

Stepping Stones Professional Skills

Negotiation



Successful negotiations always have a twin focus – keeping one eye on achieving the objectives and the other on maintaining the relationship.

The great secret is being able to move from an 'Us *against* Them' position to an 'Us *and* Them' against the problem.

Doing so requires developing the ability to shift perspectives of all parties – being able to imaginatively move from focusing solely on your own needs, to developing a real interest in the needs of the other. Using mutual understanding to build agreements that benefit everybody.

Learn the art of achieving successful solutions for you that also develop a relationship, building a success factor into your future.

Outcomes

- Solutions that work and are good for everyone
- Less stress and conflict within organisation
- Builds long term relationships
- Fair results - better results
- Results that are sustainable and realistic
- Builds a bank of skilled communicators within the company

Method

Taking you step-by-step, teaching the fundamental communication and negotiation process skills.

Working in an interactive way to ensure that participants have a chance to practice and work with their styles and newly found skills to achieve results.

Using key exercises that have been tried and tested for their success, along with the participant's real life work issues, ensures that the workshop is based on practical reality and can be used in every day life.

Partnership Building



Lean core organisations need links to other organisations; associates with specialised skills, suppliers, affinity partners to build brand name and increase spread of services.

Marketers in particular need to develop client-agency-agency relationships.

To ensure that we get the quality, service and delivery that we want and have promised our clients, partnerships needs to be built up that move parties away from 'just a business deal' to feelings of shared values and commitment that supports all parties in meeting and exceeding customer expectations.

Learn how to create strong virtual teams and processes across companies that are focussed on providing creative efficient solutions

Outcomes

- More profitable for all parties
- Greater mutual learning and quality
- Sustains the relationship through crisis
- More fulfilling and enjoyable
- Less stress
- Better planning and work organisation
- Better results and delivery

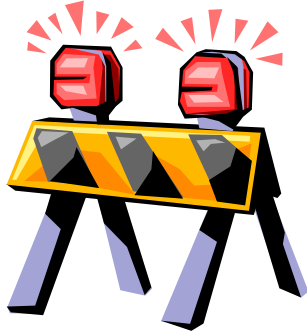
Methods

We work with you and teach you key skills and processes that help build partnerships. And/or we can work with you to identify your prospective partners and include them in the workshop(s) to build long term partnership.

Both workshops are interactive and participative and are based on the fundamental key skills essential for partnership building. Learn how to map virtual processes; identify and work with communication and value issues; identify blockages in processes and create plans for action.

Develop and practise your skills in effective communication.

Overcoming Objections



Objections by clients (or colleagues) are often opportunities for interaction. Identified correctly they enable us to identify and meet the real needs and ultimately develop a stronger relationship.

Identifying means understanding the difference between a problem looking for a solution (an opportunity) or an objection (probable end of the road).

Learn how to look for positive outcomes in all situations. Not to feel daunted by objections and complaints.

Outcome

- Get the assignment
- Understand the real issues
- Get the budget you want
- Build stronger relationships
- Enter and deepen relationships
- Develop listening skills to differentiate between opportunities and objections
- Communication process that improves flow and interaction
- Develop personal confidence
- Learn to distinguish between a problem and a barrier
- Better services and quality for customers

Method

Key communication and questioning skills are taught that help you to identify the real issues. Teaches how to use empathy techniques to relate without losing your own equilibrium.

Using tried and trusted exercises that develop and practise listening and communication skills. Using role play to work with identifying real issues and opportunities

Generating New Business



Whether it's new business or existing business there is a need to 1). qualify the opportunity to stop time wasting, 2) identify the real problem and need of the client and 3) create trust that you will and can deliver, while building a relationship.

Outcome

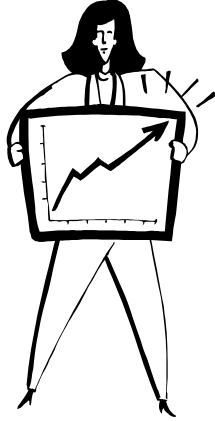
- Qualifying the lead
- Identifying whether there is a brief
- Generating new business communication
- Creating trust that you are the agency to meet their needs
- Uncovering needs that people will buy from
- Winning the brief - the new business process
- Focus on interactiveness of the process
- New business from new clients and from existing clients

Method

Using SPIN, the classic method, we show you how to identify the real needs of your clients and meet them with your solutions. With practise the methods and processes shown will become 2nd nature and will set you on the road to success.

Presentation Skills

How to develop the charismatic you!



Whether its standing up to make a point in a meeting or a more formal presentation in front of clients its important that you get your point across eloquently.

It is also important that you create an environment that wants to hear your point, and that the point in your presentation is meeting their need!

Outcome

- Create a standard template for formal client presentations
- Develop an easy confident style that puts people at ease
- Keep your audience interested
- Make sure that your body language is positive, open and engaging
- Create your presentation or point based on, and around an identified 'real need'
- Move from selling and telling to meeting needs and solving problems
- Overcome nerves and identify habits that need to be worked with

Methods

Using the classic SPIN method as a means to identify and meet the needs and creating the presentation around it

Video and play back - to work with body language, nerves, style and technique

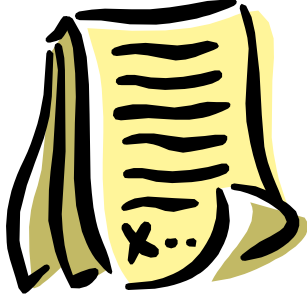
Practice group facilitation to gather and show information

Practice personal style in keeping audience interested

Working with rhythm and clarity of voice

This can be a one day basic course or a more advanced 2 day course.

Clarifying the brief/Project Management



Being clear about *what* you are going to do, *how* you are going to do it, and *when* it will be delivered – are essential steps in ensuring that any project is both good for you and good for the client.

Learn how to be effective, efficient and to build client and colleague trust in your ability to deliver.

Outcomes

- Deliver what the client really wants
- Helps the client to understand what they really want
- Avoids dissatisfaction and credit notes (unpaid for work!)
- Helps with work/life balance
- Helps to scope work for estimated cost
- Demonstrates your interest in clients needs and your wish to be of service
- Avoids stress and hassle, gives confidence, and builds trust
- Helps with prioritising - delivery on time and to budget - what was required
- People know what they are doing, for whom and by when
- Focussing on what's essential and important
- Early warning of issues

Method

Working interactively to develop:

- A template process to follow that suits you and your work
- Questioning and thinking skills to enable you to check for 'real' needs of the client and the real needs of your company.
- Listening and communication skills to work with assumptions and gaps that often occur when working on long term projects with minimal face to face contact.
- Identify all the aspects of the project and brief's life span and develop a plan

Self Leadership and Stress Management

More and more demands are placed on working lives. We are meant to be utterly flexible, able to move between half a dozen different roles – from boss, to specialist, to co-worker, to quality checker, to final deliverer. This can play havoc with all areas of our lives.

Occasionally working late and at weekends is fine. Our partners, friends and colleagues will be there for us. Work every night and every weekend – and partners, friends and colleagues have a habit of disappearing.

Becoming overworked and over-stressed only leads to disgruntled and resentful employees. Enthusiasm wanes and a kind of mechanical busy-work takes over. Finding a balance is essential. Not only to sustain a life outside work, but to maintain a sense of enthusiasm and creative energy for the work you do.

Learn to take charge of yourself so you achieve your full potential in all areas of your life that are important to you.

Outcome

- Eliminate burn out
- Be more creative
- Improve memory
- Think and work better
- Achieve things in less time
- Enjoy life more
- Protect and enhance important relationships eg. partner, friends, children and colleagues
- Be seen as someone worth promoting
- Achieve self leadership - take charge of your life
- Improve your health - reduce symptoms, such as allergies type reactions
- Laugh more and reduce stress and LIVE a little

Method

Self-Leadership is a mixture of skills. These include time management, transforming stress, communication and assertiveness, and developing leadership competencies. The workshop looks at the process of Self-Leadership and provides both theoretical input and practical exercises to increase both skills and understanding of the issues involved.

Relational Communication

Every business is in the communication business. Without clear, effective, conflict-free, trust building communication any business will find prosperity difficult to achieve. But this takes skill and the right attitudes.

Relational Communication is designed for anyone actively involved in managing or working with other people. Whether the relationship is between colleagues, customers or suppliers, Relational Communication coaches participants in practical guidelines for promoting more purposeful and effective communications.

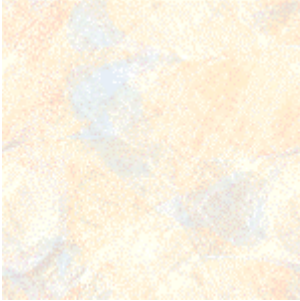
Outcomes

- Build international client relationships that inspire loyalty and trust
- Negotiate more effectively with clients and internally.
- Avoid conflict and crisis
- Improve the capacity to recover from crises and setbacks
- Create a more honest and open working environment – learning faster
- Increased emotional intelligence
- Instil co-operation as a fundamental principle

Method

Training in the core principles of relational communication followed by intensive and enjoyable practice of listening, responding and communicating in different situations. Self-diagnosis of attitudes and gaps that create problems

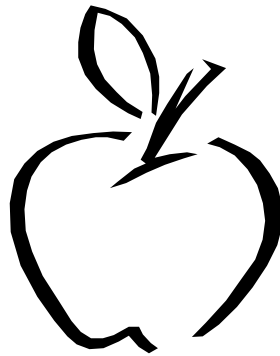
Creativity: Breaking Boundaries



At last a genuine contribution to imagination and innovation. Creativity unlocks the storehouse of personal and corporate potential. Innovative solutions transform competitive advantage and personal success. Work becomes enjoyable. Teams are revitalised, clients are delighted and business goes from strength to strength.

Outcomes

- Inspire the personal and corporate creative process
- Develop a 'toolbox' of imaginative techniques to use and practise.
- Build stronger teams through shared imaginations
- Live your way into the client's world



Method

Working together to experience how the creative process moves through thinking, feeling and doing. Then moving on using a variety of practises to introduce new creative tools and imaginative frameworks. Finally – take steps to embed this in working and organisational life.

Participants are encouraged to explore 'real-life' client issues – re-visioning them in light of the imagination – so that new perspectives, insights and value can emerge. They are also expected to take up personal practices to achieve their own goals.

