

kenttrainers

Expand your horizons - personal & business training

Top Tips

October 2008 edition

Welcome to our October Top Tips

In our October top tips we offer you insights on topics linked to courses running in the second half of the month.

Due to demand, we have scheduled two extra dates for our popular [Excel for Beginners](#) course.

There are now three further opportunities to attend in 2008:

- * *21 October (only 2 places left)*
- * *23 October*
- * *8 December*

Book a block of courses and you will also get the benefit of our tiered loyalty discount rates of 10% for Silver Members and 15% for Gold Members. Call us today to find out more.

Tip 1: Don't rush to judge. Difficult behaviour in the workplace is one of the most feared challenges for new managers and supervisors. Our response is often either to judge the person or to try and diagnose what's causing it. Instead, try an altogether easier approach; make time to listen to the person. Really listen. This can have two powerful effects: it will give you more information and can make the other person feel truly heard. This may transform your relationship.

Focus on your basic supervisory or management skills at Supervisory Management on 15 October or Management Essentials on 22 October.

Tip 2: Retention is cheaper than acquisition. As fears of a recession start to bite, we must all become salespeople and customer service managers. In the rush to find a new market or new customers, don't overlook your most valuable business assets; your existing

customers. What one thing can you do to look after them better? For each customer, what one of your products or services might they not really know about?

Now is the time to make sure you Customer Service skills are in top shape, on 20 October, or bone up on Sales Essentials, on 28 October.

Tip 3: Are you on the same wavelength? Do you see things the same way? Do you sing from the same song book? Do you feel the same about things? If one of these questions looks better, or sounds right or feels more like the sort of thing you'd say, then you have become aware of verbal "predicates". These are words that carry seeing, hearing or doing/feeling meanings. We all use them, and we each have preferences. If you want to influence someone, listen to which of the senses they refer to most in their language. Then use predicates that match their preference. That way, they are more likely to see what you're getting at, like the sound of what you're saying, or grasp your meaning.

Learn some of the psychology behind successful Influencing and Persuading on 23 October.

Tip 4: Many of today's managers have little recollection of the last big business downturn in the early to mid 1990s. One thing we recall well is that many of the companies that emerged most strongly from that period continued to invest - not profligately nor carelessly, but by identifying a vital few strategic priorities and making careful investment decisions to build capability for the future. For businesses with real underlying strength, a downturn can, paradoxically, be a time of opportunity.

Spend a day learning the skills of effective Financial Planning and Budgeting on 4 November, or tune up your grasp of financial management with [Finance Essentials for non-Financial Managers](#) on 5 November.

Tip 5: Don't let PowerPoint beat you in the competition for audience attention. If you are presenting with PowerPoint, less is more. Sometimes you will want to wholly dominate your platform, with no distracting slide behind you. This is when two keyboard buttons can be very useful to you. In presentation mode, the **B** key will turn the screen black, and the **W** key will turn it white. Hit any key to restore the screen to your presentation at the place you left it. Many remote controllers also have the equivalent of the **B** key.

PowerPoint for Beginners is on 4 November.

Tip 6: Time is like stone. Fill a bucket with rocks and there will be a lot of gaps. So you can add a load of small stones and "fill" the bucket; except that you can still get a lot of sand in. Now empty the bucket and sieve the components. Put all the sand back in first, then the stones. Will all of your rocks fit back in? No. If you start your day with the sand jobs - email and little errands - you'll end up with some of your rocks (big tasks) left over at the end of the day. On the other hand, if you start with your rocks, and fit the sand and stones around them, you'll always get more done.

Learn how to use time effectively, at Time Management on 5 November.

Tip 7: The argument for diversity is overwhelming; it gets better results. Put simply, the more diverse a group is, the wider the range of solutions it will find, and the more

robust will be its decisions. Three factors are necessary to make this work: encouragement to share ideas, independence of thought, and dispersed information gathering. Get these right and diversity will deliver real results for your business.

Find out about the legal requirements and cultural factors that you need to stay within the law and help your workforce thrive in Working in a Diverse Workforce on 26 November.

Kent Trainers Courses for Tougher Times

Kent Trainers can offer a wide-ranging set of services to businesses that are reducing staffing levels and want to provide their staff with support through one of the most difficult periods in a working life.

For the people leaving your business

- * **What next?**
A workshop to help you understand your options and identify what next for you
- * **Find that Job**
Mounting an effective Job Search, making the best of your assets, presenting a professional CV
- * **Get that job**
Presenting yourself effectively - interviewing skills for applicants
- * **Don't get that job!**
Starting your own business - essentials of self employment

For the people managing the process

- * **Handling a difficult situation:**
Handling difficult conversations with the people who are leaving - understanding the legal and emotional implications - thinking about the impact on the people left behind

For the people left behind

- * **Managing the impact of a downturn:**
Thinking about the people who are left behind after job losses: understanding the emotional impact, rebuilding and re-motivating the team, and re-focussing on core business

For the business as a whole

- * **Surviving the downturn 1:**
Business reorganisation: focusing on core business; maximising revenue and margins
- * **Surviving the downturn 2:**
Making the best of every opportunity: managing and delivering a successful tendering process

To find out more and to enquire about course availability, call Richard or Kate in our office on 01892 836110.

Find out more about our full training programme at www.kenttrainers.co.uk, or call our office on 01892 836110. We are proud of our new website and hope it offers you the information you need to make your training investment decisions. We would be pleased to hear what you think!

Have you missed one of our newsletters or tip-sheets?

Don't worry

All of our Newsletters and Tip sheets are now on our website.

[Click here to see them all](#)

The material available in this newsletter is designed to provide general information only.

Whilst every effort has been made to ensure that the information provided is accurate, it does not constitute legal or other professional advice. Legal advice should be taken in all matters regarding employment law.

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