

Leadership and Management

Descriptions for

Marketing & Communications

Workshops

new edge management limited, 44 Gallowhill Road, Kinross, KY13 8RA

Leaders in performance improvement – for organisations and people

Workshop Outlines

Planning for Efficiency

Developing & Managing Teams

➤ Marketing & Communications

- **FACILITATION SKILLS**
- **MARKETING SKILLS**
- **MEETING SKILLS**
- **PRESENTATION SKILLS**
- **REPORT WRITING**

Planning & Influencing

Developing Individuals

FACILITATION SKILLS

Duration: 1 day course
Participants: for up to 12 delegates

This course is aimed at developing a practical understanding of effective facilitation and of the skills required of the facilitator, to enable delegates to apply these skills in workplace situations.

The objectives of the course are:

- a) To define the term facilitation.
- b) To explain the situations in which facilitation is needed.
- c) To identify and practice the skills required for successful facilitation.

Course Outline:

What is facilitation and why is it necessary?

- defining facilitation
- the role of the facilitator

Communication skills

- how people communicate
- active listening skills
- questioning techniques

Group dynamics

- stages of group development
- the ways that people operate in groups

Creative thinking

- brainstorming
- thinking out of the box

Action planning and feedback

MARKETING SKILLS

Duration: 1 day course
Participants: for up to 12 delegates

This course is aimed at developing awareness of the marketing function and providing delegates with a range of practical marketing skills and techniques.

The objectives of the course are:

- a) To describe the basic principles of the marketing function.
- b) To develop a range of practical marketing skills and techniques.
- c) To practise these skills and techniques during course exercises.

Course Outline:

What is marketing?

- the steps involved
- the role of the marketing function
- market segmentation and market targeting

Marketing planning

- market and product research
- agreeing achievable objectives
- monitoring progress and developments

SWOT analyses

- internal strengths and weaknesses
- evaluation of products, services and organisational goals
- external opportunities and threats
- market forecasting, trends and competition

Developing an effective marketing mix

- the internally controllable variables
- product, price, place and promotion

Action planning and feedback

MEETING SKILLS

Duration: 1 day course
Participants: for up to 12 delegates

This course is aimed at developing the skills and techniques required to maximise the effectiveness of meetings. It is particularly relevant to those who chair or plan to chair meetings on a regular basis.

The objectives of the course are:

- a) To describe the basic principles of conducting effective meetings
- b) To develop a range of practical skills and techniques.
- c) To chair a meeting using these skills and techniques.

Course Outline:

The structure of effective meetings

- the steps involved
- how meetings are structured
- pre-meeting planning and organisation

The skills required

- skills and techniques needed to chair meetings
- the role of the chair
- the role of the minute taker
- the role of the attendee

Keeping control

- identifying clear aims and objectives
- dealing with difficult people and situations
- checklist of tips and tactics

Series of meetings chaired by delegates

Action planning and feedback

PRESENTATION SKILLS

Duration: 1 day course
Participants: for up to 12 delegates

This course is aimed at developing the skills required to make effective presentations to clients, give briefings to staff and make contributions at meetings and conferences.

The objectives of the course are:

- a) To describe the principles of effective communication and presentation.
- b) To develop techniques and skills aimed at improving performance.
- c) To be able to apply these skills and techniques in daily activities.

Course Outline:

Effective communication

- the stages involved
- the skills required
- instructional techniques

Presentation planning

- the structure
- the sequence of ideas
- rehearsal

Developing materials

- developing your script
- preparing visual aids
- producing hand-outs

Presentation delivery

- effective body language
- holding attention and keeping control
- summarising and handling questions
- delivery and feedback using video

Action planning and feedback

REPORT WRITING

Duration: 1 day course
Participants: for up to 12 delegates

This course is aimed at developing and practising the skills and techniques to plan, structure and write clear business reports in order to build business cases.

The objectives of the course are:

- a) To describe a structured approach to report writing.
- b) To develop business writing skills and techniques.
- c) To apply these skills and techniques using relevant examples.

Course Outline:

The five stage approach

- a logical framework for planning the report

Aiming at the reader

- determining the purpose of the report
- where to start
- considering the target readership

The overall structure

- using the four 'Ps'

Drafting and editing

- grammar, spelling and points of style
- editing, reviewing and cutting

Action planning and feedback

new edge management limited

.... giving you the competitive edge

PROGRAMME DIRECTOR

DAVID PARRY - new edge management limited

Profile

Senior executive with extensive management skills and experience in leading knowledge transfer programmes for strategic planning, people management, managing change, and project management. Consortium Project Manager for the £2.6 million DTI supported UK initiative for Managing Change. Experienced practitioner and mentor of executives in Change Management and Business Performance Management (9 years), plus invited speaker and chair of international conference on Measuring and Managing Performance during Corporate Re-organisation. Leadership of business units (20 years), main board directorship, and overseas subsidiary directorship.



Academic Qualifications

MSc Aeronautical Engineering (1975), Queens University of Belfast
BSc Honours Aeronautical Engineering, Queens University of Belfast

Summary of Experience and Skills

- 20 years experience in business leadership, solutions delivery, and team development.
- Consortium project manager of the UK's £2.6 million major initiative for Managing Change, supported by the DTI, business partners and the University of Edinburgh.
- 9 years consultancy experience in Business Performance Management and leading executive teams in strategic planning, e-business design, project management, and managing change.
- 4 years as Main Board Director of an engineering software and consultancy company and Board Director of overseas subsidiary; annual income of £10 million.
- Client relationship management and business expansion in the engineering, defence, software, financial and public sectors, both in the UK and overseas, offering customised learning experiences and mentoring services.
- Partnership development and building alliances with complimentary suppliers offering specialist skills and technologies to address requirements of clients.
- Author and presenter of Masters Degree course modules in IT Strategy and Managing Uncertainty, and author and tutor of Institute of Leadership and Management courses.
- Recruitment and leadership of multi-disciplinary business unit teams and project teams involved in new product introduction, geographic expansion, e-business design and change management.
- Extensive communication skills demonstrated through invited lectures, publications, chair of overseas international conference, facilitating executive think tanks, delivering executive mentoring programmes, and presentations at board level.

Contact For further information please telephone David Parry at **new edge management limited** on 07746 365764, e-mail him at davidparry@newedgemanagement.com or visit our web site at www.newedgemanagement.com

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