

Leadership Development

Developing Potential to Deliver Performance

Mentoring, Coaching
Action Learning &
Skills Training

The John Laird Centre | Park Road North | Birkenhead | Wirral | CH41 4EZ
t: 0151 653 3338
w: www.designatedassociates.com
e: admin@designatedassociates.com


Designated
associates



Learning Solutions

Developing skills and leadership performance can be the difference between an organisation's success and failure.

Designated Associates offer customised and scheduled learning and specialise in mentoring and coaching programmes for individuals, teams, organisations & educational establishments.

We have a proven track record of delivering improved business performance and our managing director Elaine Owen, has won many awards for the design & delivery of learning & development & mentoring programmes; Prowess Award Winner UK Business Mentor of the Year, ABF Tiger Award Winner Business Personality of the Year and WOW Award Winner 2010 for Outstanding contribution to Women's Learning & Development.

Our reputation is for the highest quality blended learning at cost effective prices.



What do we offer you?

- Customised Programmes
- Executive Organisation Mentoring
- Performance Coaching
- Tailored Learning Materials
- Workshops & Master Classes
- Action Learning
- Mentor & Coach Matching
- Learner Support & Supervision
- Mentor & Coach Supervision
- Consulting
- Interim Management

Where funding for skills and learning is available we work with you to ensure you achieve as much value for money as possible. We currently have 3 funded mentoring programmes open to eligible small businesses, call us now to check if your organisation is eligible.

t: 0151 653 3338

e: admin@designatedassociates.com

Coaching and Mentoring Skills

Services for Organisations

Impact Review Service

Identifying 'difference' in performance and assessing Value for Money. Recommending actions to achieve increased ROI from coach-mentoring.

CPD for Coach Mentors

Our mobile Coach-Mentor Upskilling Centre provides training for progression through the Coach-Mentoring Continuum.

Tier 1 : Basic coaching 'questioning' and 'conversation' techniques.

Tier 2 : Performance improvement 'outcomes' tools and techniques.

Tier 3 : Innovative approaches to driving continuous improvement.

We create our Coach-Mentoring Centre on your site, and offer coach-mentor assessment and training, and training of your HR specialist and trainers.

Outsourced Coach Mentoring Programmes

We provide a comprehensive coach-mentoring programme design, delivery, development and support service: Design of a tailored programme for achieving planned performance improvement priorities, training of HR specialists and line managers, scheduling and delivery of coach mentoring support, continuous reviewing to identify 'difference' in performance and quarterly ROI Impact Reviews.



Coaching and Mentoring Skills

Services for Freelance Coach Mentor

CPD Service

We provide an exciting range of learning opportunities for coaches and mentors, and for those wishing to offer the range of support of the Coach-mentoring Continuum.

Wherever you sit on the continuum, we provide new insights to tools and techniques to strengthen your scope of support for driving performance improvement.

TIER 1

Basic coaching techniques

- questioning and listening
- exploring coach-mentoring models
- 3-point contracting and confidentiality
- tracking progress

TIER 2

Performance Improvement 'Outcomes' tools and techniques

- communication & influencing tools
- understanding mindsets and behaviours
- 5-point contracting
- outcome-orientated activities
- interface dependencies and barriers

TIER 3

Innovative approaches to driving continuous improvement

- whole organisation thinking
- people-process balance
- role-modelling innovative behaviours
- coach-mentoring innovative thinking



Coaching and Mentoring Skills

Mentoring

Comfortable friendly style open to all, customised 1to1 personal development to 'grow' individuals from within your organisation; all sectors and areas of growth covered - a private and confidential affordable service that pays dividends on the bottom line, large/ small scale mentoring programmes can be embedded into your organisation.

Telephone
for prices

Coaching

Performance coaching for individuals and organisational results. Work with our experienced and qualified coaches and achieve your full potential.

Telephone
for prices

Coaching Skills

These sessions are about empowering staff with coaching skills. This series of workshops aims to introduce the concept of coaching and develop some of the skills needed for successful coaching.

£149 + VAT
(Per day)

An Introduction to Mentoring Skills

A one day introductory level workshop to cover the skills necessary to start mentoring. Each delegate will receive a mentoring resources & stage one certificate.

£149 + VAT
(1 day)

Women In Business

Network your business
Marketing yourself & your business
Board director development

From
£18 + VAT
£35 + VAT
£99 + VAT

Business Mentoring Programmes

If your organisation needs to improve efficiency, support teams and grow, introducing a business mentoring programme could be the solution. Our highly qualified and experienced team of mentors can bring a wealth of knowledge to your organisation.

Call for
details

Train the Trainer

Professional trainers produce professional results. This Workshop will provide participants with a solid foundation of skills and knowledge of process learning, the role of the individual trainer and issues of importance when working groups and individuals.

£149 + VAT
(1 day)

Practical Leadership - Essential Skills

This workshop helps participants to develop leadership. We investigate leadership styles and skills that will encourage efficiency, commitment and have positive effect upon team performance.

£149 + VAT
(1 day)

Coach Mentor Supervision

Once your staff coaching or mentoring programme is up and running internally, how do you guarantee that your coaches and mentors receive appropriate, relevant and encouraging supervision. Avoid the pitfalls of non supervised coach mentoring and book your team onto our 1/4ly programme of supervision.

£350 + VAT

| | |
|---|--|
| <p>Coach Mentor in the Work Place This 3 hour session provides support and training for workplace coach mentors who provide support to others.</p> | <p>£100 + VAT</p> |
| <p>Advanced Mentoring Techniques This programme consists of quarterly sessions looking at the highest levels of leadership development for coach mentors. Each session is 3 hours.</p> | <p>£500 + VAT for annual programme</p> |
| <p>Coach Mentor in Education/ Health Professionals A taster, first stage step towards empowering your establishment with a mentoring programme and skilled mentors.</p> | <p>1 day or full programme available</p> |
| <p>ILM Level 5 Management Coaching & Mentoring Certificate To provide practising managers with the knowledge, skills and confidence to perform effectively as coaches or mentors as part of their normal work role. The course is made up of three mandatory units which enable participants to understand, develop and demonstrate knowledge and skills in workplace coaching and mentoring. The duration of this course is 8 Months.</p> | <p>Telephone for prices Funding maybe available</p> |
| <p>ILM Level 7 Leadership Mentoring & Exec Coaching To provide practising senior leaders and managers (or those working in a training and development role) with the knowledge, skills and confidence to perform effectively as coaches/mentors as part of their normal work role. The course is made up of three mandatory units which enable participants to develop their understanding of this level of coaching and mentoring and to develop the skills necessary to assist their clients. The duration of this course is 8 Months.</p> | <p>Telephone for prices Funding maybe available</p> |
| <p>ILM Level 5 Management Coaching & Mentoring Certificate This Certificate has been designed for practising or potential middle managers looking to develop an understanding of their own leadership capability. 6 months programme.</p> | <p>Telephone for prices Funding maybe available</p> |
| <p>ILM Level 7 Award in Strategic Leadership This qualification that have been specially designed to give practising or potential senior managers and leaders critical evaluative skills for their formal development in this role. 6 months programme.</p> | <p>Telephone for prices Funding maybe available</p> |

Emotional Intelligence & People Skills

Confidence and Motivation

Delegates will have a clearer understanding of motivation factors and learn using these to build self-esteem in order to achieve their personal and work objectives through confident behaviour adjustment techniques.

£149 + VAT
(1 day)

Telephone Techniques - a Positive Approach

Make a major impact on business success. Maximise impact over the phone by building a great rapport with clients. Delegates will learn how to exceed people's expectations through building skills in effective listening and intelligent questioning. Learn to take messages effectively and cope with difficult, angry and complaining customers with tone and positive language.

£149 + VAT
(1 day)

Conflict Management

It's normal to shy away from conflict delegates will investigate abilities to enter into difficult discussions; confront tricky situations and people; rearrange tensions between others; mediate, arbitrate and otherwise achieve resolution; even create conflict to get stuff out on the table.

£149 + VAT
(1 day)

Director Development

Creative Thinking, Shaping your Vision & Values and Planning

Come and join us and let us help you to clarify & focus your planning and organisation your vision. 1 to 1 or group/team approach.

From
£75 + VAT

Strategic Service or Product Development

Our non executive director style approach provides challenge and support when planning strategy, developing products or brands.

From
£75 + VAT

Successful Business Planning

With practical tips and real life examples, this course provides a step-by step approach to design, implement and draft a successful business plan.

£250 + VAT
(2 day)

Board Director Roles & Responsibilities

Understanding what is required to be a successful Board Director. Executive and non executive roles.

£149 + VAT

Essential Skills for Excellence

Presentation skills

How to influence and persuade through public speaking. These are skills delegates will acquire through a series of practical exercises on audience analysis, presentation content, personal style, planning format, dealing with nerves and evaluation.

£149 + VAT
(1 day)

Negotiation techniques

This Workshop will provide delegates with support and guidance on how to employ practical skills to conduct win-win negotiations. Practical exercises exploring strategies will enable participants to fully explore how their own personal style and attributes can be applied effectively/successfully to the negotiation process.

£149 + VAT
(1 day)

Sales & Marketing

This short and snappy workshop is designed to give an introduction to the sales and marketing skills needed in today's marketplace. Participants will gain a good understanding of building a brand, finding new business and closing sales.

£149 + VAT
(1 day)

Administration skills

Attendees will explore ways to work effectively in a team environment, enhance critical communication skills, learn new assertive behaviours and explore self management techniques for the workplace.

£149 + VAT
(1 day)

Leadership and Management

Designed to help all managers and leaders develop the essential skills to influence and motivate staff to achieve exceptional performance. This programme increases awareness of current leadership style and abilities. You will also appreciate the impact your leadership style has on those who work with you. The programme then provides you with real tools to support your leadership skills back in the workplace.

P.O.A

Communication Skills

Understand different styles, skills and behaviours for communicating appropriately by improving questioning and listening skills, non-verbal behaviours, attitudes and motives behind communication behaviours. Delegates will learn to use assertiveness and influencing language through planning & preparation of their communication tone and personal style.

£149 + VAT
(1 day)

Project management

As an effective project manager, you may organise scarce resources, work under tight deadlines, control projects, change and generate maximum team performance. Through a simulated case study, you learn how to successfully plan, manage and deliver projects.

£149 + VAT
(1 day)

Report writing

By the end of the workshop, delegates will know how to target the audience and analyse their needs, Gather data and select the relevant information for the audience, Structure writing to maintain readers' attention, Select words and phrases that will aid and not confuse the readers and edit the draft for maximum impact

£149 + VAT
(1 day)

Social Media Workshops

Social Media Start Ups

- Set up business accounts for Twitter Facebook & LinkedIn
- Find out what social media can do for your business
- Discover how blogging can benefit your business
- Maximize your business presence on the web
- Get to know all of the top websites to promote your business

£75 + VAT
(Half day)

Twitter Tweet Know How

- What is Twitter?
- Promote your business through your profile & tweet effectively
- Learn more about trends and why
- Achieve your company goals using Twitter

£24.99 + VAT
(75 minute
basic
overview)

Social Media Means Business

- What is it? Why do it?
- Sell yourself and promote your business through your profile and build your contacts and network. Every contact... has contacts.
- Gain referrals, recommendations
- Build your network, connect with people and target new prospects

£75 + VAT
(Half day)

Improve your LinkedIn Visibility

- Learn how to widen your network
- Enhance your LinkedIn "profile box"
- Using groups

£75 + VAT
(Half day)

Facebook for Business

- What is Facebook?
- Promote your business through your own Business Page effectively
- What are the business benefits of a Facebook profile?
- Achieving your company/organisation goals on Facebook

£45 + VAT
(90 minute
basic
overview)



Computer Training

ECDL & ECDL Foundation & ITQ

We offer a full range of ECDL qualifications and all 4 foundation modules are covered, reassuring you of our competent team's ability to meet your learning needs. Course includes; Understanding PCs, Microsoft Word, Excel, Outlook, PowerPoint, Access. Courses & exam dates and times can be arranged to suit you. Call us for details.

Telephone
for prices

Funding
available

Introduction to PC's Part 1 & 2

Showing you the basic functions required to operate a personal computer running MS Windows. You will learn to operate the Desktop, organise files and folders, print documents and explore the web. Part of the ECDL programme.

£125 + VAT
(per part)

Microsoft Word (Word Processing - Level 1 + 2)

If you are new or recent to MS Word 2003/2007 and want to gain a good understanding of the software in a short space of time, this is the course for you!

£250 + VAT
(2 days)

Microsoft Excel (Spreadsheets - Level 1 + 2)

Intending, new or recent users of MS Excel 2003/2007 who want to gain a good understanding of the software in a short space of time.

£250 + VAT
(2 days)

Microsoft Access (Databases - Level 1 + 2)

From theory to using it as a professional database development tool. Editing databases, queries, completing query calculations and analysing pivot tables.

£250 + VAT
(2 days)

Microsoft Outlook (Emails - Level 1 + 2)

Helping you use Microsoft Outlook to effectively manage your schedule, correspondence, contact management and journal.

£125 + VAT
(1 days)

Microsoft Publisher (Level 1 + 2)

These courses encourage delegates, to create and amend effective and eye-catching publications such as adverts, business cards, newsletters & brochures.

£125 + VAT
(1 day)

Microsoft Project (Level 1 + 2)

Designed to help delegates to become more efficient project managers course using MS Project, includes planning, tracking, organising and scheduling projects, creating deadlines, baselines & tasks.

£300 + VAT
(2 days)

| | |
|--|--|
| <p>Microsoft PowerPoint (Level 1 + 2) MS PowerPoint 2003/2007 is a business presentation program. These sessions guide participants through PowerPoint, from foundation to advanced.</p> | <p>£125 + VAT (1 day)</p> |
| <p>Windows 7 Exploring the new features of windows 7, this Workshop will highlight new productivity, security and management features within Microsoft operating system.</p> | <p>£125 + VAT (1 day)</p> |
| <p>SharePoint Including how to: explore and navigate around a site; manage and customize a site; create a subsite; creating and managing document libraries and share information using document libraries.</p> | <p>£350 + VAT (2 days)</p> |
| <p>Office 2007 and Office 2010 Upgrade Learn quickly about the new features, the ribbon and get up & running fast.</p> | <p>£149 + VAT (1 days)</p> |
| <p>Managing projects using Microsoft Office Project This course is aimed at both novice and experienced project managers and schedulers. Delegates should be involved in or responsible for scheduling, co-ordinating, controlling, budgeting, estimating and staffing problems.</p> | <p>£250+ VAT (2 days)</p> |
| <p>Crystal Reports (Level 1 & 2) Hands-on Workshops that explore the features and packages of the Crystal Reports environment.</p> | <p>£175 + VAT (1 day)</p> |
| <p>Troubleshooting Your PC As advances in hardware and software continue and the shortage of PC support professionals grows, it is more important than ever for you to be able to provide as much of your own PC support as possible. This course is preparation for internal PC support.</p> | <p>£350 + VAT (2 days)</p> |
| <p>Technical</p> | |
| <p>Paid Search, Pay Per Click (PPC) Marketing course This 1 day course is aimed at individuals that have completed the Fundamentals course or have a basic understanding of Internet Marketing and wish to develop their skills in paid search and pay per click marketing.</p> | <p>run on demand £99 + VAT (1/2 day)</p> |
| <p>Search Engine Optimisation (SEO) Marketing Workshop This 1 day Workshop is aimed at either marketing or more technical individuals that wish to develop a natural/organic traffic strategy implement that strategy and generally promote a web site.</p> | <p>run on demand £149 + VAT (1 day)</p> |
| <p>Google Analytics Using the free web based software from google, this course will enable you to identify how people found your website, which pages they visited and if they are doing what you want them to do.</p> | <p>£99 + VAT (1/2 days)</p> |

Employability Skills

CV Development Skills

Whether you have a CV or not doesn't matter, maybe yours just isn't working for you, or it needs updating. Planning your CV language is as important as the history you put into it. Constructive advice will give you thoughts on how to put your personality across.

£149 + VAT
(1 day)

Interview Techniques

In depth and intensive role play session to help you prepare yourself for this stressful occasion, we will handle concerns from what shall I wear? How to answer the questions you may be asked? How early should I get there? About handling resistance, and your questions for the interviewer, we will also cover removing the risk of employing you and handling the interviewer's concerns. A full day just to equip you to feel more confident and help you ace the interview.

£149 + VAT
(1 day)

Minute Taking Skills

This workshop will educate delegates in a range of skills and techniques to enable them to take, to write up and to present minutes more effectively and confidently. Whether you've been taking minutes for a while and would like to gain more confidence or whether you're a complete beginner - we will give you the opportunity to identify and develop key skills, and show you how to take the pain out of minute taking.

£149 + VAT
(1 day)

Time Management

Time is money! Are you making the most of yours? Join us for an interactive workshop to support and improve your time management.

£149 + VAT
(1 day)

Notional Level 2 Award in Health & Safety in Workplace

Designed to ensure that all employees are aware of their own safety and the safety of customers, contractors and the public. This qualification can be tailored to business and individual needs to make the learning experience relevant and fit for purpose. Examination and marking free included in the total cost.

From
£75 + VAT
Per Person

Food Safety Level 2

Designed for any business within the Food & Drink Sector and care sector including childrens nurseries, restaurants etc.

Telephone
for prices

Food Safety Level 3

Designed for all Supervisors and Managers across various sectors.

Telephone
for prices

Planning & Organising Skills

This practical and participative workshop is designed to transfer essential and usable skills back to the workplace. It offers a comprehensive range of training that develops specific skills enabling delegates to acquire knowledge and empowerment that translate to the workplace. It also effectively challenges participants to actively look for ways to make existing routine jobs easier, quicker, safer or more able to consistently achieve the required standards.

£149 + VAT
(1 day)

Publishing, Internet & Marketing

Adobe Illustrator/ InDesign/ Photoshop

These programs are the industry standard for creating raster/bitmap graphics. These incredibly deep programs are used for graphic, web design and image manipulation. Choose one and begin to use Adobe to maximise your opportunities.

£350 + VAT
(1 day)

Dreamweaver (Level 1 & 2)

Providing advanced design and layout tools, as well as making it easy to use Dynamic HTML features such as animated layers and behaviours without writing a line of code.

£299 + VAT
(2 days)

Intro to Social Networking

This workshop will give you an introduction to 3 of the most popular social networking tools so that you can start using them straight away within your marketing and online communications. Cost effective and easy when you know how.

£149 + VAT
(1 day)

Internet Marketing Fundamentals Workshop

This 1 day Workshop is for individuals that need to grasp the fundamentals of Internet Marketing. This will provide a strong enough understanding to manage others or agencies and to decide how their organisation will tap into the associated benefits of Internet Marketing. This Workshop will also provide a foundation for the individual intending to create either PPC or SEO campaigns.

£149 + VAT
(1 day)

Web Design on a Budget

Using today's techniques, we will teach you how to create your own web site. Bring all your own content, photos with you and we will show you how to do the rest. Any completed web sites can be uploaded to the internet as part of training.

£149 + VAT
(1 Day)

Branding & Design

This one day workshop has been designed to assist organisations with the 'need to know' information that is essential in order to plan and develop new branding & design or to assist in specifying to a third party/agency for the same.

£149 + VAT
(1 day)

A Basic Guide to Social Media Marketing

What is Social Media Marketing? How can my organisation benefit from Social Media Marketing? We look at the trends and show you how to work with them to add real value to your business

£149 + VAT
(1 day)

Customer Relationship Management (CRM)

Customer Relationship Management Best Practices

Understand how affordable CRM systems now available on the market allow businesses of all sizes provide world class customer service. You will learn how to better manage your customer base and identify and target your next customers.

£149 + VAT
(1 day)

GoldMine (Level 1 & 2)

This course is designed to ensure that individuals are equipped with the necessary skills to start using the product and is delivered in a 'hands on' environment by fully certified trainers. Giving users skills from basic use to complicated sales forecasting.

£350 + VAT
(2 days)

An Introduction to CRM Planning and Implementation

Not a day goes by without Customer Relationship Management CRM being mentioned in the media. It seems that it is the answer to all issues facing organisations. Learn what you need to consider before you implement CRM in to your business.

£149 + VAT
(1 day)

Sage ACT! (Level 1 & 2)

ACT! The world's best selling Contact Manager with over 4 million users worldwide, allows you to organise all your customer information in one place, so every detail of every relationship is at your fingertips.

£175 + VAT
(1 day)

Finance and Accounting Applications

Accounting for the Small Business

Need to know information, hints & tips and a fast track Workshop to essential information for Small Businesses.

£175 + VAT
(1 day)

Sage 50 (Level 1 + 2)

This Workshop uses a powerful "show and tell then have a go" style of training. Making it easy for users to understand new concepts and provides a chance to "have a go in a safe training environment".

£175 + VAT
(1 day)

Sage Instant Accounts (Level 1 + 2)

Covering all aspect of computerised bookkeeping - Customers -Suppliers-Invoicing-Bank receipts-Bank payments- Vat Rec-Bank Rec-Depreciation-Bad Debts.

£175 + VAT
(1 day)

Financial Software & accounting procedures

Choose from Sage, Quick Books, Manual Accounts, Excel, delivered to suit in course format or at your site coaching style using your data.. ask us about preparing your accounts to trial balance for you.

Telephone
for prices

Latest Offers

Wirral Businesses Benefit - Grant Available

Fully funded business support from Designated Associates is available for Wirral based businesses eligibility criteria applies. Call Laura on 0151 653 3338 or laura.upton@designatedassociates.com for details.

Leadership & Management Fund

All training and coach mentoring for Designated Associates is suitable for Leadership & Management funding. A maximum grant of £1000 is available to organisations seeking to develop their leadership. Call Laura on 0151 653 3338 or laura.upton@designatedassociates.com for details.

Free Lunch Time Learning

Throughout the year we “give away” lunchtime learning and after work sessions, subject matter varies see website for details visit; www.designatedassociates.com/special-offers.aspx

Free Continuous Professional Development

We also have free to join mentor and coach continuous professional development (CPD) on a monthly basis via our coach mentor centre and EMCC.

Free Mentor Programme

Limited places for a free business mentor for eligible companies via Mentorsme programme call Laura on 0151 653 3338 or laura.upton@designatedassociates.com for details.



25% Discount Voucher

Designated Associates specialise in award winning mentoring, coaching and training programmes for individuals, teams and organisations.

For **25% discount*** off your booking please quote DA-NEW12

Also available from Designated;

Designated
design & marketing

Innovative Web Design & Marketing Media

www.designbydesignated.com

Designated
IT services

Sales, Support & Services

www.designateditservices.com



Contact Us

t 0151 653 3338

e admin@designatedassociates.com

w www.designatedassociates.com



Designated Associates specialise in award winning mentoring, coaching and training programmes for individuals, teams and organisations.

For **25% discount*** off your booking please quote DA-NEW12

*To receive discount, voucher must be produced no later than the course date.

T&C Apply. E&OE.