



serene
COMMUNICATIONS

People Development

‘...a fresh approach’



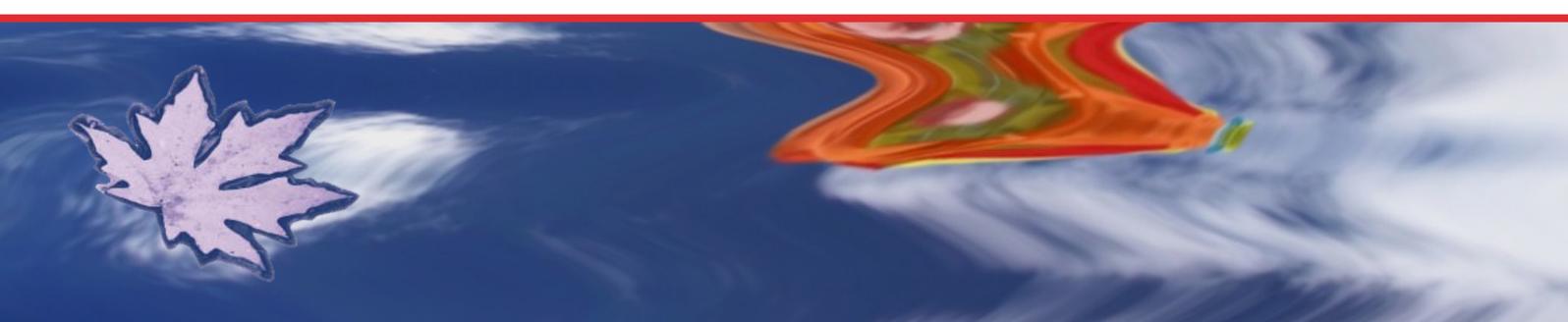
Tailor made

Serene Communications is dedicated to creating and delivering innovative values based training, communications solutions, advocacy and consultancy that enable clients to fulfil their business objectives by focusing on their greatest asset: their people.

Our goal is to provide organisations – whatever their size – with a people-centred approach. We use our energies, skills and experience in addressing client needs in an empathetic way. In pursuing this goal we visualise ourselves in the place of the people most immediately involved and affected by the issue and create successful solutions accordingly.

We are passionate about human development. In conducting our business, we are guided by our strong commitment to the importance of social capital. The recognition of the value that each person brings to any endeavour helps us create and deliver solutions that achieve business objectives and develop the self-awareness of participants. This concept that every human being is a “...mine rich in gems of inestimable value...” enables the programmes we create to achieve success and raise workplace morale through knowledge gain, increasing vision and warming the heart of participants.

We provide tailor-made solutions. This overview highlights a few of these.



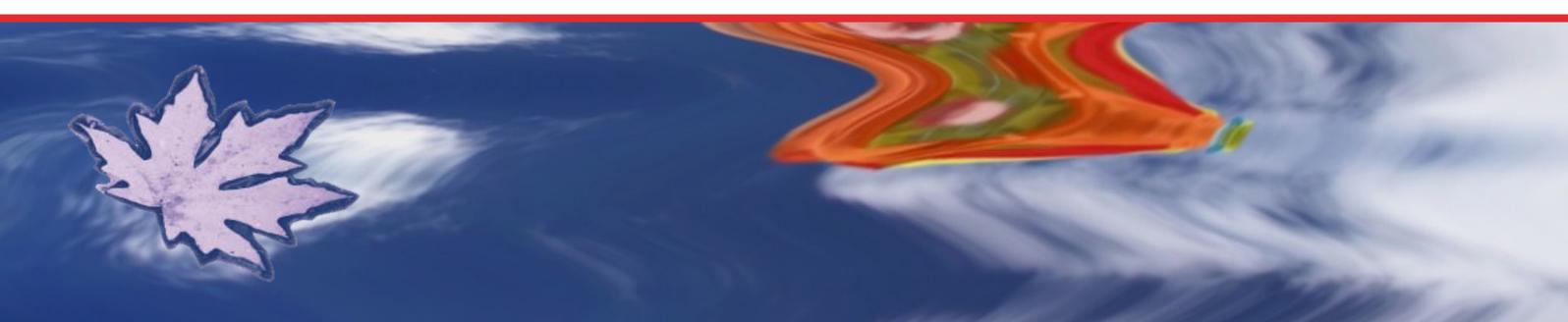


Our Courses

Management development

Based on Experience we have created a developmental path for personal and professional growth. This works for both individuals and companies, as their personnel move through a series of modules developing shared definitions and understanding. Thus while each course is excellent in itself, return on investment is enhanced when participants build on their skill set by completing our courses in their logical order.

1. Team Building for Success
2. Motivating your People
3. Effective Communications
4. Decision Making
5. Time Management
6. Delegation Skills
7. Effective Coaching
8. Powerful Presentations
9. Conflict Resolution
10. Negotiation Skills
11. Culture Matters





Our Courses

Leadership Enhancement

Where organisations require a more strategic level of personal development within the senior team members, our Leadership Enhancement programme is recommended. There are five components which can be run over a number of days as required and in consultation with your people.

Creative Leadership (Creativity and its power in enhancing leadership, Emotional Intelligence, Strategic Planning) often a 3 day course

People Potential (optimising the performance and potential of your people)

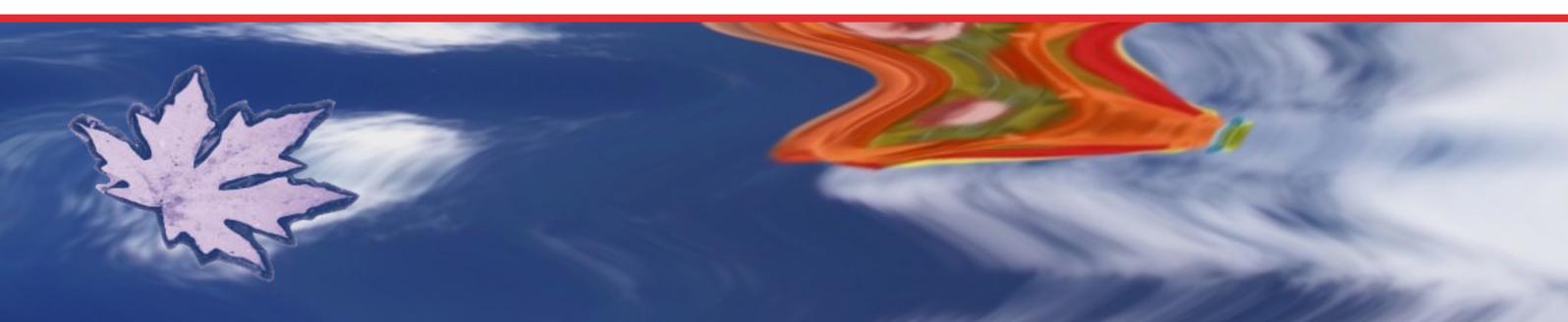
Creating Synergy (beyond mentoring and coaching)

Action Planning

Corporate Social Responsibility

Regardless of the size of the organisation, or whether in the private or public sector, these type of courses are vital to any executive/senior decision maker within a company. The programme can be run intensively over 2 weeks or over a longer period of time.

We have a 100% record of excellence. Every single participant from our courses has reported that the courses were enjoyable, well-delivered and have allowed them to do their job better.





Our Courses

Engagement

To add greater value to a business both at a strategic and financial level, we provide a variety of other courses to assist an organisation in its various endeavours. This provision can either be in the form of consultancy or a learning framework for people development.

Engaging within and without the organisation

Creating a Strategy

Making the Most of the Media

Raising the Profile

Customer Service (engaging with customers to ensure their day to day experience is one of excellence and ease)

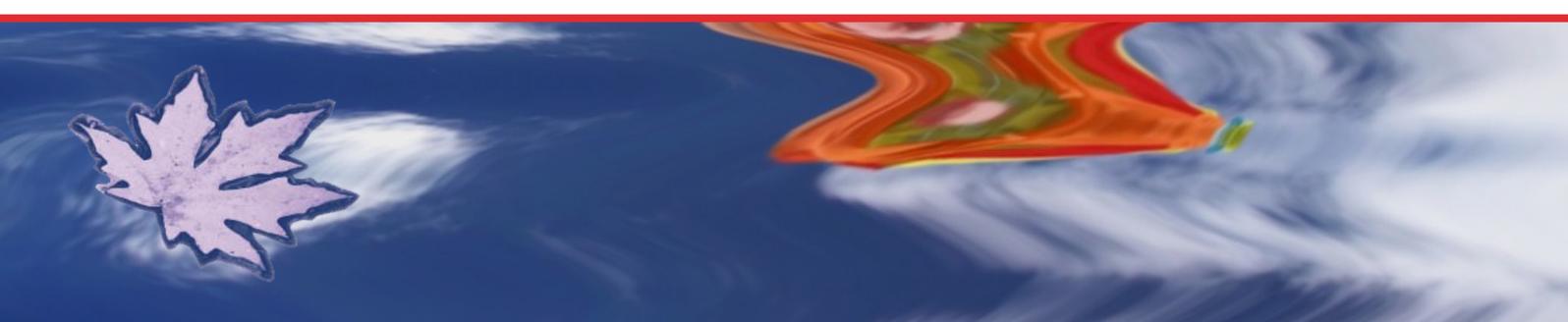
Diversity and Equality

Women's Leadership

Engaging with the wider community

Campaigning skills

Parliamentary lobbying





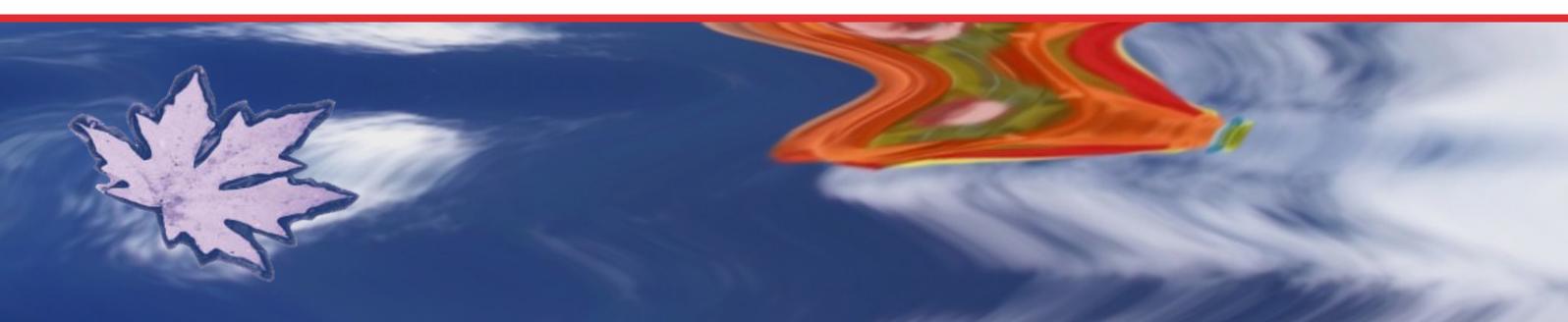
People Development

Serene Communications is a values-based professional training company.

We excel at what we do. Our clients range from international and national corporations and government bodies to SMEs, sole traders and local charities. Participate in one of our courses and see for yourself – we guarantee you will return.

We understand that your people are your greatest asset. Any successful, growing business must empower its employees to survive and become increasingly effective. Now is a great time to invest in people development, in preparation for growth.

We believe that every individual has inherent abilities and has the capacity to develop further. Our consultancy and training is values-based – we help delegates realise their own talents, increase their working productivity and release the power of their true potential as human beings. Our courses are intellectually stimulating, enjoyable, very practical and highly interactive.





Professional Development Courses



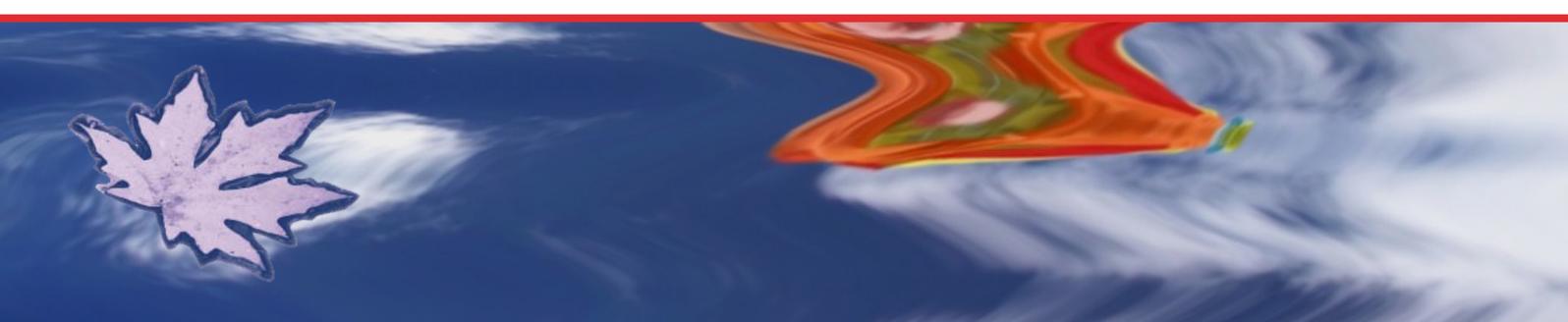


Team Building for Success

The aim of this course is for participants to develop an understanding of the key criteria for building and managing the team and to develop skills in team building and team leadership.

Well functioning teams are fundamental to the success of any organisation. If your team is united you are a winner. Your success is directly dependent on their success. Managers are given the responsibility to help their teams become united and successful.

Participants will be able to acquire the necessary skills to create a united and trusted team: a performing team — helping them to contribute to the success of the organisation and to each other.



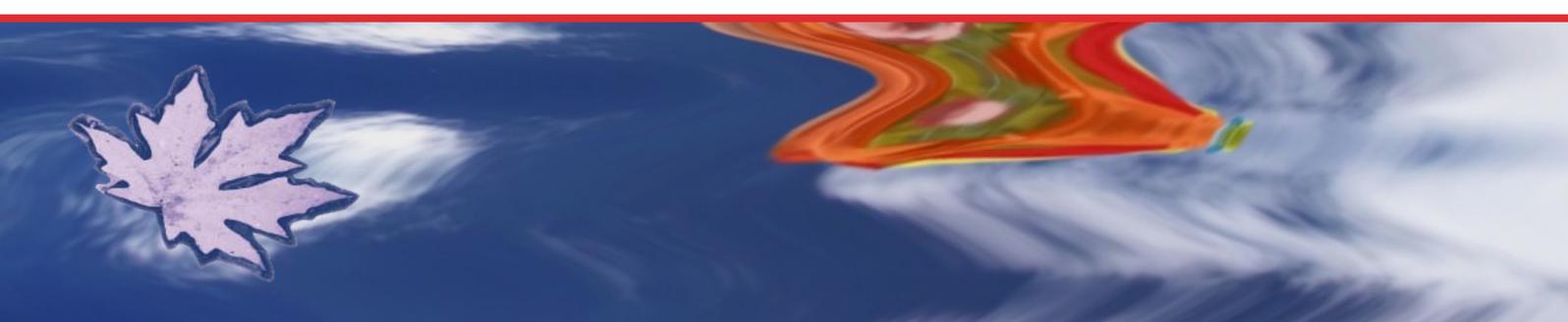


Motivating your People

The aim of this course is for participants to develop an understanding of the psychology behind motivation and turn these ideas into practical solutions.

Enabling people in an organisation to strive for excellence is key to successful business. People are motivated by different factors, but a motivated person can perform much better, benefiting both your profit line and their professional relationships with colleagues.

Participants will be introduced to a number of concepts and tips, including the latest in current neurological research, and particularly focussing on the role of encouragement, to help them explore the best options for being motivated and for motivating others.



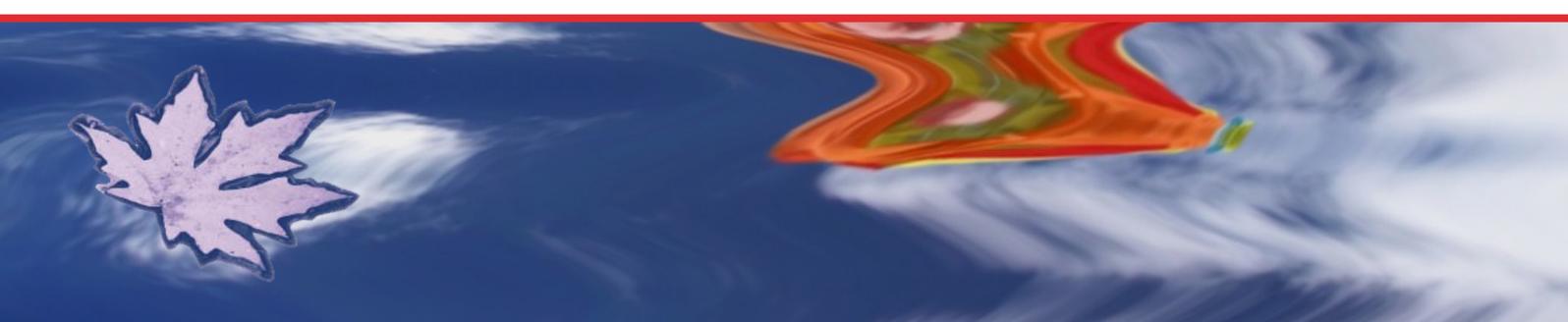


Effective Communications

The aim of this course is to empower people to develop an understanding of the different types of communication channels open to them and enable them to put pragmatic ideas into practice in their day to day work.

In most situations the extent of good communications makes the difference between failure and success. Communication is synonymous with development.

In every aspect of our lives, whenever we communicate well, we are in the process of building a relationship, developing an idea, a plan, or a concept. A good communicator directly contributes to positive development. By ensuring that all messages are clear, context-suitable and energising, effective communication also creates positive environments in all spheres of work and leads to increased profitability as well as an enhanced work experience for all.



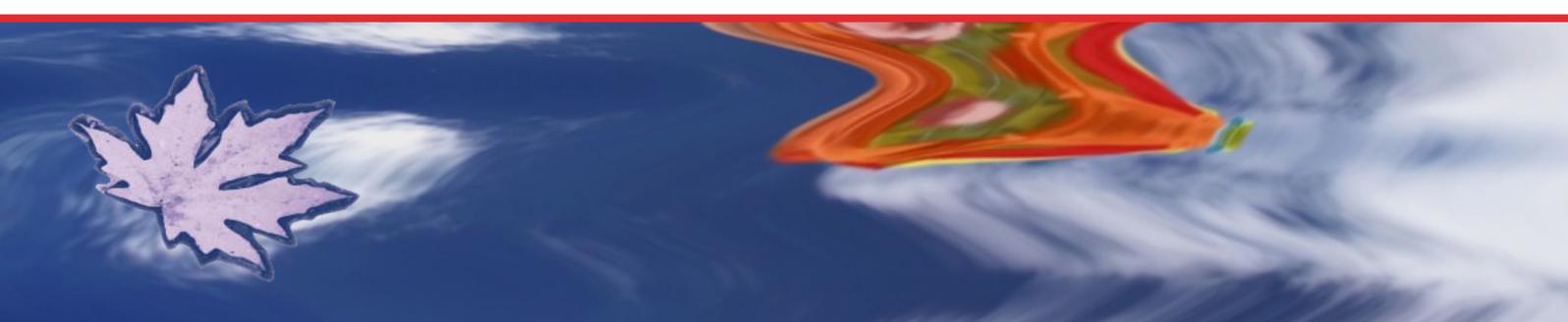


Decision Making

This course enables participants to develop decision making knowledge and skills and gives them the confidence to use them regularly in the work place.

Different situations and roles require appropriate decision making. Time and resources need to be used effectively in the ever changing market place. The manner and efficacy of decision making impacts on optimum use of all resources.

Participants will be able to present the basic psychology behind decision making, understand how this is affected by different personality types and be able to put into practice the decision making techniques they learn, which are at the forefront of research and practice.



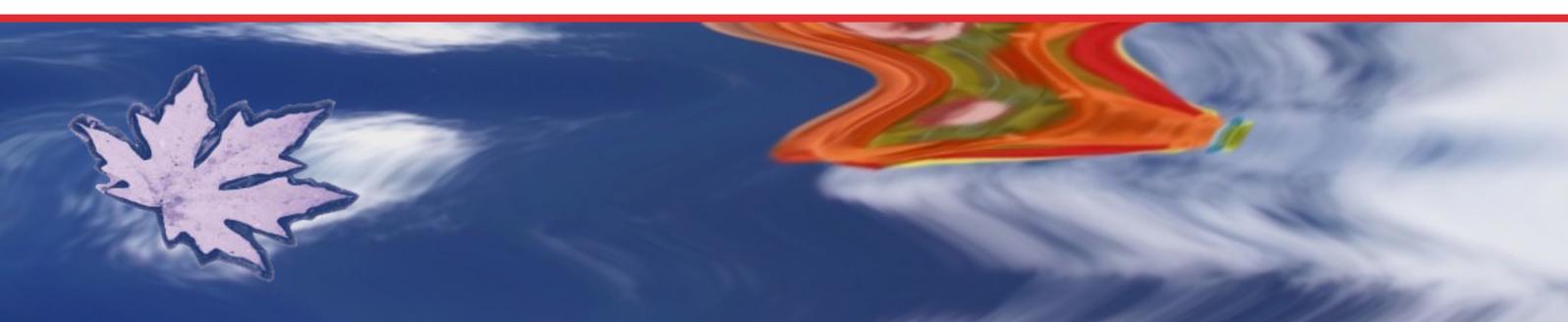


Time Management

The aim of this very practical course is to enable participants to develop a greater understanding of the importance of time management.

Organisations often find themselves with increasing portfolios but with decreasing workforces, so personnel need more than ever to develop the skills to manage time constructively.

Participants will learn time management tips and develop the skills and confidence to use them regularly in the work place. They will be able to explain the theory behind time management, identify their personal barriers to effective time management and be empowered to remove those barriers.



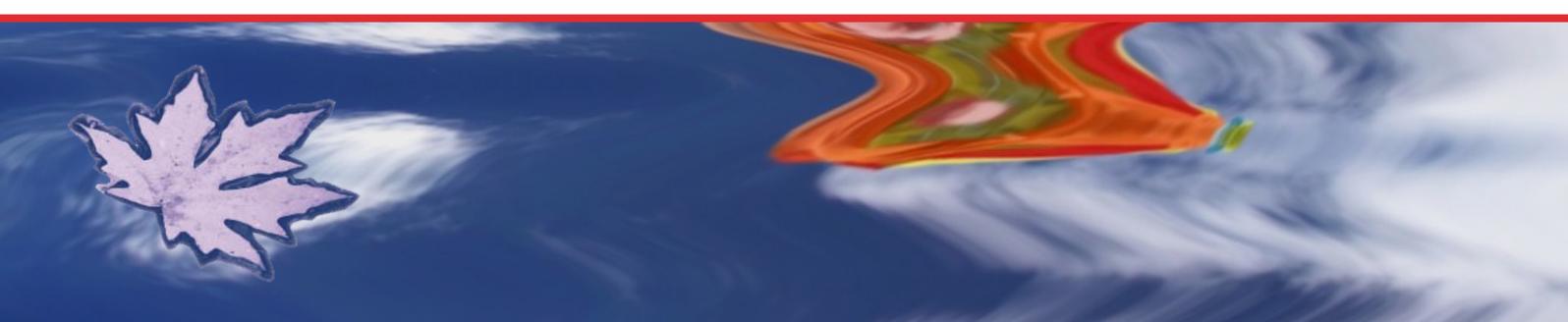


Delegation Skills

The aim of this course is to enable participants to develop a greater understanding of the importance of delegation, to learn tips and to develop the skills and confidence to use them in the work place regularly.

New generations of personnel require new management skills. They are often content when they are more involved in the life of the company. Thus managers need to learn to delegate efficiently as part of building performing teams. Effective delegation is also a requirement for successful time management.

Participants will be able to identify and state how and when to delegate, understand the benefits of smart delegation, and devise an individual delegation plan to put into practice immediately. Understanding and making optimum use of generation Y attitudes and behaviours is critical in today's rapidly changing environment.



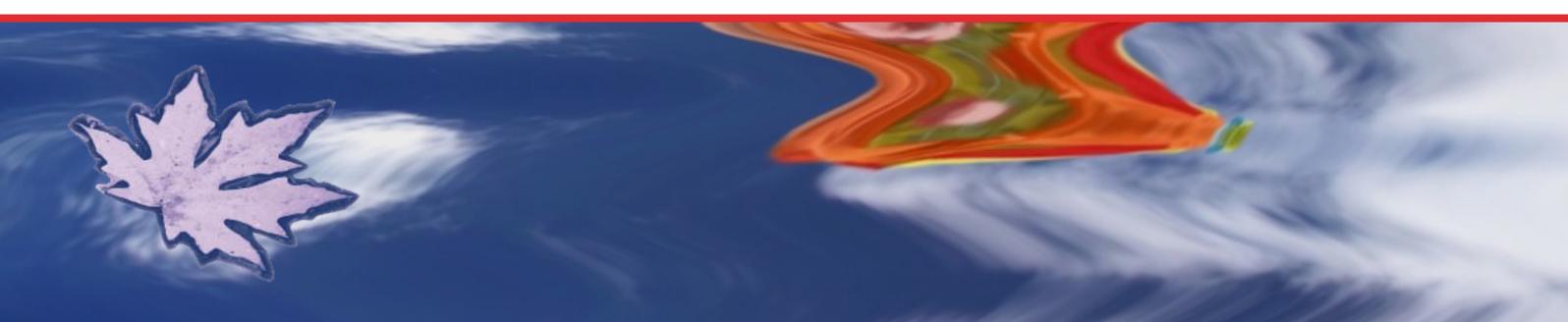


Effective Coaching

The aim of this course is to enable participants to develop an understanding of when to coach and a self-awareness of the development of their own coaching skills.

Successful organisations in today's world are those with effective coach-managers and an organizational ethos of coaching. Managers who coach are able to increase productivity, retention and the quality of life for their team members. They will also find themselves more able to concentrate on key projects rather than on crisis management.

Participants will be empowered to develop the knowledge, skills and confidence to act as a coach for team members and to know when to mentor and when to coach.



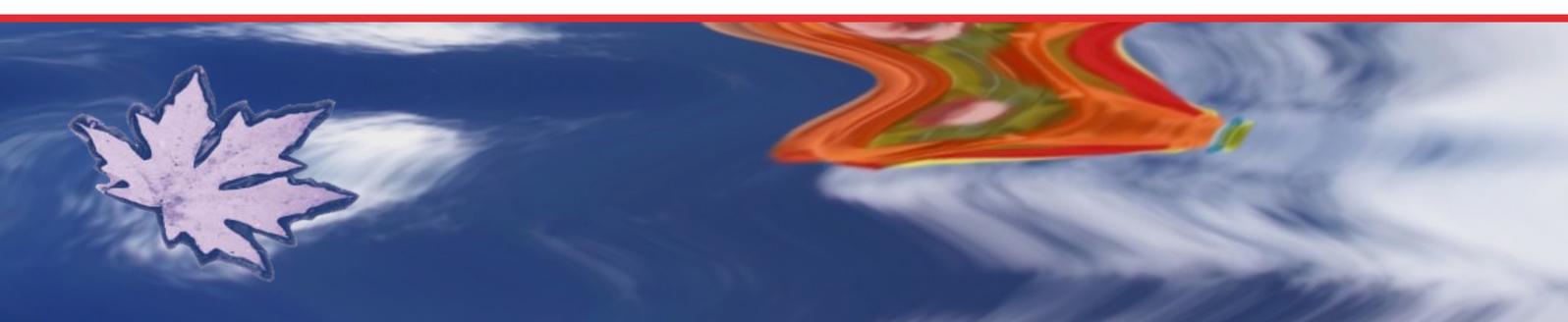


Powerful Presentations

The aim of this course is to enable participants to develop the knowledge, skills and confidence to create and deliver more than effective presentations.

While sustainable motivation is achieved through environmental and inter-personal means, significant motivation also occurs through powerful presentations. Presentations with an understanding of the audience, eloquent speech, appropriate body language and a high energy level can inspire large bodies of people with a message that they remember for years.

Participants will understand the elements that make up a good presentation and how to present a message with impact to meet the needs of their audiences. The course provides many opportunities to present to colleagues some of which are filmed with feedback from colleagues and the trainer for marked improvement during the course



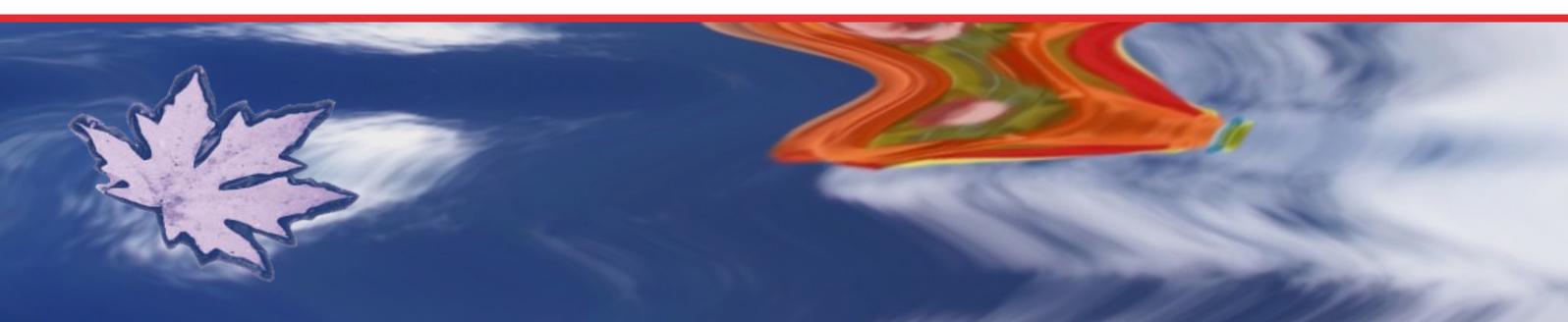


Conflict Resolution

The aim of this course is to enable participants to develop an understanding of the key factors in the methods of handling conflict that lead to win-win solutions.

Working with diverse people, reduced resources and increased work plans can often lead to conflict. Negativity drains any organisation. Developing the ability to recognise the signs of potential conflict and to resolve contention it is therefore a vital skill for any manager.

Participants will develop the ability to recognise potential for conflict and eliminate it, and then move beyond conflict management to conflict resolution.



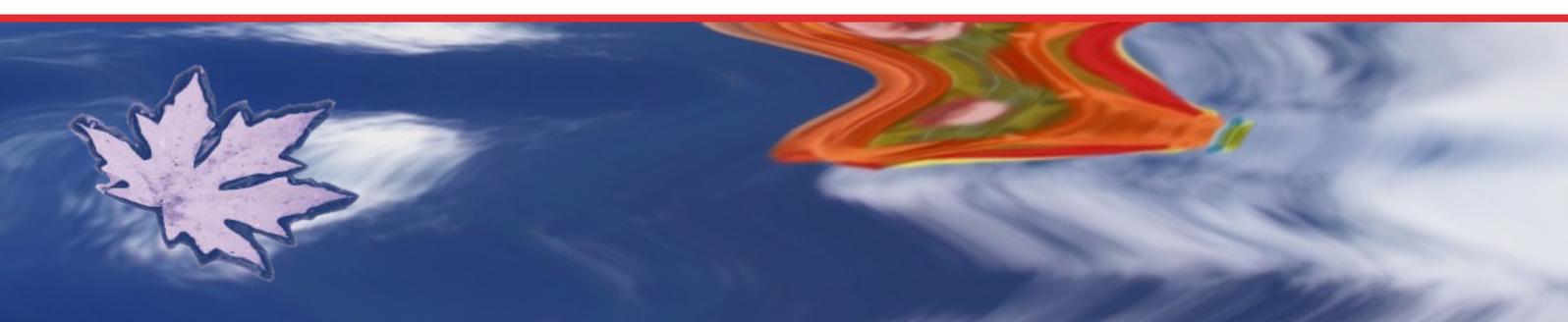


Negotiation Skills

The aim of this course is to enable participants understand the key elements of negotiation and learn how to implement them in daily work.

Negotiation often takes place within an organisation—with internal clients and externally with clients and providers. Relevant skills are therefore required for all those involved in interaction with other business units within the organisation and with customers and vendors. Developing negotiation skills can save/gain 20% on all sales interactions.

This course will look at negotiation at the macro level—as a senior manager looking after a team and as an individual using recognised strategies and tactics. It enables participants to develop trust and thus find the win-win solution with tools and tips building on the experience of participants.



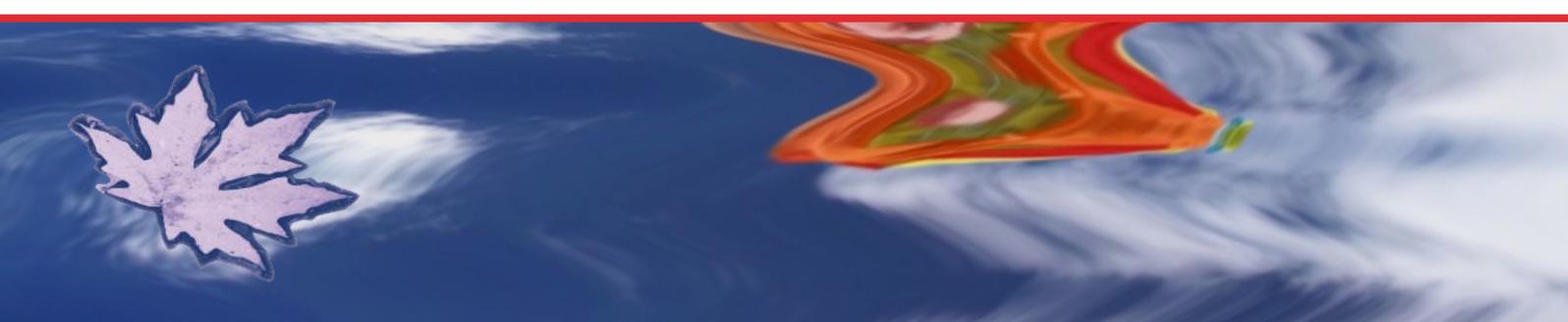


Culture Matters

The aim of this course is to enable participants to understand the key elements to effective cross cultural working and how this impacts their performance.

Fast evolving communication technologies and increased ease of travel has led to companies with personnel from a wide variety of countries and cultures working together in teams. Much of the way we think and make decisions is based on cultural attitudes. An understanding of different cultures is vital to effective multi-cultural working.

The practical elements of this course will enable participants to implement simple tips and practices that promote effective cross-cultural working within their teams.





Leadership Enhancement Programme



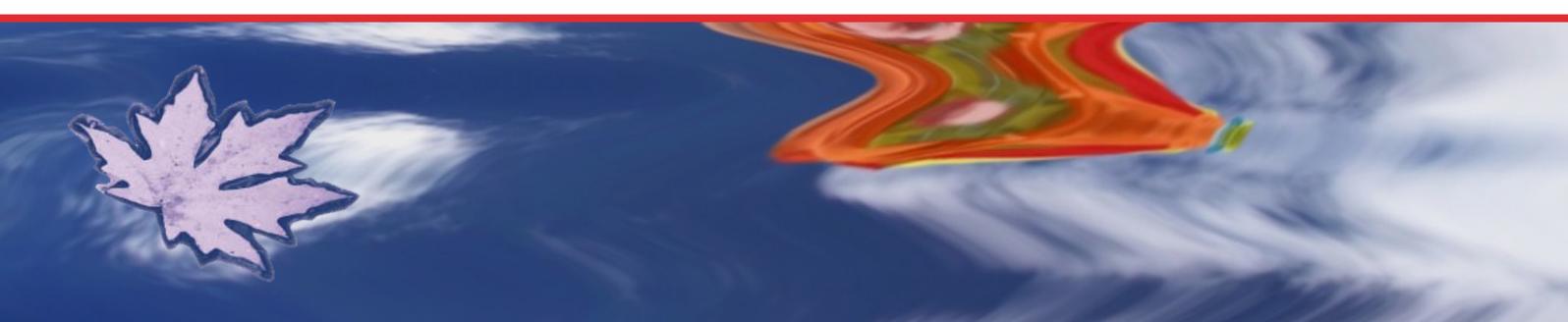


Creative Leadership

Fast changing demographics, global governance and socio-economic relations lead organisations to need leadership that has vision and the ability to motivate and enable others within the organisation at all levels.

This programme looks at a variety of concepts including the power of creativity and inspiration. It enables participants to understand the variety of motivators for each human being and make the utmost primary of their won resources and talents, but thereafter—of all those that they work and interact with.

With access to a wide range of vanguard research and experience, participants in this programme will experience greater insight and understanding together with an array of tools and tips to put into practice immediately.



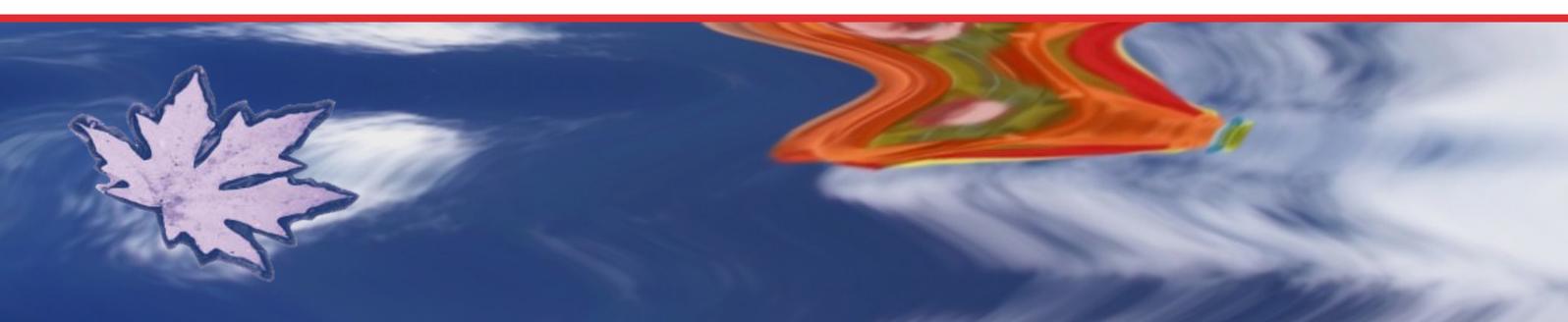


Emotional intelligence

“Emotional and social intelligence makes the difference between a highly effective leader and an average one. It helps managers and professionals create competitive advantage for their organisations by increasing performance, innovation and teamwork, ensuring time and resources are used effectively, and building motivation and trust”. The Hay Group.

Research has shown that people with average IQs outperform those with the highest IQs 70% of the time. This anomaly motivated research into what many assumed was the sole source of success—IQ. Decades of research now point to Emotional Intelligence (EQ) as the critical factor that sets star performers apart. EQ affects how we manage behaviour, navigate social complexities, and make personal decisions that achieve positive results. It is also a skill that can be learnt which is why 75% of Fortune 500 companies use Emotional Intelligence training to improve the performance of their senior teams.

This interactive course provides information and practice in EQ, enabling participants to make informed choices about their future behaviour and become star performers.





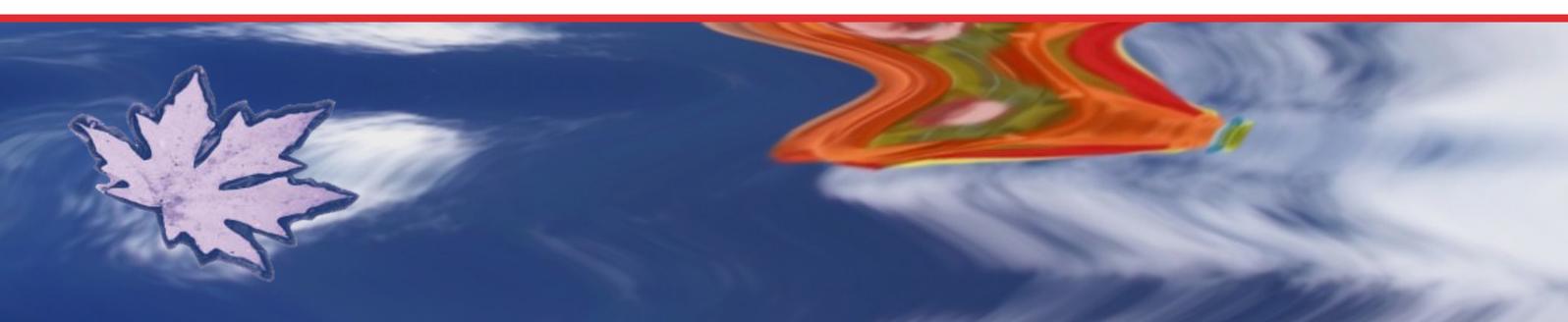
Strategic planning

Strategic planning is a key organisational development activity. Its purpose is to enable an organisation move smoothly and effectively to a desired goal, based on a realistic assessment of the current situation and potential resources. It is widely practiced informally and formally in all sectors.

Outcomes of strategic planning include: Further definition of the purpose of the organisation and establishment of realistic goals and objectives; communication of those goals and objectives to the organisation's constituents; development of a sense of ownership of the plan.

One of the core goals when drafting a strategic plan is to develop it in a way that is easily translatable into action plans. Strategic plans address high level initiatives and over-arching goals, and need to be articulated (translated) into day-to-day projects and tasks that will be required to achieve the plan. Terminology or word choice, as well as the level a plan is written, are both examples of opportunities to enhance the success of your strategic plan if done well.

Our Leadership module provides practical examples of how to maximize the opportunities of strategic planning, helping participants read their own reality both in terms of their individual development and that of the organization, using strategic planning to the utmost to improve sustainability and excellence for the organization and it's people alike.





People potential

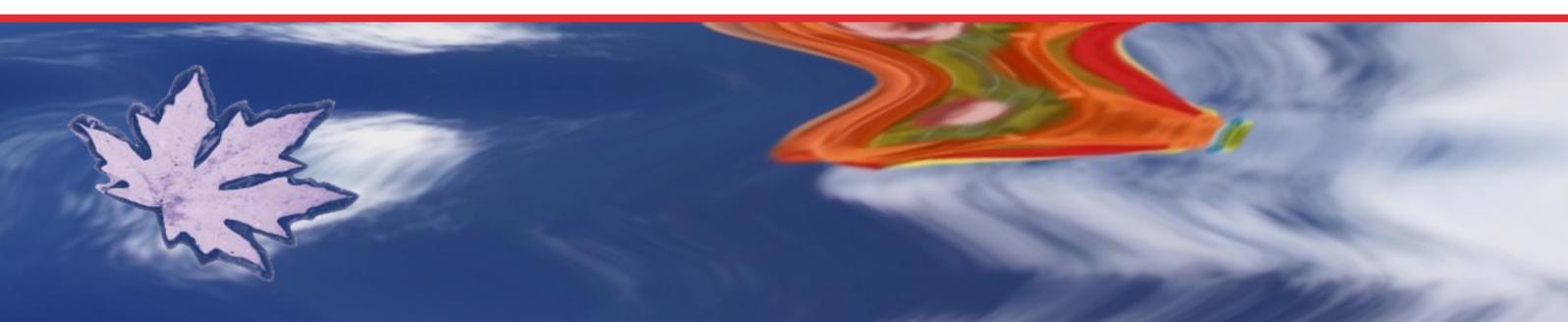
The two fold purpose of this course is to enable participants develop personal awareness and values skills; and to be able to facilitate a similar session with work colleagues. Developing self-awareness leads to improved inter-personal skills and thus leadership skills are enhanced.

Developing values skills increases our ability to interact positively with our colleagues and clients creating positive sustainable relationships. This leads to increased customer satisfaction and team spirit.

We spend a significant proportion of our life at work. This course helps participants to bring their whole self to work and to develop the full potentiality of themselves – both at work and at home.

Experience has shown that in order to prosper at home and at work, what is required is a healthy human spirit. This course will help participants find for themselves what that means to them and their work and their life.

Throughout the course, participants are encouraged to relate the discussion and activities to their work as well as their life experience. Participants therefore develop greater self-knowledge as well as how to apply this to improve their experience at work and that of their colleagues. They leave the course with greater self-awareness; greater positive self-image; understanding of how to create an atmosphere of positive change; greater skills of observation and perception; improved positive language and the ability to encourage their team.



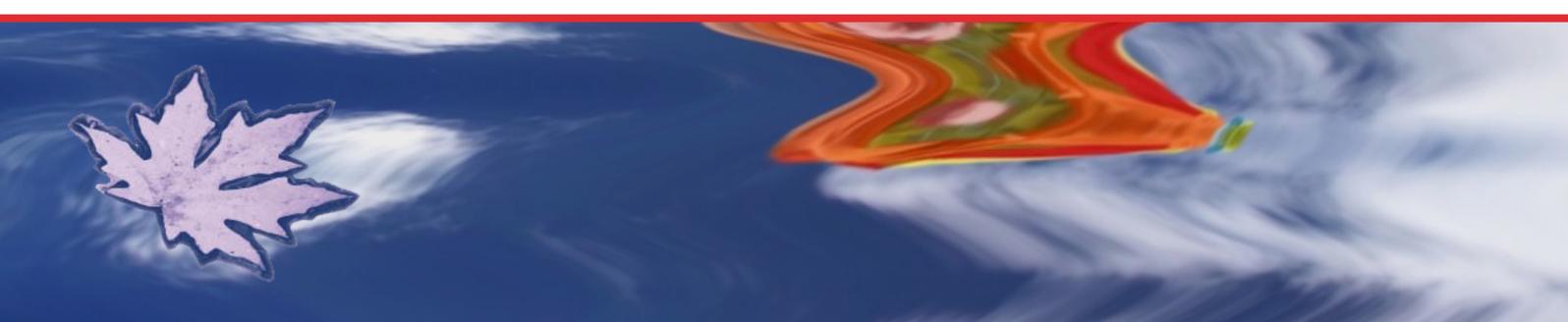


Creating Synergy

Directors and senior managers are constantly in search of ways to further enable their teams to perform in the context of fewer resources and increasing competition.

This programme provides research and interaction that enables executives understand how to accompany their direct reports to greater degrees of performance. This allows them to work increasingly strategically as their reports take on increasing levels of responsibility and achievement.

The programme is highly interactive and participants will leave the course with an action plan for the development of their own vision and that of their direct reports and teams.



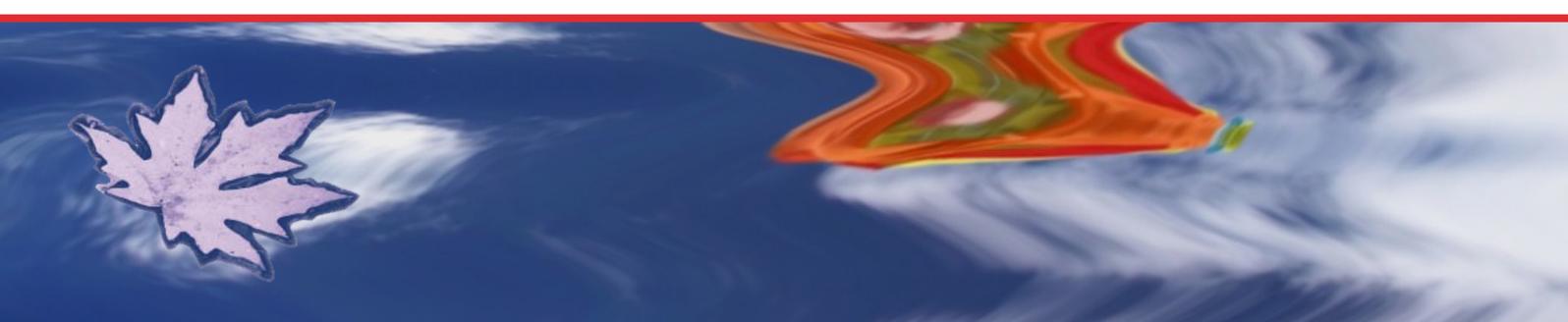


Action Planning

When your people take time out of their working week for professional development, it is useful to know the return on investment, particularly given the effort involved in organising and paying for the training, and the time given by the participants.

An action planning programme enables the management team and the participants to make the most of the courses by ensuring that there are individual action plans in place. In addition, participants can achieve greater implementation of what they have learnt when they return in three months time, to review how they have put into practice what they learnt in the training. At the action planning session, they review and amend their own plan for the next few months, bearing in mind what they have learnt from their peers and based on their own experience.

These tailor made programmes enable participants gain the most from the training dovetailed to the HR and training system already in place. The organization can also track trends in implementation and highlight strengths and opportunities.

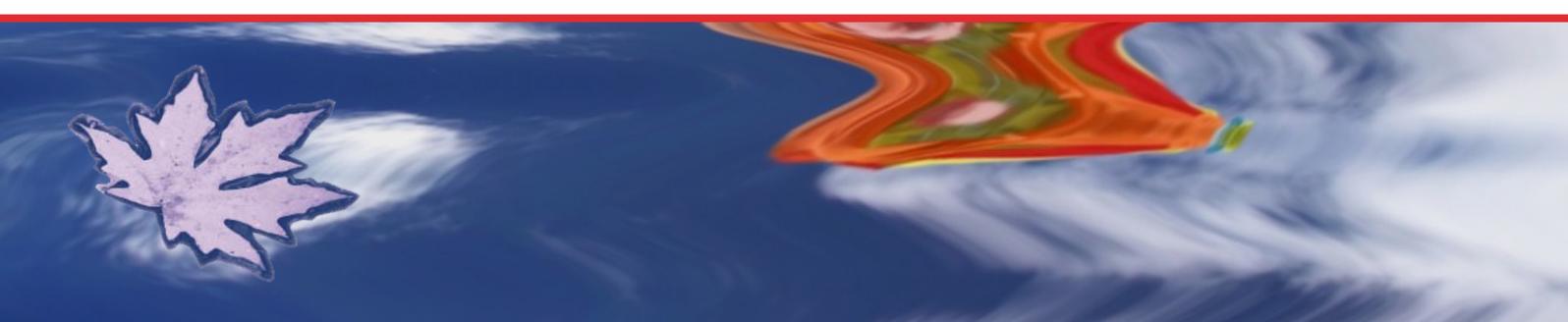




Corporate Social Responsibility

Recent research shows increased profitability for businesses that demonstrate positive ethics and values. It has been shown that these values cannot just be words in the CSR section of the annual report, but needs to be lived by the personnel in any company, if they are to prove effective in any way.

The CSR programme enables Directors to develop their understanding of CSR and establish effective monitoring and evaluation of projects in which their people are engaged. It raises awareness and provides current examples of sustainable and effective CSR.





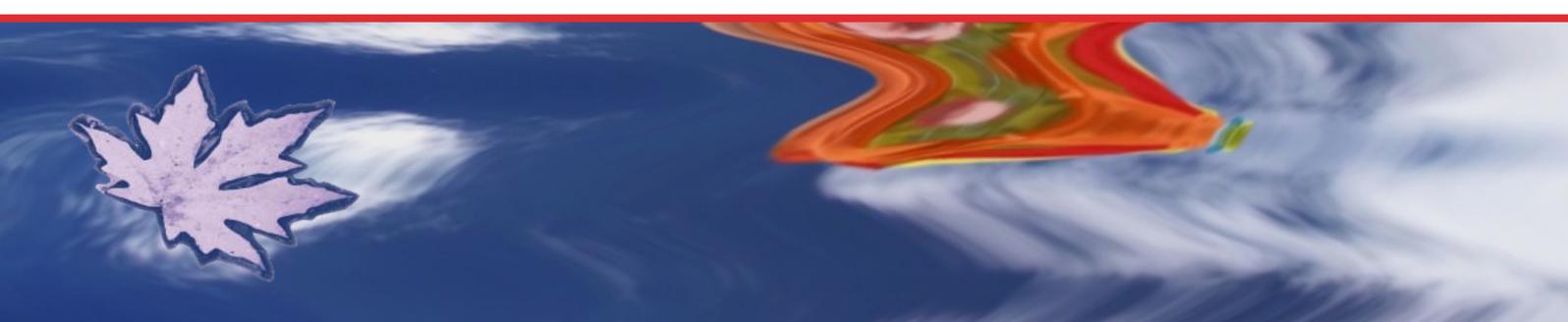
Communications

Developing skills in communications is essential both at the personal development level and the strategic level. Communications and presentation skills are provided in the professional development modules. In addition, in order to enhance engagement within the organisation and externally, the following modules are provided.

Creating a Strategy: How to communicate more effectively, including gap analysis and plan development. A very practical course looking at recent research and technologies to create an holistic strategy using all mediums.

Making the Most of the Media: How to make contacts with the media and establish working and ethical relationships, what they look for in a press release, how to give interviews, top tips for media success. (Variations of this course include weighting on print media, radio, TV and social media)

Raising the Profile: Comes from consistent effort, so the most effective way of raising awareness about your organisation is utilising the talents of your people. We can train and raise up internal resources who will drive forward your organisations's PR plan.



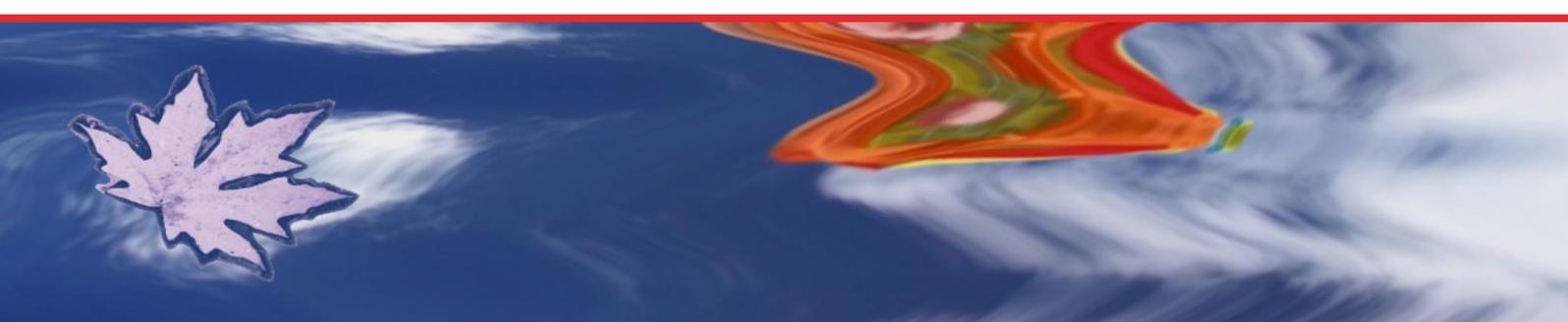


Customer service

Engaging with customers to ensure their day to day experience is one of excellence and ease is a key factor to the success of any organisation.

Our Customer Service courses offer help to the coal face staff – how to provide an excellent customer experience. This course is run by trainers who are experienced in retail, catering and call-centre work and understand how to help your people provide a great experience for your customers.

Highly participatory and very practical, it usually runs from 11.00 – 4.00 with a host of enjoyable activities that enable participants to learn well. Participants love the course and organisations say they notice marked improvement in customer relations

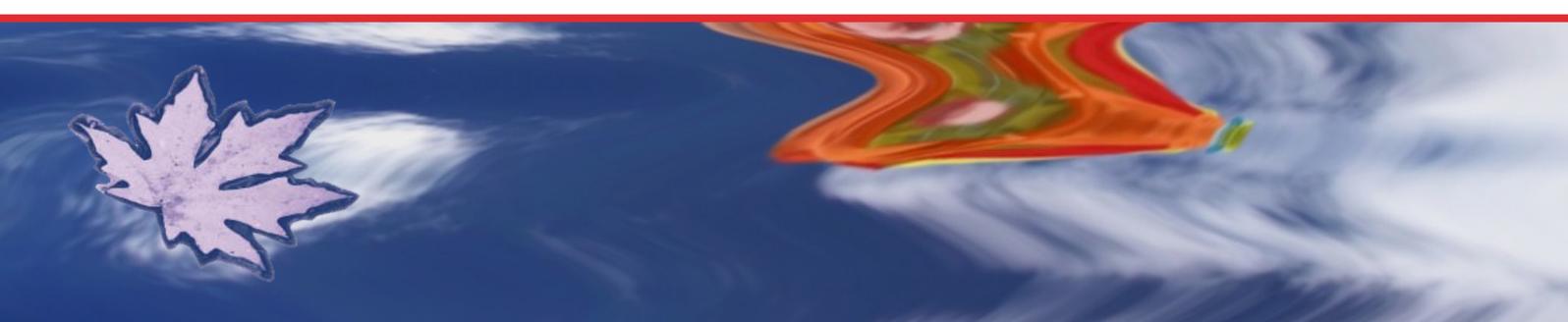




Women's leadership

Women make up 51% of the world's population. Women around the world equal or excel their male counterparts in all fields of education. There are however significantly fewer women in leadership positions than men. Research shows that many of the qualities that women bring to the workplace can increase productivity and performance for an organisation. In addition retention of women in the workplace is return on investment.

This programme seeks to enable organisations to make the most of the women within their organisation and to bring to the fore the qualities, skills and talents that their female work force add. In addition it seeks to highlight how to recruit and retain capable women and resonate with the female decision makers in the market place thus increasing profitability and sustainability.





Campaigning skills

Many organisations will need to undertake some kind of campaign at some stage in their development. This might be a media campaign...an internal campaign... an environmental campaign... raising awareness of a product campaign.

We provide training and assistance in campaigning skills - giving you what you need to know to start, develop and bring to timely fruition a successful campaign.



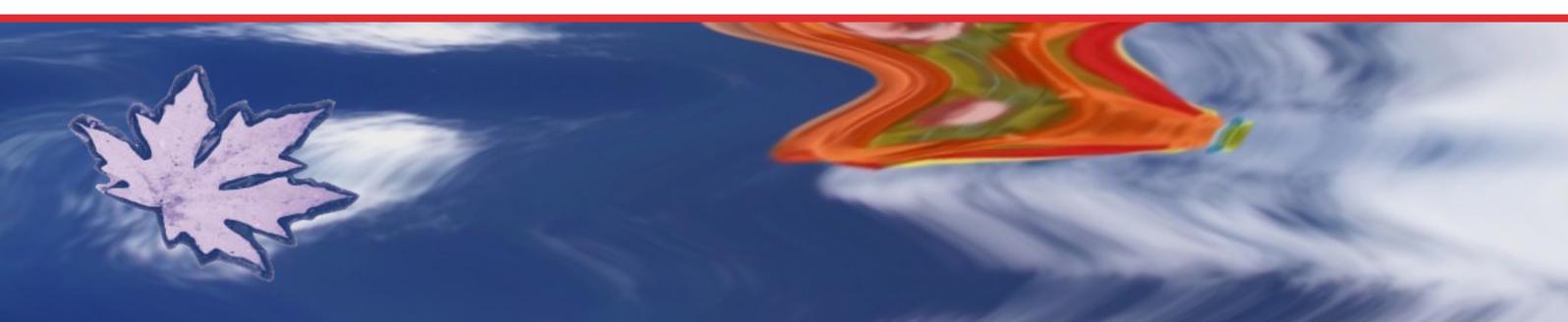


Parliamentary Lobbying

Most businesses and organisations need to influence political debate on an issue of concern to their industry or their interests. Whether your concern is inward investment in Wales or rates of ovarian cancer and health resources targeting this disease, your organisation may need to communicate with centres of political influence and decision-making.

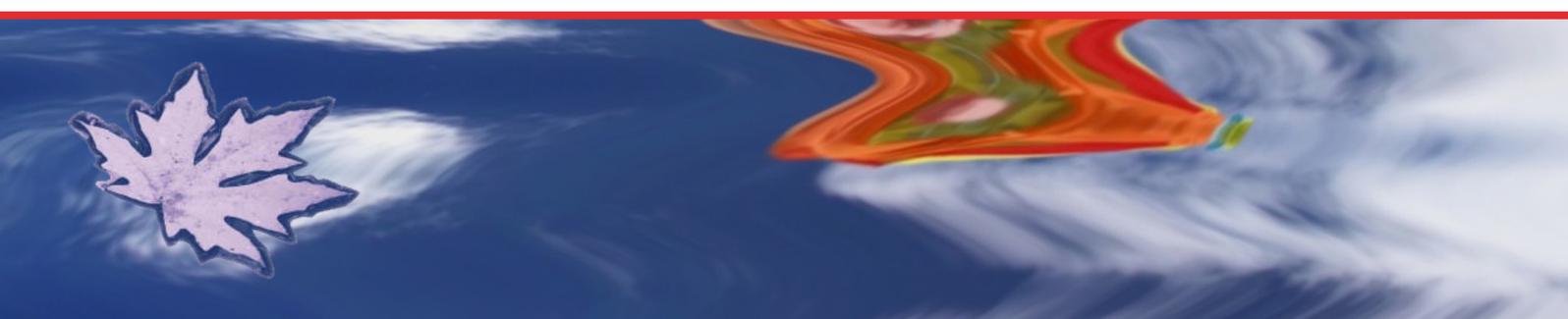
The very word lobbying has acquired a negative association, calling to mind incidents of corruption and indiscretion. Yet engaging in public affairs work with parliament and government is a vital facet of an open and democratic society.

We provide training in an introduction to Parliamentary lobbying that delivers skills and knowledge in practical aspects of working with MPs and Peers such as a how to make effective use of Parliamentary support through questions and debates. Our courses also emphasise the need for relationship-building on the basis of trust and integrity, principles which we are certain will yield long term success in working with the political establishment





Client Testimonials: Word Graph





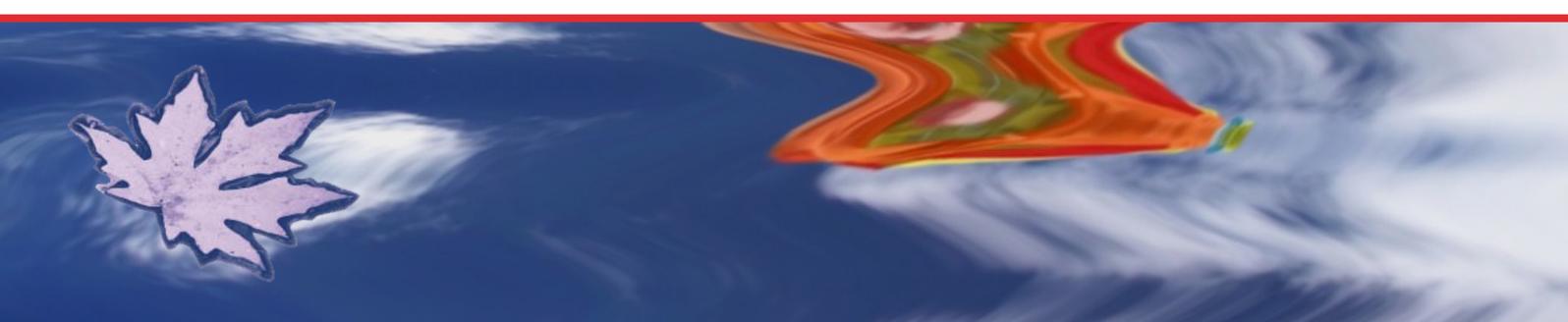
Client Testimonials

“Enjoyable and constructive course, relevant to establishing better and more efficient team building within my workplace in the future.”

“... the tutor and course material provided was one of the best courses I have ever attended, I was really impressed.”

“Excellent, well delivered. Good fun and informative. Well Structured. Thanks!”

“One of the best one-day courses I have attended in terms of clear teaching and participation.”





Client Testimonials

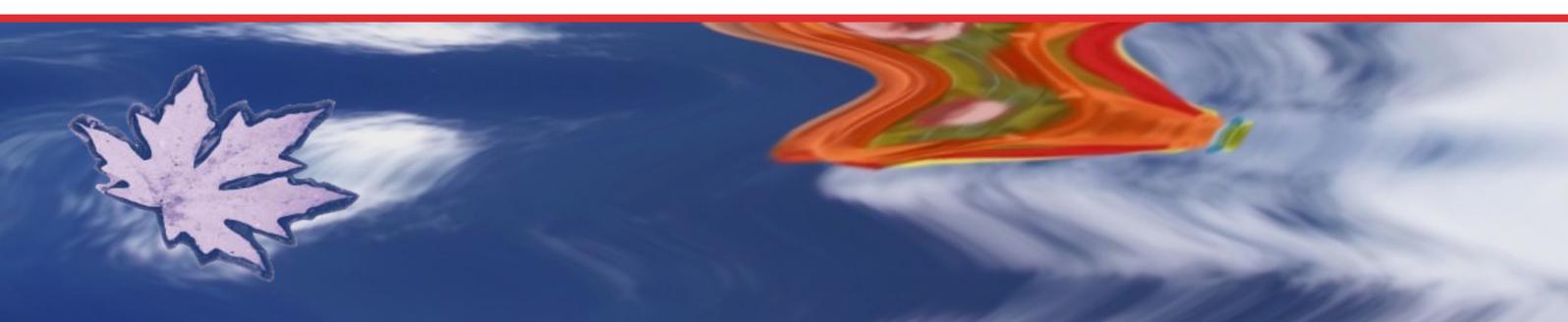
“Excellent training session and a very worthwhile day with variety and good pace. Very good course. I look forward to attending more.”

“Thoroughly enjoyed the quality, tone and pace of the course.”

“Has given me new knowledge that will allow me to better motivate my team.”

“Techniques were good. Useful to know how to correct bad decision making practice”

“Inspired ideas on how to improve day to day working.”





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