



ASSOCIATED TRAINING

AND CONSULTANCY

Learning with impact

Management
development,
sales and
interpersonal
skills training
solutions

www.associatedtraining.co.uk

How we do it...

Our team of expert consultants can create bespoke learning solutions for you in a variety of areas. We can provide consultancy, research and are able to design solutions perfectly tailored to your organisation and its needs. This ensures both a meaningful learning experience and significant return on investment.

Our delivery style is as tailored to your needs as every other element of our approach to include:

- Engaging facilitation
- Business relevance, with an emphasis on commercial impact
- High levels of interaction
- Brain-Friendly Learning techniques
- Innovation and creativity
- Personality and Behavioural Psychometrics including Life Orientations, MBTI and NEO PI-R
- Designed to appeal to each of the Learning Styles
- Emotionally Intelligent

Plus you'll have fun!



By using our own dedicated training team rather than associates, we can guarantee the quality of everything that we create and deliver!

What people say about us...

Enterprise Ireland

The 2008 bespoke programme of 'Engaging the Buyer' for 55 Marketing Executives throughout Europe resulted in **"...not only a high success rate but also a definite increase in knowledge, understanding and skills following the course"**

Judi Blackmur,
Project Co-ordinator

"I just wanted to thank you for an excellent course. The variety of activities and techniques that you employed kept me fully involved throughout, and I now feel that I have a range of tools at my disposal."

Dewi Hughes, Government
Office for the East Midlands

"My expectations have been surpassed, please pass on my thanks to the trainer. We want to continue investing in training and if the Retford experience is anything to go on, we would prefer to stay with your company."

Kevin Smith, Certex

Borg Warner Turbos

The 2007 – 2009 bespoke Management Development solution was delivered to over 250 employees and incorporated outdoor team events, executive coaching and an accredited modular ILM programme. It has already led to increased employee performance and engagement and reduced staff turnover.

Unilever – Global Marketing Team

Bespoke highly tailored and commercially focussed Team Development programmes were delivered to this team in 2006 and 2007. Highly popular, these two events were described as contributing meaningfully to the team dynamics and performance by their Director Sean Gogarty. Such changes led to this team winning the coveted 'Unilver Growth Award' in both years.

"Excellent workshop, excellent trainer. It has been a fun, interactive course that I feel I have gained a lot from."

Liz Wilson, Threshers



We also offer a range of Open Course Programmes which are perfect for individual employees – such as First Line Manager, Train the Trainer and Selling Skills

We also offer...

Airbus

In 2008 a highly engaging Team Development programme was created for the Central Services' Team in order to establish a new set of standards in Professional Internal Customer Care and accelerate the team's change in position and role. This effective and popular programme was highly successful and resulted in significant behaviour change. **"Without doubt Phil and his team are excellent providers of training, to suit even bespoke requirements, and I would not hesitate in recommending the team to any business in the future."**
Glenn Brown, Systems and Expertise Manager

Executive coaching

Dynamic and effective
team building events

A wide range of **health and safety** consultancy and training including **IOSH working safely, IOSH managing safely, NEBOSH general certificate** and many other areas

ISO 9001 management systems consultancy

Media skills training



"The short residential course was a huge success, and the sales team now pull as one, resolving issues as they go. A remarkable transformation!"

Ray Schofield, General Manager iNPIPE Products

What we do...

We deliver training solutions such as training courses, development programmes, team events and coaching in the following areas:

Interpersonal Skills

- Communication skills
- Presentation techniques
- Assertiveness
- Emotional intelligence
- Time management
- Customer care
- Developing creativity and innovation
- Business writing skills



Management Skills

- Management development
- Leadership and motivation
- ILM accredited management courses
- Planning and managing change
- Stress management
- Managing performance
- Discipline and grievance
- Project management
- Train the trainer
- Coaching skills

Selling Skills

- Introductory and advanced selling skills
- Sales presenting
- Developing key accounts
- Negotiation skills
- Managing sales teams
- Telephone selling and appointment making



consultancy • research • bespoke solutions
facilitation • coaching • team building • e-learning
blended learning • open course programmes

ASSOCIATED TRAINING

AND CONSULTANCY

Winning Partnerships

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