

November 2009: The What's New Edition

## Kent Trainers: Growing, Developing, Improving

What a lot of news we have this month, to put into this newsletter.

### New Programme for 2010

We are proud to announce that we have now got a full programme of dates for 2010. Particularly exciting are the changes we have made to make this a better programme in three ways:

1. We have an extra venue, to help out our East Kent clients: Canterbury Cathedral Lodge is the top venue in the east of Kent and accessible from all over the county.
2. We have three fantastic new courses for 2010. Read more about them on our [blog](#).
3. We have overhauled five of our top courses to make them better than ever. Read about the changes on our [blog](#).

We publish our new brochure in November, but we won't be mailing them out until we are sure about the postal service. So, for an advance copy, as soon as it is ready, call Kate or Richard on 01892 836110.

In the meantime, all of our dates are on our website now, at [www.kenttrainers.co.uk](http://www.kenttrainers.co.uk) - or call the office for details: 01893 836110.

### New Technology for 2010

Did you notice references above to "our blog"? [The Jumping Boy's Blog](#) is brand new and we want to use it to tell you more about news, and to give you loads more hints and tips from our trainers. Why not [subscribe to our live feed](#)?

Many of you have also started to follow us on Twitter. We are using it to talk about new offers and forthcoming courses. Follow us [@kenttrainers](#).

Coming soon, we'll answer one of the questions you most often ask after a great course: **"how can we (participants) stay in touch with each other?"**

Our answer will be business networking groups using LinkedIn and Facebook.

### Kent Trainers Wins the 2009 Business Excellence Award: Best Growing Business

After being finalists in three awards in the last two years, we were bowled over to win an award for **Best Growing Business in the West Kent Business Excellence Awards**. To read more about this, and see photos, do go to [The Jumping Boy's Blog](#).

## What is Strong Leadership?

We all know it when we see it, but defining it is far trickier. Take politics for example:

- The leader who does not appear to hear what the country says and act upon it - are they seen as a strong leader?
- The leader who appears to act on every headline and every urging of the voting public - are they seen as a strong leader?

It often feels like you cannot win, as a leader. So what is the answer? Strong leadership is about judgement. You need to sense when the people you lead genuinely understand the situation better than you, and then involve them in the conversation.

Yet, when you believe you have insights that extend beyond those of the people you lead, you need the courage to set out your vision, step to the front, and set the pace.

Either way, if you're wrong, you'll be blamed. So, with judgement, another characteristic is humility - take the blame, brush yourself down, and start again. That's resilience.

So, three characteristics of a strong leader: judgement, humility and resilience. Back to politics for a moment: it's your vote!

**Learn More:** Our new three day [Leadership Programme](#) starts in 2010. If you can't wait, there are still **three places left** on the current two-day programme starting 6 November, with Day 2 on 4 December.

## Speed is Key when dealing with Staff Problems

Team leaders, supervisor and managers all face difficult behaviours and under-performance. If you do; act quickly. The longer you allow inappropriate behaviour to continue, the harder it will be to change it or stop it.

This does not mean you shouldn't take time to check the facts and think before you act. Evaluate the situation from all angles, and make sure any action you take will not make the problem worse.

Here is one formula that can work well:

- Step 1:** Gather the facts
- Step 2:** Gather your thoughts
- Step 3:** Sit down together privately
- Step 4:** Explore the whole performance - good as well as bad
- Step 5:** Listen and reflect
- Step 6:** Look for agreement on next steps
- Step 7:** Set up the next meeting

Turning around performance is seldom an instant success: it takes patience and perseverance. However, giving someone a second chance **and** investing some time in the process is not only *the right thing* to do, it often makes *good business sense*.

The time and cost involved in gathering grounds for dismissal is matched by the effect on your own morale, and then there is the further time and cost of recruiting and training a replacement.

In this light, a few supervisory meetings and some help and encouragement seem a small investment to make.

**Learn More:** There's a lot coming up for supervisors and team leaders. [Managing Under-performance and Difficult Behaviour](#), on 13 November; [Dealing Effectively with Conflict](#), on 23 November; [Supervisory Management](#), on 26 November; and the last one day Team Leadership course before the 2010 programme ushers [in our new two-day Team Leadership course](#) - call Kate on 01892 836110 for details of your options.

## The Rule of Three . . .

. . . applied to Presentation Skills  
Listen to great speeches. There are always lists of three things. Threes have a rhythm; threes are memorable; threes give impact.

- Blood, sweat and tears
- The good, the bad and the ugly
- Liberté, Égalité, Fraternité
- Location, location, location

... and from Barack Obama's inaugural speech:

*"we must pick ourselves up, dust ourselves off, and begin again the work of remaking America"*

**Learn More:** [Presentation Skills](#) on 19 November.

. . . applied to Business Psychology  
Whenever you find yourself in a tricky interpersonal situation, where you feel put upon or patronised, or stuck in an endless cycle, it is often helpful to analyse it in terms of the Drama Triangle.

Typically we find ourselves and the other person taking one each from three roles: Persecutor, Victim and Rescuer. As if this doesn't feel uncomfortable enough, one of you will suddenly make a switch to the unfilled role and the drama moves to its next act. And so it goes on ...

**Learn More:** [Basic Psychology for Business Part 2](#) on 11 and 12 November.

. . . applied to Sales  
Features - Advantages - Benefits

Create a mounting desire to buy, buy describing:

- What your product or service can offer
- How this beats alternative solutions
- How the customer will feel when she/he buys from you

**Learn More:** [Sales - The Client Meeting](#) on 10 November.