



business.people.improvement





To succeed, businesses and people need to improve – consistently. In fact, it is essential if any sort of competitive edge is to be achieved and maintained in today's rapidly changing business world.

The mission of **auricas** is to provide the means of doing this through coaching and consultancy, supported by a complimentary range of essential products and services, all delivered by professionals in their field.

The solutions we provide are based on the fundamental principle of producing a measurable improvement against defined objectives, sufficient to judge that time and money have been well spent. Tailored to a client's specific requirements, the five key factors are:-

- The budget with which you are comfortable
- The logistics of getting people together
- The timescale available
- The numbers involved
- The desired outcome that indicates time and money has been well invested.

Occasionally open courses are also available for individuals or small groups.

Whether individual, team or corporate, whether local, national or international, the issues are usually the same – business.people.improvement.

Our team has a pedigree in consultancy and training built over 24 years. We are also one of the few companies that can deliver common training initiatives in local languages throughout most of Europe

CONTENTS

| | |
|---|----|
| ■ Strategic Leadership | 3 |
| ■ Executive Image | 4 |
| ■ Management and Leadership | 5 |
| ■ Recruitment and Retention | 6 |
| ■ Presentation | 7 |
| ■ Profiling | 8 |
| ■ Marketing - Brand Development | 9 |
| ■ Selling | 10 |
| ■ Customer Service | 11 |
| ■ Telephone Sales | 12 |
| ■ Professional Image for Teams | 13 |
| ■ Stress Awareness, Avoidance and Reduction | 14 |
| ■ Using IT | 15 |



PRINCIPLES OF STRATEGIC LEADERSHIP

Introduction:

As an executive, do any of the following questions seem to cross your mind on an increasingly frequent basis?

- “What could we really do with this business?”
- “How can I get my people to accept more ownership?”
- “There must be a better way of doing this”
- “I just wish I had more time”
- “Why isn’t this business working as it should?”
- “How can we take a quantum leap forward?”
- “What about our exit and succession plans?”
- “Why am I doing this? There must be more to life!”

Well, you are not alone, although too many senior managers think these things but never actually get round to doing anything about them due to day to day pressures.

So, why not take time out with your senior management colleagues to step back and think about the business rather than just being driven by it. Re-think what you are really trying to achieve and the best way of getting there.

It is important because the various markets in which we operate are changing more rapidly than ever before, creating new pressures for us all. Those issues include new regulations, competition, quality, service, delivery, innovation, price, differentiation, customer expectation, staff retention and motivation, work/life balance to name but a few!

As directors and senior managers, we therefore have to make sure that we respond and help our people change and grow as fast as the company needs them to.

Structure:

A full day with timings to suit you. We usually recommend you select an off-site venue, somewhere inspiring and relaxing!

Any number between 2 – 20 delegates.

* If you are keen to combine this day with some fun, team building or motivational activities, we have a number of contacts with whom we can put you in touch. This would be separate and in addition to the work we do.



CONTENT

A comprehensive agenda with the following outcomes in mind:

- Clearer idea of how your team feels about the “health” of the business and the priorities to address
- Clearer ideas as to who and what you are as a company, and how that affects every business decision you take
- Clearly defined strategic direction or vision of ideally what you want to achieve long term - “Where are we going?”
- Clear goals for the next 12-months that will take you towards the vision – “What are we trying to achieve?”
- Clearly defined key areas of responsibility within the company, reflecting the business processes
- Clearer expectations by using results based performance standards by which everyone can judge whether or not they are doing a good job
- Clearer ideas about how best to allocate roles and responsibilities creating more time and greater efficiency
- Clearer ideas as to the strengths of each team member and how best to work together
- Clearly motivated people, re-committed to achieving real improvements



PRINCIPLES OF EXECUTIVE IMAGE

Introduction:

Success in business today usually depends on how we are perceived by others. Judgements are made in seconds about you, your ideas, your product or service, even your company, with experts saying that a staggering 93% of that first impression depends on how you look.

How do people really see you? How can you feel more confident and command more respect from the minute you enter the room?

The reality is that few if any of us have ever received the sort of honest feedback we need, and even fewer, the coaching to improve. Subjects like image, dress, manners, and etiquette have always been sensitive.

Yet for individuals and companies looking to develop a competitive edge in today's tough business world, the objective view of your own professional image coach can really make a difference!

Learn how you can present yourself at your very best in every situation through this highly personalised, 1:1 coaching session. It is designed to be fun, highly interactive, motivating and confidence building. You leave with an action plan to make a real difference!

This coaching is also available for small groups.

Structure:

1 full day held on any mutually convenient date.

Coaching at Marlow, a short taxi ride from the station at either High Wycombe or Maidenhead. Also close to J4 M40.



CONTENT

Image In Business Today

- Seeing that image in business matters
- Linking corporate and personal image
- Using image to reinforce what you say
- Creating your own "brand" culture

Personal Image Advice

- First impressions critique
- Body talk - Posture. Eye contact. Handshakes. Voice quality
- Full colour analysis - The importance of colour. Wearing colour for impact. Determining your dominant colour. Assertive vs approachable dressing
- Body shape, proportion and scale - Achieving balance and harmony in clothes. Best styles of suits, jackets, etc. Shirt/tie combinations. Suit/dress fabrics. Proportional dressing (Light, dark and patterned) and colour combinations
- Grooming - Hair, good fit, nails, skincare, make-up etc
- Accessories - Shoes, jewellery, belts, briefcases, etc

Image Choices

- Dressing for different business situations. How to fit in and become accepted. Appropriate dressing for industries
- Smart/casual dressing - Deal with those casual days with confidence and style
- Current dressing - What colours/styles are best for me now?



PRINCIPLES OF MANAGEMENT AND LEADERSHIP

Introduction:

Surprisingly, most managers have not been formally trained to do the job that they are currently doing. Even if you have, just as a car needs to have regular tune-ups to maintain peak efficiency, so do managers!

This is because after time, and under pressure, we tend to fire-fight and react, rather than act. We either get into bad habits or forget some of the things we know we should be doing, assuming we were trained in the first place.

In business today, things are also changing rapidly for managers. Additional responsibilities, growing workloads, higher expectations from everyone, plus increased pressure to perform better are commonplace. Often though this involves less time, budget and resources than ever before.

This programme therefore provides the welcome opportunity to step back from the day-to-day pressures and think about management, receive some invaluable coaching, discuss challenges and share best practice with other key people in similar situations.

It helps you to clarify direction, goals and responsibilities for all, become more organised and efficient, and also understand more about the best ways to manage and motivate your team.

Our approach is refreshingly practical as we deal with the real issues facing the business, team or individual, so that the coaching is directly applicable, and not an intellectual exercise.

Structure:

6 x 3 hour coaching sessions, one per week.

This provides time to think about and apply the coaching between sessions, gradually building confidence and skills. It also means that working life is not too disrupted either!

In-House Courses: Any mutually convenient time for a group of 6–24 delegates

Open Courses: When available. Duration: 8.30am – 11.45am

The overall package includes a pre-course meeting, six coaching sessions, interim support, materials and post course follow up.



CONTENT

Management Skills

- **Ownership & Responsibility** - Link corporate and individual objectives. Clarify expectations using results-based performance standards. Improve self-management within your team
- **Time & Workload Management** - Get more done in less time. Reduce “fire-fighting”
- **Stress Awareness & Reduction** - Work more efficiently and under less pressure. Better work/life balance
- **Conducting Successful Meetings** - Spend less time in them and make them more productive
- **Delegation** - Find time for your priorities. Achieve willing co-operation. Help your team to develop
- **Problem Solving, Creative Thinking & Decision Making** - Help people to think more for themselves. Make better decisions, quicker

Leadership Skills

- **Communication** - Reduce errors and misunderstanding and errors. Improve personal impact and influence. Increase confidence presenting to groups
- **Training & Developing People** - Achieve measurable improvements and ROI. Increase motivation and staff retention
- **Performance Management Coaching** - Address under performance issues. Learn analysis and coaching techniques
- **Teamwork** - Improve co-operation between teams. Benchmarking
- **Change Management** - Secure “buy in” to changes - big and small
- **Building Trust & Respect** - Take genuine interest in your people. Provide motivational feedback



PRINCIPLES OF RECRUITMENT AND RETENTION

Introduction:

Hard to recruit anyone, let alone someone good? Concerned about how to keep your good people? Ever recruited or promoted the wrong person? Someone left after only a few months?

All these are typical scenarios faced by today's managers who, on the whole, receive little or no training in how best to recruit and retain a team.

It is also worth acknowledging that if a team member doesn't work out – under performing or eventually having to leave – who is the person who gets blamed? The employee! Rarely does a manager admit to him or herself, or indeed to others, "Maybe it was me?" as the primary reason that the round peg didn't fit into the square hole.

We can help! Save time, save money and improve the quality of people working for your company. Improve your chances of getting the right person in the right job, both now and in the future.

The return on your investment per manager should far exceed the time and cost of that manager recruiting the wrong person, promoting the wrong person or losing a key member of your team.

Structure:

We provide a 3-stage approach, guaranteed to improve what your managers are currently doing:

Stage 1 - Attracting Good People

Stage 2 - Recruiting Good People

Stage 3 - Retaining Good People

These can be delivered either as a 1 – day programme or alternatively as two separate 1/2 – days, held on your site at a mutually convenient time.



CONTENT

Attracting Good People

- What sort of company will they see?
- What sort of manager are they going to be required to work with?
- What is the job I want them to do?
- What about the future prospects?
- Where did our good people come from?
- What were our past mistakes?
- How can we permanently recruit?
- How can we be more proactive?
- How can we get a better response?

Recruiting Good People

- How should I set up an interview?
- How can I get to know the real person?
- How do I ensure a happy candidate?
- What questions should I ask?
- Are our expectations clear?
- What tools can help us decide?
- What process is best to use?
- Will the person like the work?
- Will they fit in?
- Is the person what they say they are?

Retaining Good People

- What is the quickest way to lose a good person?
- How can I help them feel important and wanted?
- How can I help in his/her life goals?
- How can I best motivate and manage this person?
- How do I get people to grow and change with the company?
- How do I decide their training needs?
- How do I coach someone?



PRINCIPLES OF PRESENTATION

Introduction:

The ability to present well is an important part of business today for most people, whether engineer or accountant, whether sales person or executive. Indeed, the harsh reality is that in both formal and informal situations, decisions are often made on your personal performance alone!

We focus on three aspects of coaching, designed to build confidence and skills:

Preparing Yourself

First impressions matter. We are told they account for over half of our success. Therefore, decisions will be made about you, your company and your message within seconds!

We will provide the sort of honest feedback people need on colour, dress, grooming in a constructive and entertaining way, together with a whole range of tips and advice on presenting yourself at your very best.

Preparing Content and Presentation

We will help you to decide exactly what you want to say, and show you how to present it – concisely! Learn how best to tailor your presentation to your audience, the environment and the end result. Receive valuable tips on using PowerPoint, overheads and flipcharts.

Delivering With Confidence and Influence

So, having prepared yourself and your material, we then coach you through some simple exercises to practice your techniques in order to build confidence and skill.

What do you do well? Any bad habits? Seen yourself in action? Want to reduce stress? All will be revealed!

Structure:

Held on your site, on any mutually convenient date, for a group of between 3 – 10 delegates, or by open course, when available.

A full day, usually 8.30am – 4.30pm



CONTENT

Preparing Yourself

- Re-evaluate your appearance
- Create the best first impression
- Present yourself at your very best
- Ensure corporate image consistency
- Dress appropriately for your audience
- Check your grooming is right

Preparing Content and Presentation

- Decide what to say and leave out!
- Convey a message concisely
- Use flipcharts, PowerPoint and OHP's
- Put a good slide together
- Prepare for your audience
- Best structure your presentation
- Avoid the common mistakes
- Build to an end result

Delivering With Confidence and Influence

- Enjoy your presentation!
- Forget any fears and reduce stress
- Cope when things go wrong
- Handle questions competently
- Open and close a presentation well
- Present, not perform
- Rely less on notes



PRINCIPLES OF PROFILING

Introduction:

There are enormous benefits to recognising how someone prefers to work, what they are good at and what they should avoid i.e. having “round pegs in square holes”.

Using psychometric testing is a quick, easy and relatively inexpensive way of adding some objectivity to the process of understanding both ourselves and other people. It can be a useful aid in situations such as recruitment, training needs analysis, promotion and teambuilding.

Personal Profiling

From a simple multi choice questionnaire, a series of incisive reports can be produced on: attitude and behaviour in certain situations, strengths and weaknesses, suitability to the job, compatibility with the team, training needs and how to manage the individual in the most effective way.

360 Degree Profiling

Perhaps a step further and involving feedback from three directions – your boss, your peers and your direct reports – comparing it to your own perceptions.

As a manager and as a team member, our success usually depends on how others see us, rather than how we see ourselves. Co-operation and influence certainly depends on it, and as such, feedback should always be sought and welcomed if we are to improve.

We also need to make sure that we are conforming to our own manager’s expectations (if we have one).

Team Profiling

The chances of bringing a group of people together and expecting them to be a team is a little unrealistic to say the least! Research by Dr Meredith Belbin suggested that there were 9 different characteristics each contributing to a preferred working style in a team role, creating significant variation.

Imagine, for example, you were a football manager and discovered that you had three players in your team whose profile suggested that they were better suited to full back, yet two of whom were currently your strikers - it would certainly explain why your team wasn’t scoring many goals!

Doesn’t it therefore make sense to find out what strengths and characteristics each of your team possess? This means you can better accommodate each other and distribute work within the team according to each other’s strengths saving time, money and frustration.



CONTENT

Personal Profiling

A selection of the reports available includes:

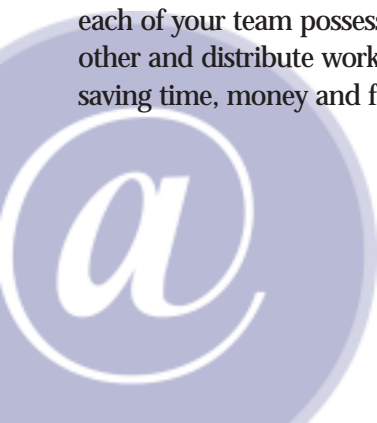
- A profile of individual characteristics
- A profile of training needs
- How to effectively manage this person
- General strengths & limitations
- Job compatibility
- Strengths and limitations for sales, management, and technical/admin
- Interview questions for each role
- Call centre/telephone role suitability

360 Degree Profiling

- Comprehensive feedback based on 8 universal management competencies, 18 skill sets and 70 survey items overall
- Comparison of opinions between self, boss, direct reports, peers and all observers together
- Identification and comparison of the skills each party regards as critical
- Strengths and areas for development
- Tips on improving team success, seeking improvement, cultivating individual talent and working efficiently

Team Profiling

- Find out the strongest and preferred work styles of each team member
- Advice on the best role each individual should play within the team and which tasks to allocate to whom
- Identify the team’s strengths and weaknesses as a working unit
- Individual feedback on how you see yourself compared to the team’s view
- Personal advice on the impact of your management style
- Suggestions as to how to project your preferred working style to others



PRINCIPLES OF MARKETING - BRAND DEVELOPMENT

Introduction:

A good, strong brand image can make a huge difference to your business in terms of how you are perceived in the marketplace. Clearly, this in turn can have an impact on sales, customer retention, attracting and recruiting people, etc.

Does your corporate brand represent the image you wish to portray in the marketplace? e.g. strong, reliable, dynamic, professional, young, mature, cheap, expensive, easy to deal with, new, old, best, quickest, fun, etc, etc.

Is that desired image always consistent throughout the company in everything the marketplace sees of you? e.g. stationery, adverts, signage, sales literature, web site, etc, etc.

If the answer to either question is “no” or “not sure”, then quite simply you are at a potentially expensive disadvantage.

We provide a straightforward, cost-effective service to re-brand your company thereby improving its competitive edge. We follow a three phase approach to help you keep control and get what you both want and need within the budget with which you are comfortable:

This project based work is provided by Tony Lancaster, experienced in product development and branding, corporate design, press relations, exhibitions and advertising.

A selection of his clients, large and small, have included: -

- | | |
|---------------------|------------------------|
| ■ EMI | ■ Newmarket Racecourse |
| ■ Digital Equipment | ■ Dale Carnegie |
| ■ Granada | ■ Ashdown Construction |
| ■ Lotus Software | ■ Classic Sound |
| ■ Perkin Elmer | ■ ESSO |
| ■ Comma Oil | ■ White & Sons |
| ■ Data General | ■ SuperSprint Rowing |
| ■ Ericsson. | ■ ITM |

Delivery:

This work is project based, tailored to fit in with the budget with which you are comfortable and the timescale you have in mind.

Once the project has been scoped in an initial briefing meeting together, we will be happy to confirm fees without any further obligation.



CONTENT

Project Process

Phase 1 – New Brand Image/Logo

- Initial briefing meeting
- Logo/Brand production – we will produce up to 10 alternative designs
- Meeting to present the selection and discuss any refinements/preferences
- Production of revised design
- Re-presentation of the revised design - fees include up to two re-designs
- Final design approved
- Finished artwork supplied

Phase 2 – Core Stationery Pack

Rollout of new brand initially to your core stationery e.g. letterhead, continuation paper, compliment slip, business card.

- Initial brief from client
- Design stationery
- Present one outline design for each piece and discuss any refinements
- Production of revised designs
- Re-present revised designs - fees include one re-design if required
- Final design approved
- Supply graphic design and ready to print artwork

Phase 3 – Complete Re-Branding

Any other stationery related items can be produced on the same basis as above. You may also wish us to produce new sales literature, advert templates, etc.

We can liaise with your other suppliers providing graphics and artwork where appropriate, for your new brand image in the required format for things like signage, adverts, sales literature, vehicle livery, etc.



Introduction:

With so many companies also offering similar services and products at similar prices, and similar quality, it is becoming increasingly difficult for the market place to differentiate between companies.

It is also tough to win new business today, because there is certainly evidence of “cocooning”, whereby potential new customers/clients are reluctant to take on board the potential risk and cost of changing to a different supplier.

Whilst it is generally regarded as most cost effective to generate business from existing customers, that is not easy either! For example, how many of your customers are currently using the full range of your products or services?

Whether for learning or improving, regular sales coaching is now recognised as vital by most companies, if a competitive edge is to be achieved.

This outstanding course addresses four key selling fundamentals:

- Attitude & Motivation
- Sales Process
- Sales Skills
- Organisation

Structure:

The coaching is best based on 4 x 3 hour coaching sessions, one per week, as per our Open Courses. This provides time to think about and apply the coaching between sessions, gradually building confidence and skills. Working life is not too disrupted either!

However this method is not always possible especially for national or internationally based teams, who may be travelling a long way, or who only get together once in a while. On these occasions, one day a month might work or two days together may be the only option.

In-House Courses: Any mutually convenient time for a group of 4 – 24 delegates, according to the logistics of getting the team together.

Open Courses: When available. Duration: 8.30am – 11.45am

The overall package includes a pre-course meeting, four coaching sessions, interim support, materials & post course follow up.



CONTENT

Generating New Opportunities

- Open up new clients, areas, markets
- Finding leads
- Making prospecting easy
- Account development

Getting Appointments

- Preparing the value proposition
- Preparing an attention getter
- Establishing credibility
- Preparing call plan and evaluation
- Getting through to decision makers

Selling Process & Skills

- Building relationships
- Establishing purpose and value
- Needs analysis
- Establishing the buying criteria of importance, urgency and ability
- Present convincing recommendations
- Handling objections
- Securing agreement to move ahead
- Managing the action plan
- Non-verbal communication

Organisation & Motivation

- Setting personal goals
- Work/life balance
- Reward, recognition and celebration
- Managing time
- Work and travel management
- CRM systems
- Personal image
- Evaluate ROI – Time, Money, Results



PRINCIPLES OF CUSTOMER SERVICE

Introduction:

The ability to make a customer feel special, individual and important is what customer service is all about - to leave them thinking, "I feel good about dealing with these people".

Why do so many people consistently get it wrong though, when most think they are actually doing OK?

It is less about techniques and more about attitude. Less about perfection, more about how you deal with those inevitable occasions when it isn't perfect.

In today's competitive business world, with similar, products, services, quality and prices, customer service is the primary differentiating factor.

This coaching is different. We look at real people, real situations and provide practical advice from coaches who have worked in customer service themselves.

At least two specific projects are developed, signed off by your senior management, to measurably improve customer service!

Suitable for:

Any member of your team who could affect your business, positively or negatively, during customer contact e.g. sales support, finance, technical support, etc

Structure:

We usually recommend **three** sessions to create the discipline of application and report back, plus the gradual development of attitude, knowledge and skills.

Available on an in-house basis only, the coaching is tailored to address the particular issues facing your team, so it is directly relevant and applicable.

Each session is usually 3½ hours long. You can start at 8.30am, 11am, or 4pm, to suit your team.



CONTENT

Maintaining Consistent Quality

- Constant levels of service – getting it right first time

Customer Expectations

- Understanding the demands of the 21st Century customer

Handling Difficult People

- Using courtesy and people skills under pressure

Building Self Confidence

- Increasing self-esteem and confidence

Great First Impressions

- Taking care with your personal image - it counts!

Communication

- Avoiding those irritating, costly and time-consuming misunderstandings and assumptions

This Is A Great Place To Work

- Conveying this impression to colleagues and customers in every thing you say and do

Nothing's A Problem

- The attitudes and emotions in solving problems

Remembering People's Names

- Impress people, and make them feel good about dealing with you

"Up" Selling That's Welcome

- Making the right suggestions for increased profitability

Dealing With Stress

- Learning to cope better with pressure and workload demands

Welcome And Goodbye

- Golden rules for repeat business



PRINCIPLES OF TELEPHONE SKILLS

Introduction:

In today's competitive business world, with similar products, services, quality and prices, great customer service is the primary differentiating factor. The telephone is still one of the best business communications tools and usually the first point of customer contact.

The relationship your front-line staff build with customers on the phone is also a prime factor in them feeling good about dealing with your company and staying loyal.

So, doesn't it make sense to provide some professional coaching in telephone skills that will really set your company apart?

auricas is delighted to have Barbara Moore on our team, an ex-BT customer service trainer. Her many clients have included:

- | | |
|-------------------------------|-------------------------|
| ■ Surrey County Council | ■ Corgi |
| ■ Texaco | ■ Palace of Westminster |
| ■ National Consumer Council | ■ Elsevier Science |
| ■ Downing Street | ■ Unilever |
| ■ Securicor | ■ Birds Eye |
| ■ ICI | ■ The Lancet |
| ■ West Berks Health Authority | ■ Eastenders |
| ■ Automobile Association | ■ Unigate |
| ■ Stevens & Bolton | ■ BDO Stoy Hayward |

Any member of your team could benefit if they are in a position where they could affect your business, positively or negatively, during customer contact e.g. sales support, finance, technical support, etc.

We also provide an invaluable "Mystery Shopper" Reporting service as a separate exercise either to evaluate the need for customer service coaching, provide evidence for use during it or to monitor progress afterwards.

Structure:

Available on an in-house basis only, the coaching is usually structured over 1-day or two 1/2-days and is held on your site.



CONTENT

Telephone Skills Coaching

- Voice quality
- Receptionist skills
- Managing difficult calls
- Voicemail etiquette
- Communication
- Message taking
- Call structure and control
- Listening properly
- Using the equipment features
- First impressions
- Attitude and helpfulness
- Leaving messages
- Questioning

Mystery Shopper Reporting

- First impressions
- Answering the phone
- Waiting time
- Voicemails
- Courtesy
- Message taking
- Attitude and helpfulness
- Awareness of others availability
- Taking ownership and responsibility
- Did I feel important?



PRINCIPLES OF PROFESSIONAL IMAGE FOR TEAMS

Introduction:

Does every member of your team who has face-to-face customer contact, consistently promote the desired image of your company in how they look and in everything they say and do? If you gathered them all together in a room now, would you be impressed looking at them if you were a customer? Would they exude confidence, professionalism and efficiency?

Our guess is that like most teams in most companies, there would be some room for improvement!

It is important because the little things can make a big difference in business – image being one of them. Experts tell us that judgements are made in seconds about us, our ideas, our products and services, even our company, so it can have a direct effect on business results.

We are not talking about uniforms or turning out clones, but helping people to look their very best in every situation, according to their own personality; to feel good about themselves and to portray confidence, professionalism and efficiency.

This coaching provides practical advice in an entertaining and enjoyable way – essential for what can be a sensitive subject. In fact, the most often quoted remark afterwards is, “I wish I had been told this year’s ago!”

Whether manager, sales person, technician, service provider, delivery person or administrator, if you have face-to-face contact with customers then this valuable coaching is for you!

Structure:

Provided on an in-house basis only, at a mutually convenient time, according to the logistics of getting the team together.

Option 1 – Awareness and Ideas: A 2 – hour Seminar, ideal for larger groups of people, full of ideas and inspiration

Option 2 – Coaching: A 3½ – hour Workshop of highly personalised coaching for a small group of up to 10 key people at a time



CONTENT

Improve Your Personal Impact

- Feel more confident
- Learn vital tips for improving your dress sense and body language
- Communicating through image

Image As A Business Tool

- How to use your image to increase your credibility and influence.
- Project confidence, professionalism and efficiency

First Impressions

- How do others see you?
- How do we judge others?
- How to maximise your first impression?

Reflecting Your Corporate Brand

- Checking the synergy between the desired corporate image and that which is portrayed by people.
- Personal consistency in everything we say and do

Wearing Colour For Impact

- Why do some people look tired, pale and without sparkle?
- Looking your best with the right colour tones
- Understanding your best colours

Dress For Success

- Appropriate dressing
- To dress down, or not to dress down?
- How to get smart/casual right!
- Wardrobe advice

Groom For Improvement

- The “rest of the gear” – accessories
- Attention to detail
- A noticeable difference



PRINCIPLES OF STRESS AWARENESS, AVOIDANCE AND REDUCTION

Introduction:

The reality is that workloads are growing for most people and it is important that we learn how to cope better with the pressures they create.

Managers also need to be more conscious about the stresses other people may be under, especially bearing in mind our new legal obligations.

This does not mean the removal of stress completely – far from it – as we understand more about positive and negative stress. Nor does it mean providing some people with “just the excuse” they need! The key is recognising the difference between the normally high levels of work pressure (the positive stuff that gets the adrenaline going and gets things done) and stress (the negative stuff that harms health and affects efficiency)

So, the three issues we deal with in the coaching are: -

- 1. Recognising** what is positive pressure and what is negative, harmful stress, identifying what is causing it
- 2. Learning** techniques to control, reduce, avoid or reduce that harmful stress
- 3. Applying** those techniques as part of day-to-day people and workload management

This specialist Workshop is provided by John Hill, a member of the International Stress Management Association, who has been involved in coaching with organisations including: -

- Ministry Of Defence
- House Of Commons
- County Councils
- Borough Councils
- Greene King PLC
- Royal Shakespeare Co.
- Aardman Animation
- IKEA
- Manpower

John's coaching style is relaxed yet challenging, employing his experience as a counsellor. His commercial background has included experience with a national chain store and multi-site management with a major brewer which enables him to engage with people at all levels within an organisation.

Structure:

Available on an in-house basis only, this Workshop is delivered as a 1/2 – day session, held on your site at a mutually convenient time.



CONTENT

Personal & Business Benefits

- Recognise that some pressure is both desirable, good and healthy for us
- Identify the causes of harmful stress
- Avoid or reduce harmful stress to the benefit of individuals, their families and the company.
- Create a wider understanding and acceptance of stress
- Less need to “pretend to be perfect”
- Raise awareness of responsibilities towards stress
- Use a pro-active approach towards stress and workload management
- Contribute towards increased personal and business efficiency
- Contribute towards improved internal and external customer satisfaction
- Application of techniques in time, workload and stress management
- Increased self-confidence
- Help to address specific problems you may be facing at present
- A better work/life balance
- Contribution towards much improved respect, co-operation, teamwork and communication



PRINCIPLES OF IT SKILLS

Introduction:

Computers form an increasingly important part of our working lives, particularly in terms of communication and workload management.

Yet the truth is that few people have actually received professional coaching on using it either properly or fully – we were simply left to get on with it!

Clearly, most of us survived that experience and developed a degree of competency, but there are an amazing number of functions, tips and ideas that most people never get to hear about, let alone use.

So, if you are keen to save time and improve your efficiency, we can help!

We specialise in time, workload and Email management using Outlook, plus Excel, Word and coaching to use PowerPoint properly.

Suitable for:

Anyone with a computer, irrespective of ability!

Structure:

The two services described on the right are provided on an in-house basis only.

Option 1 is for groups of up to 8 people.

Option 2 is for individuals

Additional Service:

If required, equipment hire, software installation, delivery, set up, configuration and collection can be organised and are all charged separately.



CONTENT

Whichever option you choose, you will be getting coaching tailored to your company, your people and their particular needs.

Option 1 - 1/2 Day Coaching Workshops

Single or combined topics, for groups of up to 8 people. We can also arrange delivery, set up, and removal of the equipment if you need it.

For example, a typical 1/2 – day Outlook course would include:

- Email Management
- Workload Management
- Diary Management
- At A Glance Control

Option 2 - “At Your Desk”

Coaching providing tailored advice on a 1:1 personalised basis, from one of our top coaches at your desk, on your PC, on your site for the day. We can manage up to eight people in a day.



“ If you have read this brochure, it is a fair assumption that you have a potential need for the type of services we provide, and want more detailed information as quickly as possible.

Our joint concern must be that we understand the improvements or changes you are looking to achieve, the background issues and the gap between the current and the ideal situation.

Most important is establishing together how you will judge whether your time and money have been well spent!

We are sure you will agree it is a pointless, time consuming and costly exercise embarking on something that isn't going to produce the results you want.

This brochure does not represent everything that we do, and often the ideal solution involves a combination of courses or topics to meet a particular business need, within the budget you have available.

A brief meeting over a cup of coffee is usually the best idea to discuss what you have in mind. If we can help, we will explore a few ideas and then follow this up with our written recommendations including the investment involved. This initial meeting is free, and without obligation.

We look forward to hearing from you ”

Andrew Smith
Chief Executive



Email: info@auricas.com

www.auricas.com