TrainingConcepts

CAPABILITY BROCHURE

Workshops & *Seminars*

Practical, interactive programmes that build real skills — run in-house for your team, or as open seminars. Every one can be customised to your organisation.

35+ programmes

8 themes

3 hrs – 5 days formats



01 How we run a workshop

Our workshops are built around real-world application, not lecture notes.

Every programme can be run in-house and customised to your organisation, or delivered as an open seminar. In-house programmes are shaped around your people, your customers and the situations they actually face.

Programmes run from three-hour enrichment sessions to five-day intensives, in English and in local languages across the region. We have delivered them for multinationals, government agencies, cooperatives and non-profits.

Structured activities

Exercises, simulations and toolkits that put the theory to work in the room.

Role plays & psychodrama

Realistic scenarios that rehearse the moments participants find hardest.

Video-taped practice

Presentation and facilitation programmes record delivery, then critique it together.

Case studies & simulations

Industry-relevant scenarios, from full audit assignments to live crisis simulations.







WHAT EVERY PARTICIPANT GETS

Course manual

A comprehensive manual on the day of the seminar.

Certificate

A certificate of participation on completion.

Venues

Selected in line with your needs and group size.

Refreshments

Catering arranged around your programme.

02 The catalogue at a glance

Eight themes, thirty-five-plus programmes. Every one is available in-house and can be combined into a development pathway for a team or a whole organisation.

01 · 6 PROGRAMMES

Leadership & Management

Performance, change, crisis, partnerships and problem solving

02 · 7 PROGRAMMES

Communication, Presentation & Facilitation

From the five-day Presenter intensive to boardroom and platform skills

03 · 5 PROGRAMMES

Business Communication & Customer Contact

Writing, telephone technique and difficult customers

04 · 6 PROGRAMMES

Personal Effectiveness

Time, focus, personal brand and working with others

05 · 3 PROGRAMMES

Quality, Risk & Compliance

ISO auditing, security risk assessment and process improvement

06 · 2 PROGRAMMES + SUITE

Strategy & Visioning

Facilitated visioning, business and marketing planning

07 · 4 PROGRAMMES

Programmes for Non-Profits

Strategic planning, programme planning, volunteers and finance

08 · 5 PROGRAMMES

Youth & Enrichment

Three-hour workshops for students and young people









03 Leadership & Management

For managers who have to set direction, measure performance, and hold things together when they go wrong.

Crisis Prevention & Management — 2 DAYS

Prepare for the day it goes wrong: crisis risk matrices and management plans, the nine steps of crisis response run as a simulation, media and social media strategy, news scanning and after-action review.

Setting Key Performance Indicators — 1 DAY

Set KPIs that mean something and apply a disciplined measurement process — the three types of KPI, dashboards and the balanced scorecard, realistic targets, and the pitfalls that distort behaviour.

Changing Mindsets — 2 DAYS

Organisational change for effective growth: diagnosing complacency, aligning thinking, feeling and action, and inculcating a model for proactive change.

Developing Effective Collaborative Partnerships — 2 DAYS

Cross-sector partnering end to end — partner assessment, stakeholder and resource mapping, interest-based negotiation, partnership agreements, governance and sustaining outcomes.

EQ & Leadership Impact — 1 DAY

The emotional intelligence that separates competent managers from leaders people follow, across the IQ, AQ, SQ and EQ dimensions.

Problem Solving Tools — FLEXIBLE

A six-step methodology and a toolkit of analytical techniques — cause and effect, Pareto, force field, flowcharting and mind-mapping — worked through as a team on a live scenario.







04 Communication, Presentation & Facilitation

Our deepest theme, anchored by the five-day train-the-trainer intensive.

FLAGSHIP PROGRAMME

Developing Effective Presentation & Facilitation Skills — "The Presenter"

5-day intensive

Our train-the-trainer intensive for aspiring trainers and facilitators: presentation design and learning objectives, facilitation and active listening, role play and psychodrama, charting and graphic facilitation, brainstorming and mapping tools, learning management systems, and evaluation design — with video role plays throughout.

Presentation Skills Workshop — 2 DAYS

Structure and deliver with confidence: situation and audience analysis, content building, delivery technique and video-taped practice with critique.

Board Room Presentations — 2 DAYS

Win over senior management with the PPSPM model, managing psychological barriers and building high-impact slides.

Presentation Skills for Marketeers — 2 DAYS

For sales engineers and technical professionals selling specialised products to senior decision-makers.

Memorable Speeches — 2 DAYS

What makes a great speech and how to build one — from stage fright to impromptu speaking. Capped at ten participants.

Speaking Skills Workshop — 2 DAYS

Public speaking for real occasions: the toast, the roast, introductions and award presentations.

Power Communicator — FLEXIBLE

Adapt to different behavioural styles, build trust and eliminate the misunderstandings that cost managers time.







05 Business Communication & Customer Contact

Programmes for everyone whose work reaches the customer in writing, by phone or face to face.

Business Writing Skills — 1 DAY

Write memos, letters and reports that convey ideas with clarity and precision — structure, tone and the systematic habits of professional business correspondence.

Winning Telephone Techniques — 2 DAYS

Create a professional image over the telephone, control the call, handle upset and difficult callers, and manage phone rage and call anxiety — practised through role play and drama.

The Power Tele-Marketeer — 1.5 DAYS

Overcome call reluctance and build a qualification script that opens doors, including the screener, voice mail and the follow-up call.

Building Relationships with Difficult Customers — 2 DAYS

Assertiveness, anger management and customer care for handling confrontation and turning difficult interactions into lasting relationships.

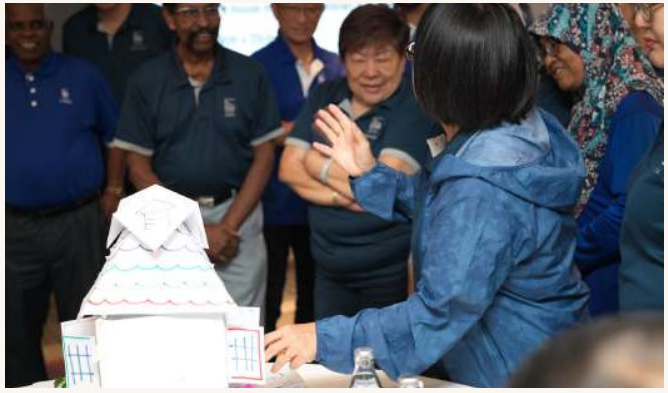
Service Excellence & Customer Relations — FLEXIBLE

Front-line programmes that challenge teams to exceed customer expectations, with role plays and script development.

IN THE PRESS Our Brunei programmes on presentation, telephone and business writing skills — run for government and private-sector personnel at the Centre for Strategic and Policy Studies, and endorsed by the Brunei Darussalam Institute of Certified Public Accountants — were covered by the Borneo Bulletin in 2007.







06 Personal Effectiveness

Programmes for individuals under pressure — including a version of our time management workshop written specifically for technical and project managers.

Optimising Operations Under Pressure — 1 DAY

Time management for technical managers: a personal time audit and time drain analysis, the Eisenhower Matrix, ABC and 1-3-5 methods, time blocking, batching and the ALPEN method, buffer systems for emergency call-outs, and the Pomodoro technique.

Time Management Workshop — 1 DAY

For executives and managers: hurry sickness and time bandits, goal setting and scheduling, the 80/20 rule, dealing with interruptions, and using technology and collaboration tools to reduce clutter.

Self-Branding — 2 DAYS

Position yourself in a changing world of work — unique selling proposition, visual identity, self-brand strategy and networking for success.

Self-Management Workshop — 2 DAYS

The tools, methods and knowledge people need to take control of their own working lives.

Interpersonal Skills Workshop — 2 DAYS

Communicate effectively with colleagues, managers and the people who matter to your work.

Conflict Resolution Workshop — 1 DAY

Resolve the everyday conflicts that surface in any working environment, before they harden.







07 Quality, Risk & Strategy

Programmes that put structure around how the organisation works, what could go wrong, and where it is heading.

ISO 9000:2000 Internal Auditors Workshop — 2 DAYS

Towards a quality-driven organisation: the principles and practice of quality management system auditing, concept diagrams, audit standards and procedure, non-conformity and corrective action reports — closing with a full structured audit case study.

General Security Risk Assessment — 1 OR 2 DAYS

A framework for identifying people and assets at risk, specifying loss risk events, weighing mitigation options and using threat analysis. Two-day version for security professionals; one-day version for insurance professionals.

Business Process Reengineering — FLEXIBLE

The skills needed to carry out a BPR exercise and to lead a BPR team effectively.

Strategic Visioning — 1 OR 2 DAYS

Blend hindsight and foresight into insight in action: OARRs, lessons from the past, context mapping, a SPOT assessment, cover story vision, bold initiatives and action plans — run with graphic facilitation.

Strategic & Business Planning suite — 1–2 DAYS EACH

Strategic Visioning Workout, Developing a Successful Marketing Plan, Developing a Successful Business Plan, Translating Business Plans to Game Plans, and Marketing Without Advertising.







08 Non-Profits, Youth & Custom Programmes

Programmes written for organisations that run on volunteers, grants and goodwill — and for the next generation.

Strategic Planning — Charting Your Organisation's Future

2 DAYS

For non-profit managers: the full six-phase planning cycle, from designing the plan and situational analysis through to implementation, finance plans and monitoring.

Programme Planning, Development & Evaluation

2 DAYS

Plan, execute, monitor and evaluate programmes — market analysis, business case, budgets, and implementation, process, goals-based and outcomes evaluation.

Volunteer Management

2 DAYS

Leadership skills for volunteer management: core values, personal productivity, conflict handling, team building and transformational leadership.

Finance for Managers · Managing Change · Video Production

FLEXIBLE

A further suite of practical programmes written for NGO and non-profit managers.

Youth & Enrichment programmes

3 HOURS EACH

Self-Management, Time Management, Event Management, Speech & Emceeing and Effective Study Skills — practical sessions for students and young people.

Custom programmes

ON REQUEST

Any programme here can be re-cut for your sector, your language and your timetable — or built from scratch after a training needs analysis.







09 Your lead trainer

Shareef Jaffar — international management and training consultant, with more than 35 years in the industry.

Shareef designs and delivers the programmes in this brochure, in Singapore and across the region. He holds three master's degrees — in education, strategic planning and law — along with certifications in curriculum design, instructional design, e-learning design from Oxford, facilitation and competency-based assessment.

He has trained trainers and academics in Singapore, Malaysia, Uzbekistan, Brunei, Vietnam, Thailand and Indonesia, and is a regular speaker at international business forums.

Clients for his programmes include the Port of Singapore Authority, the Singapore Police Force, PUB, the Singapore Civil Defence Force, Nokia, Shell, Motorola, Merrill Lynch, Prudential Assurance and the Tourism Management Institute of Singapore.

IN THE PRESS

"Learning to become master presenters" — participants staged their own presentations and learnt the many do's and don'ts.

Borneo Bulletin, August 2007







BOOK A WORKSHOP

Tell us who needs to learn *what.*

Every programme here can be run in-house and customised to your organisation. Send us the team, the challenge and the dates, and we will propose the right format.

TrainingConcepts

Singapore · Serving clients across Asia Pacific

+65 8993 1155

enquiries@trainingconcepts.us

www.trainingconcepts.us