

A Guide to our Skills Masterclasses

raise the bar[®]

www.raisethebar.co.uk

0203 137 7353



What we do

We are one of the UK's leading Learning & Development companies. We draw on first-hand experience with world class results to help individuals, teams and organisations develop their competitive edge, build motivation and engagement.

We are also proud to work with over 350 high profile subject matter experts from the world of business, academia, entertainment and sport. These experts shape our thinking and add expertise in our key areas of focus:

➔ Talent Management

➔ Performance & Engagement Programmes

➔ Skills Workshops

➔ Leadership Development

➔ Conferences

We provide more than just a series of events and workshops. We work in partnership with you to develop tools, techniques and strategies to ensure there is lasting business impact after we have gone, and our track record of performance improvements demonstrates the power of our collaborative approach.

We design and deliver cutting edge learning & development solutions to give organisations the competitive edge.

Contents

- 3** Presenting Skills
- 4** Powerful Presenting & Impactful Communication
- 5** Influencing Skills
- 6** Mentoring
- 7** High Performance Coaching
- 8** Assertiveness
- 9** Time Management & Personal Effectiveness
- 10** Negotiation Skills
- 11** Managing Others
- 12** Expert Networking
- 13** Train the Trainer
- 14** Sales Leadership
- 15** Sales Management
- 16** Stakeholder Management
- 17** Maximising Resilience
- 18** Embracing Change
- 19** Project Management
- 20** Mobile Learning App



Presenting Skills

Overview:

Presenting with passion, purpose and clarity is key to conveying the right message, and having a powerful impact when presenting is a crucial skill in a fast-paced and high demand business environment. This stimulating and interactive masterclass not only explores how to make your presentations more powerful, but demonstrates the core skills which underpin Impactful Communication.

The masterclass is challenging and practical, involving filming and playback, thereby helping delegates to develop their confidence and expertise in the art of impactful communication and powerful presentations.



Masterclass Headlines:

- Developing your communication brand – Understand your own communications and how these may be received by others.
- Adapting your communication style – Ensure your message resonates with every listener.
- The 4MAT Model
As a useful tool for structuring presentations in order to involve the whole audience and ensure all presentations are memorable.
- Story telling
- Using words, tone and body language
- Presence - creating an impression and developing your circle of awareness
- Focusing your energy and presenting with confidence
- Handling nerves – tools and techniques to “Feel the Fear”

66

This was a powerful session which has given me some really valuable techniques to improve my communication style. Since the masterclass, I feel much more confident and can relate better to my audience. Giving presentations doesn't seem so scary anymore!

99

Powerful Presenting & Impactful Communication

Overview:

Further to our standard Presenting Skills session, this masterclasses steps up the practicality and intensity by filming delegates presenting during the session.

The masterclass is challenging and practical, involving filming and playback, thereby helping delegates to develop their confidence and expertise in the art of impactful communication and powerful presentations.



Masterclass Headlines:

- Listening Effectively
Understanding your style and identify what's the listening for you?
- Communication preferences and how to use them Identify the communication preference in others and adapt your communication effectively.
- Body language – everything we are communicates – what are you communicating?
- Understanding how body language and “whole body” communication dictates the presence that we hold, the credibility we build and how other perceive us.
- Influencing power styles
Develop further awareness of the different influencing and persuading styles and which should be used with each stakeholder to build successful working relationship.
- Rallying the herd - working out what conversations you need to have

“

It was great to have the ability to practise learnings and the application to my personal needs. An engaging and interactive day with a chance to present and critique my presentation.

”

Influencing Skills

Overview:

In this interactive and stimulating masterclass we explore how to improve your presence, influence and impact. We aim to develop delegates' skills in building and maintaining strong relationships, looking at how we establish credibility and deal assertively with stakeholders, at whatever level.

We explore simple techniques to enable delegates to influence powerfully and successfully.



Masterclass Headlines:

- Personal Brand Identity
Recognising our own brand and how it aligns with our values.
- Authority, Presence and Impact.
- Building rapport
Honing the essential skills surrounding successful talking, listening and observing to make a strong connection.
- Tools of Influence
Exploring effective use of; reason, emotion, reciprocity, authority, liking and ethics.
- Handling objections.
- Story telling as a method of influence.

“ I really needed some support in this area and today's session has shown me how to be more assertive, giving me more presence and impact in day to day interactions. ”

Mentoring

Overview:

Whether an experienced mentor or new to this role, this interactive and practical master class gives delegates the opportunity to build on their ability to inspire and encourage others as a mentor. It also inspires greater confidence by exploring the nature and role of the mentor and introducing simple yet powerful tools to enable highly successful mentoring conversations



Masterclass Headlines:

- ⇒ Benefits of Mentoring – outlining the benefit to mentors, mentees and the organisation.
- ⇒ Establishing expectations and contracting.
- ⇒ Mentor Relationships – key techniques to ensure the relationship begins on the right note.
- ⇒ The Mentor Cycle
- ⇒ Mentoring Styles – achieving an effective balance between ‘ask’ and ‘tell’.
- ⇒ Handling Difficult Situations – successfully dealing with tough conversations and situations.
- ⇒ How to provide support whilst providing challenge.

66

I am a much stronger mentor since this session and it has given me the confidence to really understand what a great mentor relationship should look like. Raise the Bar gave me some really useful templates to take away which I now use regularly.

99

High Performance Coaching

Overview:

All too often in business we talk about specific coaching models but rarely do we truly put these into practice and become inspirational coaches. We are constantly exposed to an abundance of people showing us how to apply coaching in a wide variety of situations and, regardless of circumstances, the best coaches follow the same core coaching process.

In this masterclass we enable delegates to hone their abilities as a coach to achieve high levels of performance in others.

Masterclass Headlines:

- Coaching for high performance.
- Solution focused coaching.
- Exploring open and closed questions.
- Neutral listening.
- Coaching practice.
- Handling difficult coaching situations.



66

It was great to learn about coaching in the real world. This session wasn't just about me, but about how people I coach can reach potential. It's now down to me to make it happen!

99

Assertiveness

Overview:

Assertive people are confident when expressing their opinions, and respectful of the views of others. This interactive workshop allows delegates to explore the quality of being self-assured and confident, without being aggressive. They will gain an appreciation of what constitutes assertive behaviour, and identify their own approach.

Delegates gain an awareness of how to be more impactful in the workplace.



Masterclass Headlines:

- Defining and identifying the 4 styles of assertive behaviour.
- Practice identifying levels of assertiveness in others; and gain an appreciation of how communication and body language effect behaviour.
- Investigating the link between conflict and assertive behaviour, and defining a personal approach.
- Explore assertiveness techniques and when to use them.
- Gain an appreciation of how to give constructive feedback.
- Managing the impression you give people, even when you're not communicating with them.
- Adapting your style for situations involving conflict or stress.

“ I will definitely have a go at being more assertive – tackle things head on. Think about when I’m being aggressive/passive (or passive aggressive!) ”

Time Management & Personal Effectiveness

Overview:

In order to manage time effectively we need to understand the difference between 'busy' and 'productive'. This interactive workshop provides delegates with great tools and strategies to help individuals plan, delegate, control their environment and the demands on their time.



Masterclass Headlines:

- How to prioritise using decision matrices.
- How to beat the three most common time wasters.
- How to plan ahead.
- How to handle interruptions.
- How to delegate in the right way for the right reasons.
- Understanding how mental attitude impacts upon personal effectiveness.
- Beating procrastination, and reducing stress.

“ I now feel more capable of handling stressful situations as the skills demonstrated will be useful to me. ”

Negotiation Skills

Overview:

This is a stimulating and highly interactive masterclass designed to help professionals create win/win outcomes. This is an action based workshop and delegates are given practical skills on how to build rapport quickly and negotiate positively.

Key to the masterclass is the use of highly relevant and challenging role play scenarios throughout the day to enable the team to practise, apply new techniques and gain feedback on their personal strengths and development areas.



Masterclass Headlines:

- Understanding the other party.
- Understanding your negotiating position.
- Eliciting and attaching values – establishing what is important to the other party and attaching this to your negotiating.
- Framing - the concept of framing provides a way of understanding others' perspectives of the world.
- Exploring key negotiating skills
Creating win-win outcomes, Understanding the value you bring to the client, Attaching their values to your best option.
- Negotiation mindset.
- Handling objections.

“ I have been on negotiating workshops in the past, and today's session was outstanding. Great facilitator, great advice and the practical exercises have really helped me try out some new techniques in a safe environment. ”

Managing Others

Overview:

This workshop helps equip leaders and managers with key skills to develop themselves and their team. Giving individuals an appreciation of different leadership styles to help them define their own. Exploring the effects of motivation, objective setting, and effective feedback, to build and enhance the effectiveness of a high performing team.



Masterclass Headlines:

- Gain an appreciation of differing leadership styles.
- Identify what motivates people in the workplace.
- Defining best practise for managing performance and actions to put this into place.
- Gain an appreciation of team development and how to develop a high performing team.
- Understanding how to effectively set individual and team objectives to maximise performance.
- Providing clear and constructive feedback.

“ This session gave me some useful insights into the various working styles, it was a very comprehensive overview of the subject area and has left me with great tips for future use.

”

Expert Networking

Overview:

We know that the saying 'people buy people' is true and in today's competitive marketplace you find yourself attending more and more networking events to promote your services and products. No matter how technology advanced communications become, and how useful social media is, at the end of the day people still feel more comfortable doing business with people they have met in person.

However, networking can be daunting; how do you make an impact? How do you get your point across? How do you build a relationship so that the other person remembers what you do and who you are?



Masterclass Headlines:

- ⇒ Understanding the purpose of networking – why network? Personal, organisational and external networks – understanding their purpose and importance.
- ⇒ Auditing your current network – understand why people are in your network. Prioritising your contacts and planning your networking time.
- ⇒ Building your network to suit your needs – how to connect with the right people. Ongoing maintenance and the roles of giver, taker and connector. Bringing value to your network.
- ⇒ You and your brand – making a great first impression. Developing a sound 'elevator pitch'. Social graces and unwritten rules of networking. Cultural nuances and networking.
- ⇒ How to make the most of networking events – the importance of following up, offering to help and reciprocity.
- ⇒ Social media and networking – what are the important channels; managing your 'online' persona and digital brand.

“ The session has hugely increased my confidence in networking. I am now far more tuned in to building relationships and am confident that I am leaving a positive lasting impression, as well as managing follow up interactions. ”

Train the Trainer

Overview:

You don't need to be a professional trainer to deliver high quality training sessions on your area of expertise. Our interactive Train the Trainer masterclass gives you an appreciation of your own learning style as well as the style of others. It will help you to plan and design an effective session which accounts for all types of learners. There will also be multiple opportunities to enhance your confidence by delivering content live on the day and receiving feedback from our expert.



Masterclass Headlines:

- ⇒ Identifying different learning styles, and how to cater for these in your training sessions.
- ⇒ Understand how, and why, adults learn in different ways.
- ⇒ Exploring the four stages of learning.
- ⇒ Learning the process of planning and designing training sessions, and putting this into practice.
- ⇒ Understanding the role of the trainer, and how to engage and motivate in the classroom.
- ⇒ Developing confidence in your delivery style, enabling you to engage your audience with authority.
- ⇒ Practising training on the day with live feedback from our expert.

66

A great interactive session where I could practise delivering my session. I left with easy to understand techniques, which I can now refer to when planning training.

99

Sales Leadership

Overview:

This full day session focuses on managing performance in a sales context. You can't manage what you can't measure, but you need to identify the correct measures. Taking action and achieving objectives through others is key – this session will provide delegates with the opportunity to develop and practise these skills.



Masterclass Headlines:

- ⇒ Standards – What are they for individuals/managers/company and how do we implement them in a multi-site / multi-function organisation?
- ⇒ Diagnosing the causes behind poor performance.
- ⇒ Understand the issue – Is it knowledge-Skill-Confidence-Motivation?
- ⇒ Direct / Coach / Counsel / Performance Manage – Learning to categorise performers into High Achievers, Established, Performers, Skilled but cautious and Lost learners.
- ⇒ Introduce concept of PRO and GROW – Key tools to change attitudes and performance.
- ⇒ Exploring motivation.
- ⇒ Effective 121 observation and coaching – including feedback, using in objectives and out objectives.
- ⇒ Types of visits – Scheduled-Action-Random.

66 *As a result of the session I will be stronger, focussed and consistent with my actions and my expectation of colleagues.* 99

Sales Management

Overview:

This interactive full day session will cover the key principles and processes of Sales Management. The session will have a 'hands-on' approach and will provide the opportunity for delegates to practise skills in relation to calls/meetings and huddles.



Masterclass Headlines:

- KPI's and how to manage these – What do we measure and why? What do they tell us?
- Research-Planning-Resources-Execution-Follow up – Introduction of this useful sales management process.
- Actions to generate increased sales/revenue – This will include understanding key sales activities surrounding individual contribution, what to measure and how to measure.
- Acquisition/Retention/Cross Sales and Repeat Business.
- Competitor analysis.
- Linking service feedback to sales.
- PR/Networking events.
- Celebrate success.
- How to run/observe an effective sales huddle.

66

The session prided really useful insights into how to handle KPIs and areas of development, growth framework and circle of success"

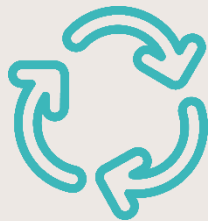
99

Stakeholder Management

Overview:

This half day will be a session of both instruction and skills practice. All delegates will by the end of the session identified and researched a minimum of 5 key stakeholders internally and 5 externally and prepared stakeholder maps, profiles and action plans.

When all things are equal, people do business with people they like.
When things are unequal, people still like doing business with people they like!



Masterclass Headlines:

- What is Stakeholder Management and why bother?
- How to identify key stakeholders both internally and externally.
- How to “score” the strength of the relationship – Mentor-Supporter-Neutral-Non-Supporter-Antagonist.
- How to develop the strength of the relationship – Using Covey’s trust based emotional Bank Account.
- How to categorise stakeholder into decision maker/user/adviser.
- Creation of stakeholder maps and action plans.
- Direct and indirect influencing of stakeholders.
- Tools to be used – Profiling/Linked In/Networking Events.
- Ongoing communication strategies for key stakeholders.

66

A great session which helped me to identify, assess and put in place strategies for engaging with my key stakeholders

99

Maximising Resilience

Overview:

In the workplace we face many pressures and setbacks. Personal resilience helps maintain well-being and performance, enables us to withstand and recover from these difficult situations more effectively.

This workshop will guide delegates through the key elements of what resilience is and how to apply it in difficult and challenging situations.



Masterclass Headlines:

- Stress is the biggest challenge to our resilience.
- Maximising ability to recover from setbacks.
- Adapting to change and adversity.
- Leadership, health and hormones.
- Key human performance indicator and how they influence resilience, performance, wellbeing and health.
- Why culture can be a driver in delivering organisational resilience.
- Highlighting individual strengths, weaknesses and give an insight into the science, physiology and psychology behind performance optimisation.

“ Simple but pertinent messages. No preaching just good examples that relate to performance enhancement. ”

Embracing Change

Overview:

Organisational change affects all departments from the entry level employees to senior management. For organisations undergoing significant and constant change, change management is vital to help the individual to handle change and manage their own performance effectively.

This practical masterclass builds change management skills and mindset needed in order to respond positively and constructively to change.



Masterclass Headlines:

- Assessing the impact of change on your role and responsibilities.
- Emotional intelligence – understanding the reactions of yourself and others in relation to change.
- Four pillars
Ensuring both yourself and your team feel: safe, valued, in control and that you belong
- Attitudes towards change – promoting a focus on positive outcomes.
- Challenging our beliefs about change capability.
- Practical coping mechanisms.

“ This masterclass really helped me, not only in dealing with change, but giving me some really useful tools and techniques to guide my people through a challenging time in a positive way. ”

Project Management

Overview:

The benefits of good project management are ten-fold, a good project manager combines organisational skill and logistical co-ordination to guide a project from point A to point B. By using a structures strategy you can successfully complete your project, gain positive result, and inspire your team to continue to look for ways to grow and perform more efficiently.

Our interactive project management workshop gives delegates an appreciation of their management style, and the benefits of this before allowing them to examine the key project milestones, such as; purpose, objectives, planning, problem solving, team management, and evaluation of the project.



Masterclass Headlines:

- ⇒ Understand the basic principles of project management
- ⇒ Recognise the key attributes of an effective project manager
- ⇒ Identify strategies for stakeholder mapping
- ⇒ Devise a structured communications plan
- ⇒ Understand how to make a positive contribution to a project team
- ⇒ Anticipate risks, issues and opportunities affecting project deliverables
- ⇒ Follow a structured approach to project management
- ⇒ Plan, monitor, control, and review a project effectively
- ⇒ Be more confident with their project management skills.



Excellent content and delivery. Very good introduction to project management.



Mobile Learning App

Our sessions are now able to be supported by our mobile learning app which adds an innovative and interactive element to the face-to-face delivery through augmented reality. The app also acts as a resource centre for joining instructions, pre & post coursework, agendas, tips, event footage, biographies, podcasts and a method of providing and collating feedback.

Features

⌚ **Augmented Reality:**

A feature within the app whereby physical triggers will activate content within the app. For example, an image within a workbook could trigger video content of a subject matter expert explaining the concept in more detail. This activation is instant, and would also work offline. Furthermore, triggers can be added or amended at a later date, prompting delegates to revisit the learning days/weeks/months after the original session once new material has been released on to the app.

⌚ **Tips resources:**

Condensed versions of the session content can be accessed through the app and/or emailed through to delegates at regular intervals to provide practical takeaways for the delegates based on session content.

⌚ **Podcasts:**

Produced by our lead consultants to reinforce and further embed topics being delivered in the programme.

See more here: <http://www.raisethebar.co.uk/pages/raise-the-bar-learning-app/>



What we do

We are also proud to be one of the UK's most recognised speaking bureaus working with over 350 high profile subject matter experts from the world of business, academia, entertainment and Sport.

These experts shape our thinking and add expertise in our key areas of focus:



Talent Management



Performance & Engagement Programmes



Skills Workshops



Leadership Development



Conferences



We work in partnership with you to ensure there is a lasting business impact after we've gone, and our track record of performance improvement demonstrates the power of our collaborative approach.



Working across sectors with some of the world's biggest brands.



Inspiring success beyond expectations.

raise the bar[®]