a first impression so the receptionist's role is vital to the way a business or department is perceived.

This course is designed to assist anyone who is "the face" of their organisation, greeting clients, answering the telephone and handling cash. It ensures that they have the skills and techniques necessary to manage their role in an efficient and professional and above all customer-friendly manner.

#### **FOR**

- Everyone who will be the initial point of contact for a client when they first arrive at, or make contact with, your organisation.

#### **COVERS**

- The role of the receptionist
- Being organised
- Looking and being professional
- Communication skills (written & verbal)
- Telephone answering
- Message taking
- Dealing with difficult people
- Assertiveness
- Cash handling

#### **DURATION**

- 1 full day

#### **PRIOR EXPERIENCE**

- This course is specifically for those who's role is to be the initial face-to-face contact with customers, though it will also be useful to those who's contact with customers is by telephone.

- Please note that this is not a customer service training course for staff who process detailed customer requests.

### VARIATIONS

- We can customise the content of this course for a particular business sector or department, to take account of specific issues that may arise.

### *The Prevention and Detection of Money Laundering*

"Doing your bit . . ."



#### ABOUT THIS COURSE

St. Helena has both a local need and international obligations to prevent and detect money laundering. The 2008 Ordinance sets stiff penalties for anyone who fails to meet these obligations, even accidentally and through ignorance of their responsibilities. This course explains all you need to know to protect yourself, and to do your bit in protecting St. Helena.

This course is for everyone on St. Helena who engages in any form of trade.

#### **FOR**

- Everyone on St. Helena who engages in any form of trade; not just businesses but all other organisations.

#### **COVERS**

- What money laundering is and why we have to prevent it
- What the legislation requires of your organisation
- What to do next

The course is delivered in two sessions, each aimed at specific groups:

**Session 1** This session is for business (and other organisation) owners, directors, charity trustees and more senior managers, and covers organisation-wide policy and

procedure issues

**Session 2** This session is for cash-handling staff and covers the day-to-day issues relevant to their role

**DURATION**

- Session 1: ½ day
- Session 2: ½ day

**PRIOR EXPERIENCE**

- No prior knowledge of money laundering prevention and detection techniques is assumed

**VARIATIONS**

- We can tailor the content for a specific organisation or for any specific type of organisation.

### *Thinking, Planning & Decision Making*

#### Getting a head



#### ABOUT THIS COURSE

What do you do when you need to solve a difficult problem or reach an important decision? Do you have a structured process or do you just hope that inspiration will strike? And if it does, what do you do next?

This course helps those who need to solve problems, make decisions and then plan their implementation, by teaching structured and logical approaches which not only get results but help others to understand how the decision was reached and why they should support the resulting plan.

#### **FOR**

- Everyone who has to solve problems, make decisions and then plan their implementation.

#### **COVERS**

- The two types of thinking
- Barriers to thinking
- Thinking tools
- How to turn ideas into decisions
- How to make a plan
- All plans have risks: how to deal with them

#### **DURATION**

- 2 full days

#### **PRIOR EXPERIENCE**

- Some work experience is helpful but everyone can gain from this course.

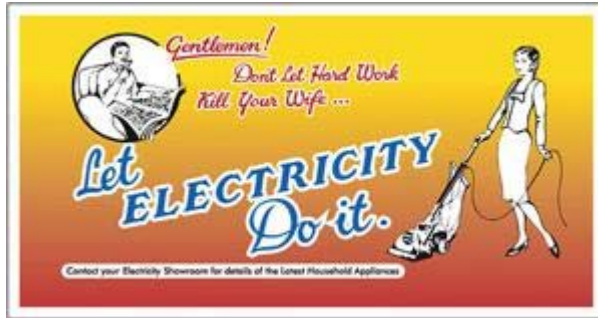
#### **VARIATIONS**

- We can adapt the content for people at any level of an organisation, and even for use outside the workplace.



### Writing Effective Announcements

#### Making headlines



#### ABOUT THIS COURSE

When you read the newspaper this week, how many press releases were there? And, more importantly - how many of them did you read? And, of those, how many did you fully understand and - where appropriate - act upon?

This course helps those who write announcements to create interesting, memorable results that generate the desired action.

#### FOR

- Everyone who has to produce written announcements, including press releases, posters, flyers, adverts and even website pages.

#### COVERS

- Why writing is difficult
- How to structure written announcements
- Style and content

#### DURATION

- 1 full day

#### PRIOR EXPERIENCE

- Those with some experience of writing in a work context will gain most from this course.

#### VARIATIONS

- We can adapt the content for people who need to learn more about a specialist type of announcement, e.g. legal notices or sales-orientated material.

#### RADIO AND OTHER NON-WRITTEN MEDIA

Please note that this course specifically addresses written announcements. It does not cover radio, TV or other speech-based media, which are discussed in our course Making Effective Presentations. In general **you should avoid using the same announcement for a speech-based medium as for a written medium.**

### ***PART 2: TRAINING AND RELATED SERVICES***

Our full set of training and training-related services is listed below.

### *Personal Coaching for Business*

**It's not just for athletes . . .**



Burgh House Limited has business skills and experience that can be available to you on a one-to-one basis through the medium of personal coaching. Whatever your need for business support we can help.

To learn more about Personal Coaching for Business see below.

Please contact us for a free and confidential initial discussion of your needs, with no obligation.

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#### **ABOUT PERSONAL COACHING FOR BUSINESS**

##### **ISN'T COACHING SOMETHING ATHLETES USE?**

In athletics and other sports, having a personal trainer or coach is considered normal, and many medal winners credit their trainer with helping them to excel. But personal coaching is no longer just for athletes and in the last ten years many of the world's top business leaders have taken on personal coaches to help them win in business.

And it's not just the people at the top. Some organisations make coaching available for staff at many levels. Companies, government departments and other organisations that use personal coaching include Toyota, Lloyds TSB Bank, Sony, The Red Cross and the US Department of Natural Resources and Environment (Source: International Coaching Council).

So personal coaching can help world organisations to succeed, but is it applicable to St. Helena? To answer that let's look at what a personal coach actually does.

##### **COACHING ISN'T JUST TRAINING**

There are some similarities between coaching and training, but the differences are important. Imagine you realise that to do your job more effectively, or make your business more profitable, you need to gain skills you don't already have. You could look around for courses, but training courses are, by nature, generalised. They deal with topics that many people need to know, and they may provide a rather broad view of these topics. To cover your precise needs you may need to attend several courses in which only a percentage of the material covered directly addresses your required learning. And at the end, you may still have questions, specific to your business or role, that you may not be happy to raise in front of others in a training room situation.

With personal coaching you specify exactly what it is you need, and the personal coach works with you, in a totally confidential way, for as little or as long as is necessary for you to be confident that you have achieved your aim. This is a far more efficient way to deal with a specific issue or learn a specific skill. It's like having a one-to-one training course custom-built for your needs.

You can take on a personal coach to deal with a particular issue, or you can make an arrangement for the coach to be available to you as and when you need it; someone independent who can work with you to make that vital report really strong, or help you polish that all-important presentation. Coaching is entirely confidential so you can gain support for dealing with even the most sensitive of issues; it's between you and the coach to decide what support you need and when.

It really does work for people. The International Coach Federation polled 210 people who had recently used personal coaching. 98% of respondents said they found the coaching valuable, with 70% describing it as "very valuable".

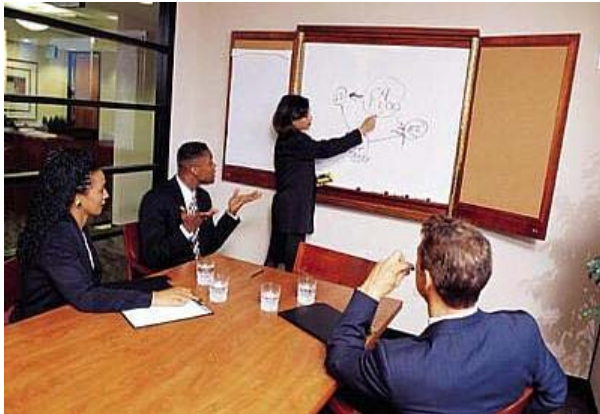
### **AND IT'S AVAILABLE HERE**

You don't need to fly to America or the UK to find a personal coach for your business needs. We can provide the service here on St. Helena. If you think you or your business might benefit from a little personal coaching either of us would be happy to meet with you - in confidence, of course - to discuss it further and explain how it could work for you. *Just imagine . . .* what personal coaching could do for you.

If you want to be a winner in business and not an also-ran, give us a call.

### ***Training Programme Delivery***

**What you need to know . . .**



Burgh House Limited has delivered training for organisations large and small, for staff at all levels. We can therefore deliver effective training to help with development in businesses and other organisations.

To learn more about Training Programme Delivery see below.

Please contact us for a free and confidential initial discussion of your needs, with no obligation.

*Click here to download our current Training Course Catalogue.*

We can also help you design your training programme. Click here to read about training programme design.

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### **ABOUT TRAINING PROGRAMME DELIVERY**

We have experience in training delivery in a variety of situations, from one-to-one through to university-style lecturing, and for people of all abilities. We will work with you to define the most appropriate form of training for the people and for the skills they must learn. We will then develop and deliver the course, and conduct with you any post-course assessments (including providing certificates of completion).



### LOCAL COURSES FOR LOCAL NEEDS



Based on worldwide best practice in business and organisation, all our courses are not merely *adapted* for St. Helena they are **designed for St. Helena**. The content is set to suit the needs of people working on St. Helena even where they have no experience of working elsewhere in the world. Where we use examples from the wider world these are fully explained.

### OUR TRAINING PHILOSOPHY

We believe that people learn best in an environment where they can be free to experiment and practice new skills without fear of destructive criticism from within or outside the course. Therefore we specify that the events of the course are kept confidential by all participants.

We can provide feedback to management on the overall outcomes of training, but this is strictly anonymous.

We also seek to conduct the training in the most appropriate location. On the job training should happen in the actual workplace wherever practicable, but other learning should ideally take place in a location away from the normal working environment. We will discuss locations with you and can even provide facilities for small groups at Burgh House.

Taken together these create the most productive ambience for learning.

### CURRENT COURSES

Please go to our Course Descriptions page to read about the courses we are currently delivering.

We can deliver any of these courses as-is, and can also customse them to suit the specific needs of any organisation. Please contact us to discuss you needs.

### *Training Programme Design*

Keeping your people up to date



Burgh House Limited has worked with organisations large and small in analysing training needs and in designing and delivering training programmes, for staff at all levels. We can therefore help businesses and other organisations develop effective training programmes; and we can help with delivery too.

To learn more about Training Programme Design see below.

Please contact us for a free and confidential initial discussion of your needs, with no obligation.

*We also deliver training programmes - please click here to learn more . . .*

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### ABOUT TRAINING PROGRAMME DESIGN

#### **TRAINING NEEDS ANALYSIS**

An effective training programme teaches the right skills to the right people at the right time. When we help you design your training programme we will work with you to:

- Identify the skills your people should have to perform their tasks effectively
- Match their current skills against those requirements

So everybody who undergoes training should find that it is relevant to their role and teaches them something they don't already know.

If you don't already have a comprehensive skill needs assessment for your staff roles, or an up-to-date skills profile for each of your staff, we can help you build these too.

#### **TRAINING PROGRAMME DESIGN**

The objective in training programme design is to define an integrated curriculum of appropriate classroom and/or on-the-job training to meet the needs identified in the training needs analysis.

We will help you identify courses already available or will work with you to define customised courses for your specific needs. A typical training programme design may encompass both of these approaches.



A key aim of the design we prepare is maintainability. It will be easy for you to update it as your needs change. Or can ask us to come back and help you do this.

### OUR TRAINING PHILOSOPHY

## Our Approach to Training

*Helping you get the most from training*

Burgh House Training & Development  
<http://training.burghhouse.com>



Slideshow: Our approach to training gets results

We believe that people learn best in an environment where they can be free to experiment and practice new skills without fear of destructive criticism from within or outside the course. Therefore we specify that the events of the course are kept confidential by all participants.

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Taken together these create the most productive ambience for learning.

### DELIVERY

Where no existing course is available to meet your needs, or where you wish to have a course built specifically for your staff (e.g. where the issues covered are sensitive or company confidential), we can also deliver the course for you. Please click here to read more about Training Programme Delivery.



### ***Contact Burgh House***

For more information on any of these courses, please contact us:

By Telephone: (+290) 3235

By Email: [training@burghhouse.com](mailto:training@burghhouse.com)

Or see our Training & Development website: <http://training.burghhouse.com>

Last updated: 01 January 2011