2022
LEARNING PROSPECTUS

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These are the majority of our upcoming courses, but please refer to
SeedL.com for latest additions and soon to be retiring content

Edition 2

Welcome to the SeedL2022 Learning Prospectus.

We are proud to be able to present to you, our learning offerings available during 2022.

This prospectus will provide you with a full list of our diverse, comprehensive, and informative courses, ranging from Mental Wellness to Leadership and a lot more in between! It outlines the details of all the courses and modules that SeedL offers, offering something for all levels of experience and job role.

Our aim is to give people the best possible **LIVE** virtual learning experience without having to leave the comfort of their home or office. If there was ever a time to embrace a live virtual learning experience, then it's now! Our webinars are facilitated by subject matter experts, who can bring the theory to life and our commitment to transforming the learning experience for our clients is at the heart of everything that we do.

Enjoy browsing, and when you find modules that best suit your needs, don't hesitate to sign up. We guarantee you will receive a very warm welcome in our virtual classrooms!

Thank you and happy reading!

BUSINESS ESSENTIALS

These courses focus on important topics that help us understand how to operate professionally in the working environment. From Compliance to Project Management and Microsoft Office. Join these courses to increase your awareness, gain knowledge and improve your overall understanding of these three important subject matters.

Course: **Compliance**

The importance of compliance in the workplace cannot be underestimated. We break compliance down into four distinct areas, GDPR, Anti-money laundering, Anti-bribery, and Corruption and Bullying and Harassment. We highlight the legislation that impacts your business, your roles, and responsibilities to comply, what to look for when reviewing processes and procedures and makes you aware of the measures to put in place to ensure compliance.

GDPR

Gain an understanding of the aims of GDPR and potential penalties for infringements. We give an overview of the seven key principles involved followed by processing, consent, and subject rights. Lastly you will learn about the relationship between data controller and processor and their obligations and potential repercussions of Brexit.

Cyber Essentials

Discover current global trends in cyber-attacks and how to recognise them, learn of their potential impact and simple measures to put in place to combat them, such as generating strong passwords, keeping firewalls and anti-viral software up-to-date and the related policies and procedures to implement to minimise vulnerabilities.

Covid Compliance

The course explains the risks associated with Covid 19, methods of infection prevention and control and how to use, store and dispose of Personal Protective Equipment for staff to better protect themselves, colleagues, and visitors in the workplace.
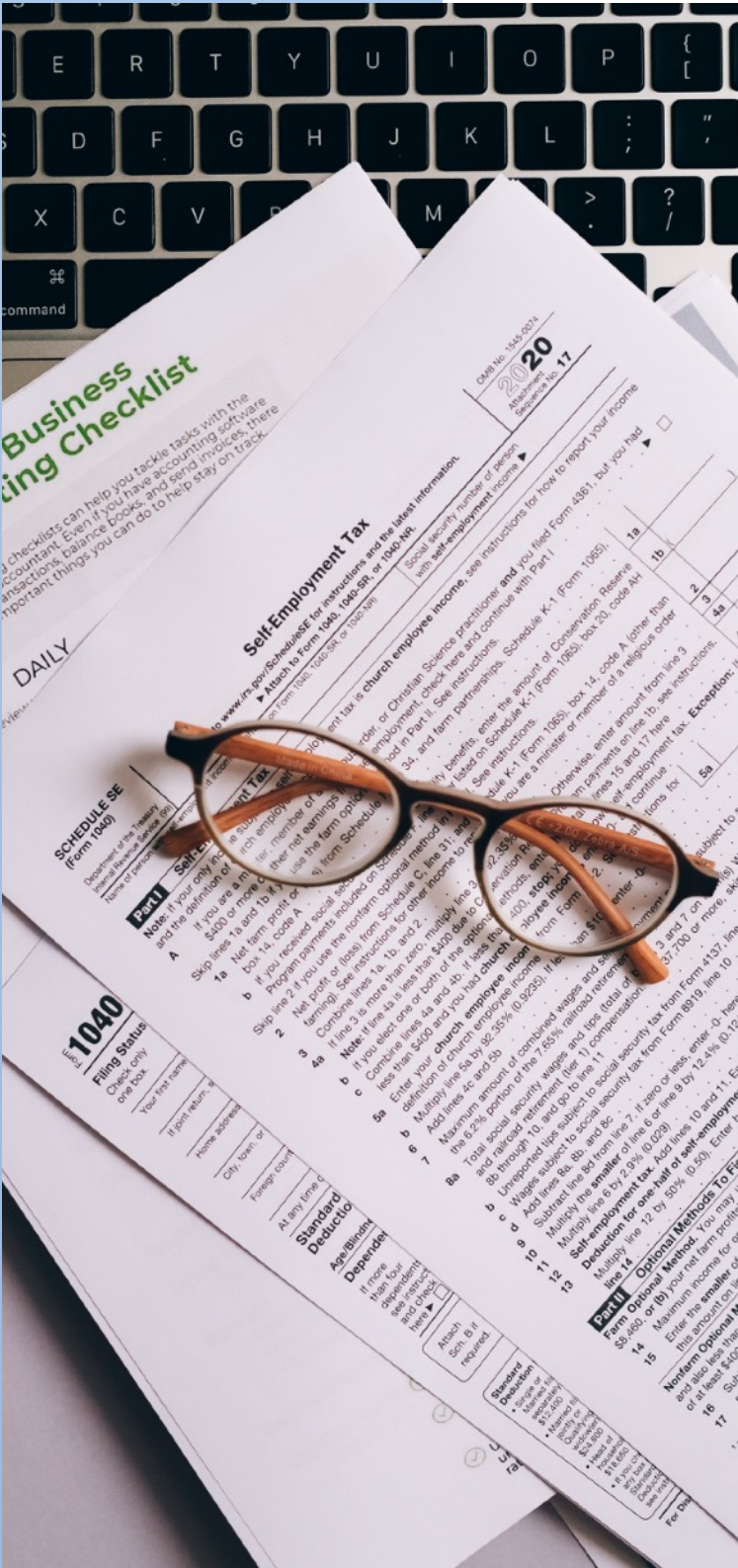
Bullying & Harassment

Learn the difference between bullying & harassment, how to recognise them and the specific laws that apply to each. We look at the detrimental impact of these issues, how to create policies which empower workers to report bullying and harassment problems and enable employers and managers to proactively tackle both.

Anti-Money Laundering

It is estimated that money laundering by criminals and terrorists costs the UK more than £100 billion a year – take this course to learn the concepts of money-laundering, its impact, how to spot suspicious activity and steps to take to comply with the related UK and EU legislation. The course is suitable for those both in and out of the Financial sector.

Preventing Bribery and Corruption

Corruption globally amounts to over $1 trillion a year. Learn the impact of bribery and corruption, the four key offences under the Bribery Act, how to recognise bribery, the penalties involved, and the six principles recommended by the Act to prevent it.

Course   Project Management

Project management requires a myriad of essential skills: the modules in this course provide a deep dive for attendees to hone their skills in a particular area relating to project management.

Building a Solid Business Case

This module will give you a clear understanding of what information you need to gather, the tools and structure to write a concise, persuasive, and successful business case to get your project off the ground.

Risk Management

Projects fail for a whole host of reasons: but you can set yours up for success by knowing how to identify, analyse and manage risks timely and effectively. This module will explore all potential sources of risk, and ideas for documenting your risk analysis and management strategy.

Engaging Stakeholders

Stakeholder engagement is just one step in the process of stakeholder management. This session explores what it means to be "engaged" and how we can determine the level and type of communication and considerations each of our stakeholders require.

Scheduling and Forecasting

The ability to remain flexible always is a key characteristic of successful project managers. But how can we balance flexibility with developing credible time estimates for future tasks? And how can we present and communicate these to our project team?

Cost Management – Estimating, Budgeting and Controlling Costs Within a Project

Projects are only deemed a complete success if they are delivered on budget, so project managers must ensure that costs do not spiral. Explore key considerations when planning and managing your budget.

Course   Project Management Fundamentals

An introduction to project management for those without any formal project management training, or those wishing to refresh their knowledge. Delivered by a former Army Officer, using military planning tools to highlight key planning considerations. Each module builds on the first, exploring each phase of the project life cycle.

Project Management for Non-Project Managers

We've all heard the term "planned with military precision" and this session will give those with no formal project management training a basic project management aide-memoire based on the British Army's planning process. Delivered by a former serving Officer, it is also suitable for those who wish to refresh or expand their current knowledge and skills-base.

Effective Communication for Project Managers

This session will build on the first: now we have the tools to create a solid project plan, how do we maintain "command and control" during the project execute phase, in an increasingly dispersed work environment?

Reasons Why Good Projects Fail

An in-depth analysis of common mistakes and oversights made by project managers. This module will get you to think about your own strengths and weakness so you can de-risk your own project management processes.

Recovering a Failing Project

Scope creep, over-allocated resources, a break-down in communication: these are just three of the top reasons why projects fail. This module will give you steps to identify the cause of your project's decline, and what you can do to change the situation.

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In today's world, we rely heavily on the use of technology to communicate, share information, create, and analyse data and create documents. Office 365 is a powerful, convenient cross platform suite with Word, Excel, PowerPoint training sessions. Designed to ensure you learn how to use these platforms efficiently and effectively and with confidence.

Excel: Hints and Tips Part 1

This is a 5-part series however session don't need to be completed in succession, users can dip in and out. This one-hour session covers some popular hints and tips for all users of Microsoft Excel including inserting the date and time, inserting a chart, formatting shortcuts, and incrementing values. Suitable for any level of user, no previous experience required.

Excel: Hints and Tips Part 2

This is a 5-part series however sessions don't need to be completed in succession, users can dip in and out. This one-hour session covers some more popular hints and tips for all users of Microsoft Excel, automatically totalling multiple columns and rows, selecting blocks of data – and identifying missing data, adding Conditional Formatting, creating a Custom List and inserting a Named Range. Suitable for any level of user, no previous experience required.

Excel: Hints and Tips Part 3

This is a 5-part series however sessions don't need to be competed in succession, users can dip in and out. This one-hour session covers some more hints and tips for all users of Microsoft Excel including A Smart alternative to SUM, Identifying Duplicates, creating a Drop-Down List and Automatically updating totals when data changes. Suitable for any level of user, no previous experience required.

Excel: Hints and Tips Part 4

This is a 5-part series however sessions don't need to be competed in succession, users can dip in and out. This one-hour session covers some more hints and tips for all users of Microsoft Excel including Applying Layout changes to several sheets at once, Personalising the QAT, Setting and clearing a Print Area, and Creating a Heat Map. Suitable for any level of user, no previous experience required.

Excel: Hints and Tips Part 5

This is a 5-part series however sessions don't need to be competed in succession, users can dip in and out. This one-hour session covers some hints and tips for all users of Microsoft Excel including Conditional Formatting, creating a "Weighted average", and using Advanced Filters. Suitable for any level of user, no previous experience required.

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Filters, Sorting, Including Advanced Filters

This one-hour session explores fundamental Excel skills that every user should benefit from including sorting on multiple fields, changing sorted order, filtering by text, number and wildcard, using Advanced Filter to set a criteria range, add Boolean logic and identify unmatched records. Intermediate level.

Charts Part 1

One of the most used features of Excel is the ability to visualise data with charts, and this session focusses on the types of charts, how to Insert a chart, values over time/comparison, market share/distribution, correlation and data labels. Introduction level.

Charts Part 2

This one-hour session continues the discussion of charts made in part 1 and covers plotting on a second axis, adding trendlines, forecasting with charts and dynamic charts – the old way and today's method! Introduction level.

Formulas Refresher

This one-hour session is an essential for any Excel user that has never had formal training or is a bit rusty! In it we cover some basics like simple calculations, the order of calculation, absolute references, named ranges, outlining and if time allows VLOOKUP. Introduction level.

Pivot Tables from Scratch

Pivot Tables are one of the most revered – and feared – elements Of Excel. In this one-hour session we explode some of the myths of creating a Pivot Table and cover preparing the data, inserting a Pivot Table, data analysis, grouping and customising the Pivot Table (including adding Slicers). Intermediate level.

Auditing Error Handling & Protection

Auditing tools allow users to problem solve formulas and ensure accuracy and error handling is an essential skill for anyone performing calculations in Excel. This one-hour session examines both and explores the many levels of protection that can be applied, something that is more important now than ever. Introduction level, no experience required.

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Data Consolidation

If your role involves combining sets of data that span several periods of time, it can be tricky if they are laid out and formatted differently. This is where Excel's Data Consolidation tools are useful, and in this session, we look at several options for consolidating data by position, by category, by formula and for Microsoft 365 users, by using Power Query.

Data Tables Sensitivity Analysis

Sensitivity analysis is a process by which different results can be predicted according to several variables. This is an important stage in making informed business decisions, and in this one-hour session we look at using a Data Table with one and two variables and adding dynamic visualisation with a heat map. Introduction level, no experience required.

Date and Time Functions

Excel has many functions dedicated to dates and times, for example to "date stamp" an invoice or identify the number of days holiday entitlement a colleague is due. In this one-hour session we will explore some of these including DAY, MONTH, YEAR, EOMONTH, DATEVALUE, WEEKDAY and NETWORKDAY. Practice files are included, suitable for any level.

Excel Tables

Because of Excel's tabular format a lot of people believe that they are already familiar with tables, but they were only introduced in Excel 2010 – prior to this a crude version existed as a List. Excel Tables use a new type of cell referencing, called Structured Referencing, and have a lot of amazing new features, one of the main benefits being that their dynamic behaviour allows the data to grow over time. In this one-hour session we look at tables and structured referencing in detail. Introduction level, no experience necessary.

Logical Functions

Logical functions in Excel allow you to have the program make decisions based on criteria you specify. A simple example could be to calculate a discount based on the amount a customer spends, but it can become a lot more sophisticated than that. In this one-hour session we examine IF, SUMIF, SUMIFS, COUNTIF, AVERAGEIF, AND and OR and combinations of these in an easy-to-understand way. Introduction level, no experience required.

Lookup Functions

Every Excel user knows that VLOOKUP is a tricky function to manage, but there are alternatives few people are aware of. This session will explore the other lookup functions on offer including HLOOKUP, INDEX, MATCH and for Microsoft 365 users XLOOKUP. We look at the pros and cons of each so that you can confidently use the right one for your circumstances. Intermediate level.

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Visualising Data

In this session we discover how a simple Pivot Table and Chart can be graphically filtered to show your best performers over time, how a set of data that includes geographical information can be mapped and filtered and how data can be plotted on a globe! Intermediate level.

Pivots Tables Extending and Customising

In this one-hour session we continue our exploration of Pivot Tables, and cover Expanding Pivot Table functionality, adding a Calculated Field, Show Values As, creating multiple Pivot Tables from one dataset and an introduction to Pivot Charts. Intermediate level.

Expanding a Pivot Table

In the final Pivot Tables session, we conclude our training on this subject by discovering how the same field can display different outcomes, adding a running total, adding a "Difference from" field, Adding Grouping and using "normalisation" to eliminate duplicates. Intermediate level.

Text Functions

Excel has a number of functions specific to text rather than numbers. In this one-hour session we look at some of these, including LEFT, MID, RIGHT and combinations thereof in order to generate unique values that could be used for many purposes. Typical examples could include budget codes, usernames, passwords, or unique identifiers for records in a table. Introduction level, no experience required.

Whatif Analysis

Excel has a number of tools that allow predictions to be made depending on several variables. This can be very useful as a means of making informed business decisions, for example how much prices need to rise by to return a certain level of profit, or which combination of products will give the optimum return. This one-hour session examines Goal Seek, Scenarios and Solver – all part of the What If analysis toolset. Intermediate level.

Course   PowerPoint

In today's world, we rely heavily on the use of technology to communicate, share information, create, and analyse data and create documents. Office 365 is a powerful, convenient cross-platform productivity suite with Word, Excel, PowerPoint training sessions. Designed to ensure you learn how to use these platforms efficiently and effectively and with confidence.

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PowerPoint 1 - Create a PowerPoint Presentation from Next to Nothing

Tips and Techniques on how to use the functionalities of PowerPoint to create a presentation.

PowerPoint 2 - Hints and Tips

PowerPoint is in use everywhere in business, but few people have been trained in its use. In this session we look at some of the rarer features of the software including the re-use slides feature, converting a bullet list into a SmartArt graphic, and formatting a chart. In addition, we look at the amazing range of images and illustrations now available and add an individual touch with icons. Introduction level, no experience required.

Course   General

This course has been written with business skills in mind, a variety of modules to suit different needs, with useful knowledge to add to your toolkit. Utilise key hints, tips, and techniques to ensure you can be productive in your role.

Managing Time Effectively
Time is our biggest enemy, but we all know we cannot get time back. This session will help you understand how to better manage your time by using tools and techniques to help you become more productive and efficient when managing your workload. You will be able to focus on delivering excellence to your client and keep a structured effective workplan, achieve deadlines and service clients in a timely manner.

Working Remotely
Remote working has many benefits, but also has its challenges. How can you enjoy the extra time that you would be commuting whilst still having a productive work environment, build relationships and advance in your career?

Self-Confidence and Motivation
Explore how to become a confident individual and how this aids in the long term success of your career. Tips and ideas to help you build your confidence and energy within the workplace.

Preparing for a Job Interview
How can you put yourself in the best possible position to get the job? If you want to increase your confidence, this session will give you techniques to help you prepare, tackle those tricky interview questions and leave a lasting impression that they will remember.

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SALES

This category is split into 3 courses and each course is designed for an audience with different levels of experience from the beginning of your sales career to exploring topics for the more experienced.

Course   **Understanding Sales Essentials**

This course is designed to meet the needs of those who are at the beginning of their sales career and want to learn effective ways to approach clients and manage the relationship. Understand what a sales process is and how it can aid the client journey.

Effective Questioning Techniques to Understand the Customer's Needs

Simply selling a product without understanding your client's needs will often lead to buyer's remorse. This session not only shows you how to build a set of questions to understand your prospect's needs; it equips salespeople with stronger methods of helping your clients understand value in their problems; facilitating your ability to connect your solutions to their needs.

Objection Handling

Objection Handling is a fundamental of any sales process. In this session learn and understand the key techniques to help achieve the best results with your clients.

Human Buying Psychology

Understand the buying process and what motivates people to buy. This will help you better understand how we engage with clients and prospects. This session helps you and I understand the mental thought process we go through before deciding to buy.

Introduction and How to Credential Yourself with Clients

First impressions count, especially when you want to win business. How you come across to your clients for the first time can make or break the relationship. This session talks about how to approach your clients at the start of your meetings and how to give a positive impression to ensure they want to do business with you.

Solution Selling

This session will focus on how to match your clients' identified needs with the right solution for the client. Telling a story using Features Advantages and Benefits as well as helping you to understand the importance of Consultative selling.

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Planning and Research

Planning and Research can really help you build your confidence before you approach your client or interact with a prospect for the first time. This session explores methods to help you plan and research effectively and give you the best chance of success.

Creating Opportunities and Prospecting

Are you keen to add new value to your clients? To learn more about how to uncover assumptions to create opportunities. This session looks at how to create new opportunities in a changing world.

Cold Calling

Picking up the phone, whether to talk to a new point of contact in your client organisation, or, contact prospects who have never engaged with you before; this session gives a structure to prepare and deliver a solid first impression cold call. Whether calling from a data list, or your initial contact following sourcing a connection from networking; the structure has been tried and tested across multiple sectors to get results.

Social Media Marketing

With the landscape of social media channels growing, whilst user experience habits are changing, how do we grow our social media presence, which in turn, translates to clicks? This session looks at the importance of getting your profile right, the value of conversations on social media and hashtags, driving traffic from channels to build your social presence, creating targeted adverts, driving 'call to action' sales on social media, different types of posts and their likely engagement (video vs photo vs text), tricks to avoid and varying your approach per social network. The informative session offers a chance to rethink your time spent on social media to generate business.

Marketing Your Business

With so much choice on marketing your business, from social media to fliers; print advertising to radio - how do we pick the right plan for our business to grow? This course takes a look at ROI (return on investment) in advertising and helps to understand the differences between stimulative and directive advertising. The Programme also gives thought on ways to health check your existing marketing strategy. Is it attracting the right audience? What is the outcome you anticipate for each advertising medium? Is it footfall? Leads or sales? Designed for any type of independent business who's looking to grow their business or brand awareness.

Course   **Enhancing Sales Essentials**

This course supports those who are looking to understand more about the sales process, the steps within the process and building on the skills already acquired. Refresh, improve enhance and sharpen the saw. Giving sales professionals the best chance of target success.

Challenger Sales Methodology

The Challenger sales model and methodology is built around a sales process that focuses on teaching, tailoring, and taking control of a sales experience. This session shares theory and examples to help you understand how to adopt this method of selling and help the customer step out of his comfort zone

Proving Value to Your Customers

Ever heard the phrase 'don't take my word for it', how can you deliver this to your prospects and renewal clients? This session explores ways you can demonstrate the value your solution offers; we also give some nuances and ideas based on you in the audience telling us the sectors you represent.

Pricing & ROI

How do we demonstrate the value of our offering is better than either doing nothing, or that of our competition? This session gives useful tools to both transaction sellers and large value sales processes. Helping you to position the price and demonstrate value through ROI and product value.

Closing Techniques

This session is 1 minute long. Closing is easy – just ask for the business... but the remaining 59 minutes is spent on the build up to that moment. Often closing is many sales colleagues biggest fear, but this session looks at 'why' and how to make sure it's the most natural (and anticipated part) of the sale for both you and the client. We also look at the why's of the 'no' to help you prevent it moving forward.

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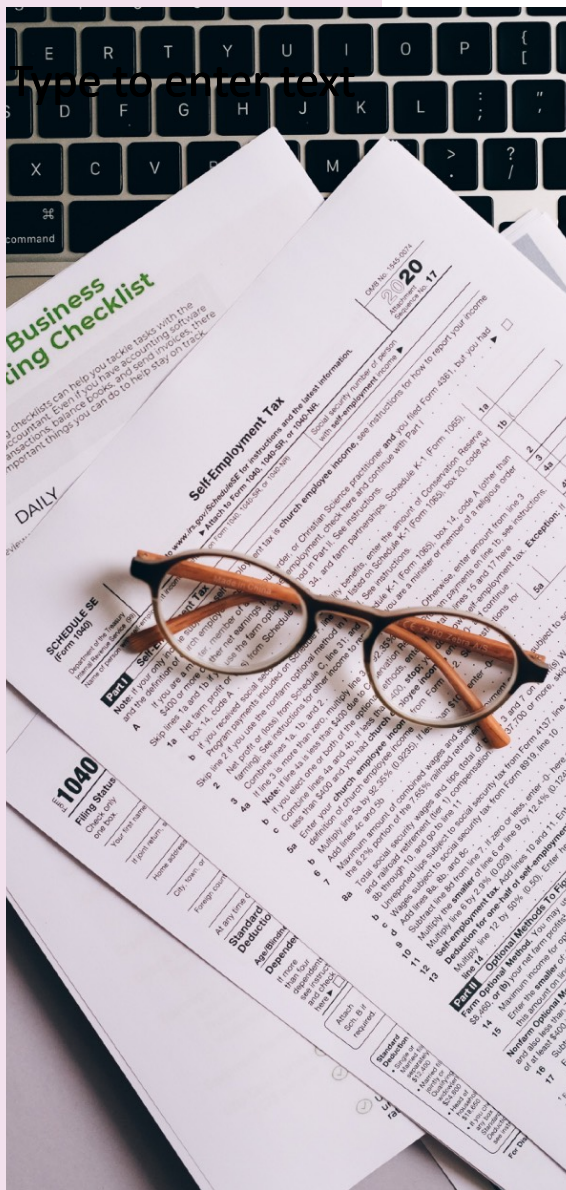
Negotiation Techniques

Why is negotiation so important? How can we effectively negotiate and get our point across in a succinct manner? How can we encourage people to come around to our way of thinking? This session will explore ways to help you be stronger and more effective negotiators both with your colleagues and external clients.

Handling Renewal Accounts

If only our customers could be for life! But the reality is, since the moment your prospect turned in to a paying client, their assessment of your value (maybe subconsciously) has been ongoing. How do we prepare for these meetings? What should we do in advance with the clients? This session looks at all these elements giving you confidence to talk to these clients 'prepared' for all potential outcomes.

Cross Selling and Up Selling

The objective of cross-selling can be to either increase the income derived from the client or to protect the relationship with the client or clients. The approach to the process of cross-selling can be varied – join this session to learn ways of how to ask questions and learn more about the client's needs and goals to expand their scope and identify white space opportunity.

How to Identify Your Decision Makers

This session looks at methods to subtly qualify your decision maker to either genuinely be the 'sole yes person' or an influencer amongst a wider group. If the latter, we demonstrate how we move the process. forward and empowering your influencer to become a better cheer leader for your solution or business, categorising your points of contact to focus your approaches.

Course

Mastering Sales Essentials

How do you sell effectively and confidently when the deal is large and complex? This course will help you understand what to consider, how to plan and how to approach the client with confidence.

Dealing with Large Complex Deals

This session will give you an overview of how to approach and plan for a large, more complex deal. A complex sale involves multiple stakeholders, a longer sales cycle, and a high degree of perceived risk on the part of the buyer. There are likely to be several other factors in the complex sales process. Join to learn more.

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CUSTOMER EXCELLENCE

Exceptional Customer Service can build customer loyalty, reduce complaints, and define your reputation in the industry. These modules help client facing employees put the client at the heart of everything. Client centricity at its best. This category is split between 3 courses, and each course is designed for an audience with different levels of experience from the beginning of your customer service career to managing more advanced, strategic relationships.

Course   Customer Operational Excellence

This course is designed for individuals that work in a reactive business environment, responding to incoming requests and queries. This course will help you develop strong client service skills, demonstrating service excellence through every interaction, focussing on excellent communication skills to ensure a first-rate service.

Delivering Customer Service Excellence

How do we put the needs and requirements of a client first, ahead of anything and everything else? Helping you deliver excellence to all your clients, all the time.

Managing and Meeting Customers' Expectations

Do you feel as if you are not always getting the best results out of your conversations with your clients? Do you have beliefs that might be standing in the way of your own success? This session will help you understand what clients are expecting from their service rep and how we can go above and beyond to improve the relationships with our clients and deliver Client Excellence.

Adapting Your Customer Service Skills to a Remote Environment

During this webinar you will explore ideas of how to adapt your current customer service skills to an increasingly remote world to ensure a consistently high level of customer service excellence.

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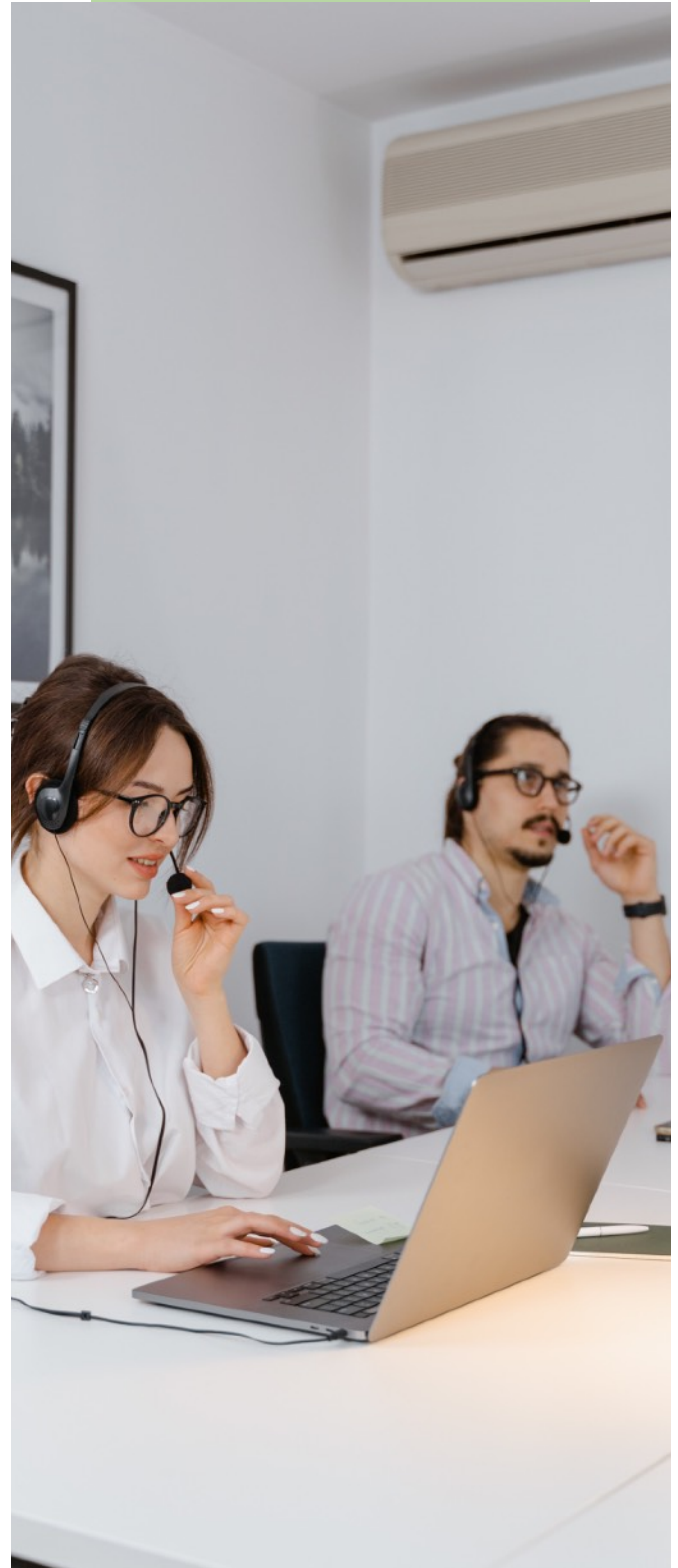
Dealing with Challenging Customers

During this topic, we will explore how to deal with angry or difficult clients, highlighting specific tips and techniques that you can use to help smooth the client relationship, help solve their problem and demonstrate how to put the client first in a challenging situation.

Delivering an Exceptional Customer Service for Internal Stakeholders

Providing an exceptional service for stakeholders within our organisations is imperative for the smooth running of departments and companies. Explore various skills to ensure we maintain this high level of service for our internal stakeholders.

Course   **Customer Delivery Excellence**

Satisfied customers might recommend your company, product, or service to a colleague, leading to new business but how do we give ourselves the best opportunity for this to happen? This course will focus on how to build strong and positive client relationships, through collaboration and trust. You will learn how to identify client needs, deliver value, and make a positive difference to your client's business.
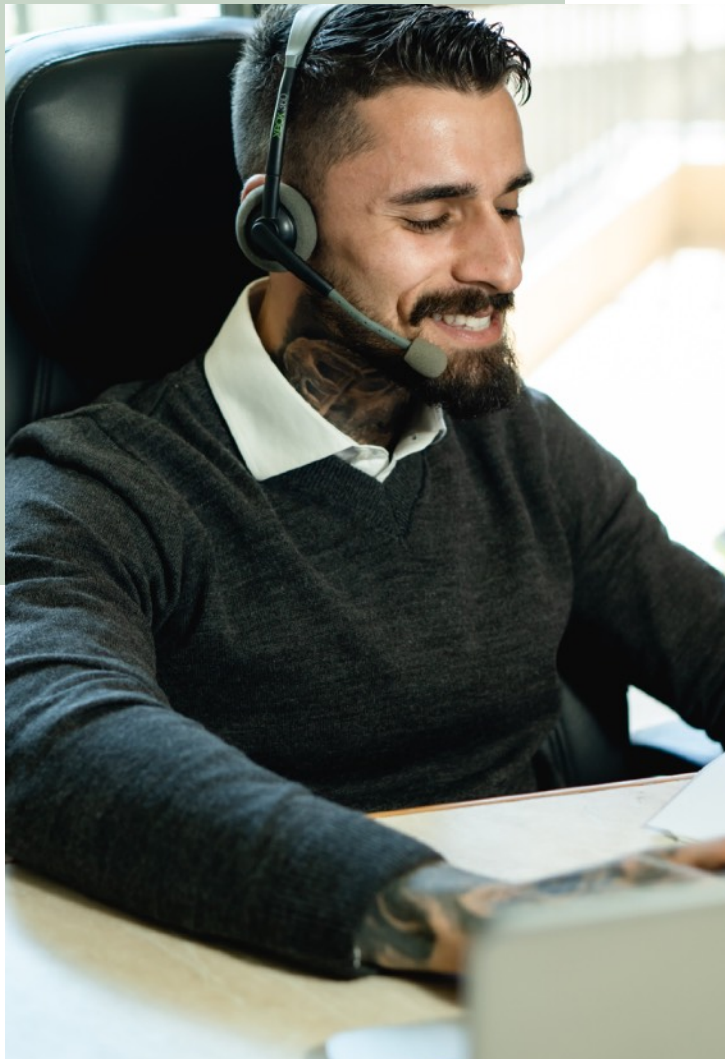
Putting Yourself in the Customer's Shoes

This session focuses on how to see things from a client's perspective. It's important to continually demonstrate that you are thinking about them, by solving their problems and communicating in simple, thoughtful ways.

Understanding Style Awareness and Managing Personalities

To gain trust, rapport and develop strong client relationships. Helping you put clients first with each interaction and demonstrating client excellence through relationship building. To better understand your own personality traits and that of others and help you build collaborative and positive relationships within the workplace.

Understanding Needs to Deliver Value

This session explores the importance of understanding the client's needs and how to use this information to deliver value and credibility which in turn builds trust.

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How to Build Rapport and Trust in Relationships

Trust is a foundation of everything we do. But how do we build that trust among the teams, between the clients and people surrounding us? If the trust is broken, what's the impact? Join this session for some great tips on how to build trust and establish rapport.

Effective Customer Meetings

A meeting can be highly productive, or a waste of valuable time. Gain the confidence and skills to plan and host an effective meeting.

Course
Customer Strategic Excellence

This course is designed for individuals who want to develop a strategic partnership with client contacts. An equal relationship, focused on understanding the clients priorities so they can advise solutions. How to be the trusted advisor your client is hoping for.

The 5 Whys and Understanding How to Problem Solve

This session focuses on effective problem solving, understanding how to identify the root cause of a problem. It will also determine the relationship between different root causes of a problem. It is particularly useful when problems involve human factors or interactions.

Understanding the Human Buying Psychology

This session sounds a little random but underpins so much of how we engage with clients and prospects. This session helps you and I understand the mental thought process we go through before deciding to buy. This interactive and practical session allows you to then see how aligned your steps of your sales process are. Delivered by a certified trainer with a credible track record in sales.

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Client Complaint Resolution

Do you often feel unsure how to resolve client complaints, wondering which way to turn and what to do, as well as make sure you deliver client satisfaction? Join this training to learn more.

Delivering a Superior After Sales Experience

One of the best ways to define superior customer service is to understand that you must go above and beyond your customer expectations during each interaction. We work hard to win clients, but we should work just as hard to keep clients as a satisfied customer is a repeat customer. This session explores how to deliver after sales excellence, including best practice and top tips to ensure your client stays with you.

Stakeholder Management

The stakeholder management process is critical as it is the lifeline to effective business relationships. Each stakeholder is unique, and has different needs and wants, as well as different corporate goals and strategy. Appreciate how you can identify all these needs and adopt techniques that ensure each relationship is healthy and productive.

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LEADERSHIP

Good leaders set direction, build an inspiring vision, and create something new. Leadership is about mapping out where you need to go to "win" as a team or an organization; and it is dynamic, exciting, and inspiring. These courses will help you understand how to be an inspiring leader, how to coach, how to manage performance, and how to lead from the front. While leaders set the direction, they must also use management skills to guide their people to the right destination, in a smooth and efficient way.

Course   **Potential Managers**

Designed for non-managers and junior managers: this course covers the key skills required for management roles and gives attendees a framework to apply these in the workplace. Modules will facilitate discussions and use case studies so that attendees can explore their own leadership styles and identify their strengths and areas for development.

Introduction to Management and Leadership

Often used synonymously, management and leadership require many different qualities. This session will explore these, before giving you a framework to identify your personal barriers to being an effective manager and leader.

Transitioning to a Leader

Making the transition from "teammate" to leader, managing others and yourself. This topic explores how to set the standards and boundaries to optimise talent in your team.

Leading by Example

Living the values of your organisation: this session looks at how to lead by example; by taking responsibility for yourself and understanding the importance of being self-aware.

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Delegation Skills

For a new manager, the stresses and responsibilities can seem overwhelming. How can you balance the need for oversight, without stifling creativity and collaboration? Learn how to accept ''delegating until you feel uncomfortable'' and avoid micromanagement.

How to Conduct an Effective Interview

Conducting formal discussions and interviews are a key part of a manager's job: whether you are communicating with prospective employees or current ones; this session will explore how to make your interviews productive and relevant.

How to be a Motivational and Inspiring Leader

Managing a team is no easy task. Managers can either inspire their teams and help them reach their goals or crush their morale, which leads to a decrease in your company's profitability. Join this session to understand how to motivate and inspire your team to success and work towards building a highly effective and target achieving team.

Course   Leadership Essentials

Are you a leader of people who wants to understand how to build a high performing and professional team? Do you want to know how to motivate and inspire to help your employees reach their full potential? These courses are designed to give you the knowledge, techniques, and skills to be a successful, proficient, and successful leader of people.

Virtual Leadership

In this module, we look at engagement and productivity. We will discuss and interact on the close connection between high engagement and high productivity. We will give you ideas on how you can create a 'remote working culture' and measure results not the process.

Managing Hybrid Teams

In a more agile working world, leading a team of people is now easier given the access to technology. But how do you lead a hybrid team? The session looks at ways to engage a mix of in person and remote people, promoting a common understanding of ways to work and a flexible hybrid culture. With performance in a hybrid world more complex, this session equips you with some practical takeaways to make the most of in person and remote periods for your team.

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Building High Flying Teams with the Skill/Will Matrix – Part 1

Thinking about your people and how you communicate with them isn't always consistent. Equally, we all strive as managers to have a high skill, high will team. How do we get them there? How do we communicate with each direct if they sit somewhere 'not' in high skill, high will. This session focuses on your High Will people.

Building High Flying Teams with the Skill/Will Matrix – Part 2

Thinking about your people and how you communicate with them isn't always consistent. Equally, we all strive as managers to have a high skill, high will team. How do we get them there? How do we communicate with each direct if they sit somewhere 'not' in high skill, high will. This session focuses on your Low Will people.

Managing Your Business and People

Being a great leader, is doing what's right for the business and its people. During this session we explore the need of balancing the two. How do we manage objectives, using tasks and measuring the outcomes, without micromanaging? How do we manage the outcome and not the process, creating a sense of trust? Simple takeaways will allow you to check your own readiness for an 'OTO' world.

Conversation Styles – Part 1

Learn about the power of dynamic conversation and its impact on learning, development, and productivity. Gain an understanding of how to use person-to-person conversation to build peak performance based on advanced listening skills and storytelling. Learn how to add stories to the conversation to be more persuasive, and influential in inspiring action within your team.

Conversation Styles – Part 2

Learn about the power of dynamic conversation and its impact on learning, development, and productivity. Gain an understanding of how to use person-to-person conversation to build peak performance based on advanced listening skills and storytelling. Learn how to add stories to the conversation to be more persuasive, and influential in inspiring action within your team.

SEED

Dealing with and Managing Change

Managing a team is no easy task. Managers can either inspire their teams and help them reach their goals or crush their morale, which leads to a decrease in your company's profitability. Join this session to understand how to motivate and inspire your team to success and work towards building a highly effective and target achieving team.

Mentoring

In this programme we introduce four types of mentoring and cover the essential value they bring to the direct report, the organisation and in many cases the mentor themselves. You will learn about overcoming barriers to developmental mentoring, how to become a good mentor and mentee and explore the mentoring relationship process.

Mindset in Leadership

It's not just about the skills and abilities that make us successful at work it's about whether we are turning up with a fixed or dynamic mindset that really counts. We look at both mindsets and explore the impact they have on leaders and teams that want to learn perform and develop. We offer several ideas and approaches that will transform business thinking and decisions.

Building Trust

In this webinar we look at the four C checklist necessary to build a high trust team. How to fix broken trust, build winning relationships and strong collaboration between team members. You will learn how to make trust a core component of your team, building improved processes whilst driving individual and team performance.

Managing Time & Learning How to Delegate Effectively

As a leader, learning how to delegate can be really beneficial, but it's not always easy. This session explores how and why to delegate as well as share techniques on how to manage your time effectively.

SEEDL

Coaching Your People – Part 1

Managing and leading your best, most capable talent; requires skills. Not only to maintain engagement of those performers, but to help them feel their thinking is valued, and they can 'think' for themselves. This 2-part module takes a deep dive in to the art (and science!) of Coaching and the transformation it can have on your best people. In this part, we show you a model to use and give you some takeaways to try on your high performers as a starting point.

Coaching Your People – Part 2

Managing and leading your best, most capable talent; requires skills. Not only to maintain engagement of those performers, but to help them feel their thinking is valued, and they can 'think' for themselves. This 2-part module takes a deep dive in to the art (and science!) of Coaching and the transformation it can have on your best people. In this part you witness a LIVE coaching demonstration, where you then get to give feedback about what you notice happens happens to the coachee / coach. We also give you some 'rules and tools' to takeaway and practice.

Course   Leading a Sales Team

Leading a Sales Team requires a certain skillset. This course is designed to help you understand the processes, and techniques and skills to enable you to lead by example, with confidence and to inspire your team to achieve target success.

Succession Planning

Succession planning focuses on identifying and growing talent to fill leadership and business-critical positions in the future. This session will focus on how to approach succession planning and how to identify potential leaders of the future.

Running an Effective Team Meeting

When and how to run an effective and productive team meeting. This session is full of ideas to help you deliver a positive and motivational team meeting.

Course   Performance Management

This course has been designed to help you understand how to guide and develop your employees, increase appraisal participation, and discover and develop talent within your organisation. Performance management and review is a vital management tool that has significant influence over careers and work lives. It links organisational strategy to individual work efforts. Join these sessions to learn more.

Coaching to Improve Sales Performance

This session explores how to use the GROW coaching method to manage and improve your team's sales performance.

SEEDL

Continuous Performance Management

The annual performance review is fast becoming a thing of the past: who wants to discuss work they did months ago?! Identify how you can effectively use continuous performance management to give accurate and timely feedback to boost employee engagement and increase productivity.

Objectives & Reviews

It's the meetings that managers statistically seem to hate the most, yet it should be something to be embraced by manager and direct report. This module helps you prepare for a meeting, support your direct report's readiness, and handle an objective review. This is also your opportunity to have a career conversation with your team members, to understand their aspirations and engagement better.

Communication & Performance Management

Equality is not treating everyone the same: it is treating everyone fairly. This module is designed specifically for managers: how to performance manage and communicate with employees to enable them to reach their full potential

One to One Performance Reviews

Managing sales performance on a regular basis helps you stay on track of the pipeline, the sales, the challenges and how your employee feels. This is a great session to join if you want to learn how to conduct a successful and structured one to one performance meeting.

Personal Development Plan

A PDP is a tool to enable individuals to improve their performance and reach their full potential at each stage of their career. Identify how to create a meaningful PDP and how you can use it to help to build the road that will get you to where you want to go.

Managing Under Performance

When employees underperform, a business can't operate at its full capabilities. A business can't sustain itself if the employees it pays aren't doing their part to help the business function as planned. The level of service drops. Customers and clients look elsewhere for better service and then, your revenue falls. It's up to you, the leader, to act on poor performance when you're aware of it before it goes too far. This session will help you understand how to approach conversations and the process involved.

MENTAL WELLNESS
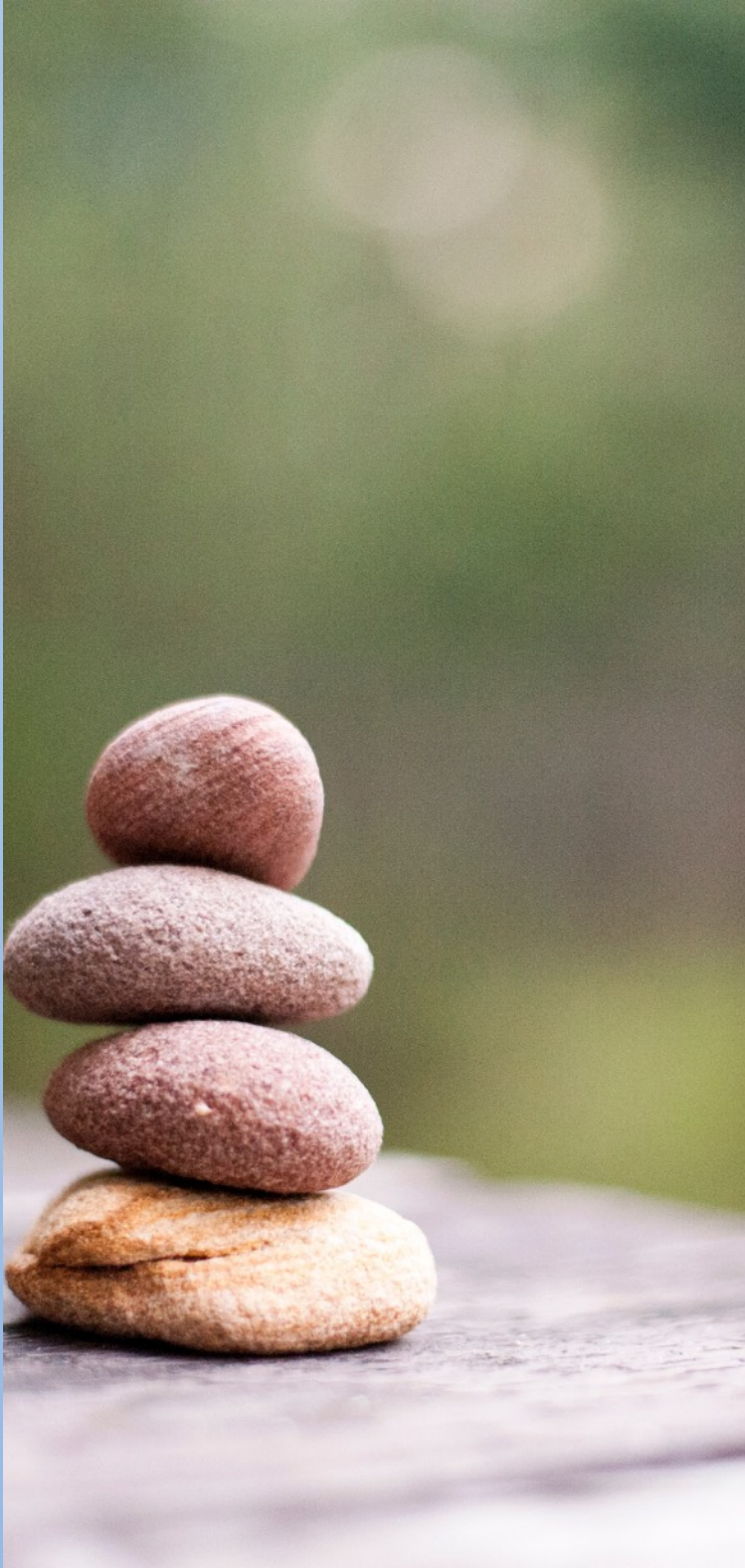
In a world where life seems constantly busy, often stressful, it can be, at times, hard to navigate your way through the days and weeks without feeling as though you have the weight of the world on your shoulders. Work life balance, can be hard to achieve, finding time to relax even harder. These courses are designed to give you tips and techniques to help you cope effectively with stressful and challenging situations.

Course   **Protecting Your Mental Wellbeing**

It is the current buzzword: but what is mental health? What are the signs and symptoms of common mental health problems? And how can we protect our good mental health to keep performing at work?

Myth-busting: Understanding Common Mental Health Problems

Would you be able to recognise the signs and symptoms if you or one of your co-workers was suffering with a mental health condition? This module covers the most prevalent mental health conditions experienced by employees.

How to Look After Your Mental Health

Building on the previous module, now that you understand common mental health problems, learn how to safeguard your mental health. Change your perspective and be comfortable knowing where and when to seek help, should you ever need to.

Sleep and Relaxation

You need to relax more: if it were as easy as that none of us would be stressed! Understand why a lack of sleep and relaxation is so detrimental to our health and explore ways to sleep better and build relaxation into your day.

SEED L

Establishing a Healthy Work life Balance

The pressure of an increasingly demanding work culture is a big challenge to society's mental health. Trying to achieve a healthy balance can seem like a constant battle. Join this 1-hour session to understand how to better manage your workload, your time and feel in control and content in both important areas.

Mental Health First Aid

With mental wellness becoming a focused issue in a post pandemic world, this course will equip you with the knowledge to identify those who require mental health support and the confidence to offer assistance when required. We take extra focus on the impact COVID-19 has had on people's mental wellbeing. This course also provides a perspective on the role in business in supporting wellbeing in the workplace. Finally, we provide practical skills to spot triggers and signs of mental health issues.

Course   Stress Management

With at least 1 in 3 of us feeling "extremely stressed" at work, learning how to identify and manage stress and avoid burnout has never been more important. This course will equip attendees with simple and adaptable ways to manage stress, that they can incorporate into their daily routines.

Understanding Stress

Stress is only a "bad" thing when it becomes disproportionate and misplaced. Understand the types of stress we experience, identify common symptoms, and learn techniques to manage stress before it becomes a health problem.

Guided Relaxation as a Tool for Occupational Stress Management

Many of us struggle to properly relax, with disastrous effects on our mental and physical health. During this relaxation session we will explore how our brains function, and how we can break the cycle of stress and anxiety that often holds us back at work. Using hypnosis, you will be gently guided to reach a natural state of heightened awareness, where your mind becomes open to your own beneficial suggestions and changes.

Overcoming Fear and Anxiety

Feeling fearful and anxious is a normal part of life: but when we experience them frequently, with no apparent cause, the effects on our work and home life can be catastrophic. Understand what triggers fear and anxiety, identify what might trigger these feelings for you, and how you can manage them.

SEE L

Course   **Mental Health Awareness for Managers**

A course designed specifically for those managing employees: understanding prevalent mental health problems in the workplace; spotting the signs and symptoms; knowing how to effectively manage employees suffering from mental health problems and how to approach difficult topics.

Understanding Mental Health

In a 2020 study, 67% of managers felt that their organisation did not provide any or enough mental health support: how can we create an accepting work environment, where mental wellness is taken seriously? This session explores the most common mental health problems faced in the workplace, how to identify them and how, as a manager, you can help and signpost employees effectively.

Counselling Techniques

Have you ever struggled to know what to say and how to act when a colleague has asked for help or advice? In an increasingly high-pressured work environment, it has never been more important to be able to practice good counselling techniques as a manager be it face-to-face or via phone or email.

SEEDL

COMMUNICATION

Course   **Communication Skills**

Communication in the workplace isn't just about how well you work with others. It's about building relationships, minimising errors, and most importantly, working as productively as possible. Whether you are an enterprise or a small business, having good communication from top to bottom is essential. Part of having good communication is understanding a "shared meaning." These courses are designed to help employees understand the importance of communication within the workplace and how to communicate effectively.

How to Create an Engaging Sales Presentation

This session is designed to help you present in a creative and engaging way. How do you inspire your audience through your delivery style and presentation content? Useful for anyone who presents to clients both internal and external.

Assertiveness

We all want to be able to get our point across in a professional way, especially during more challenging conversations or situations. Assertiveness can help you express yourself clearly, succinctly, and stand up for your point of view whilst respecting the rights and beliefs of others. This session explores the communication styles and behaviours that help you understand how to demonstrate assertive, and confident behaviour within the workplace.

Train the Trainer

Are you ever asked to deliver a training session to employees, your peers or stakeholders despite not having any training delivery experience? Would you like to learn how to plan, prepare and design creative training sessions as well as understand how to recognise the different learning styles of your audience? Join this session to learn more about how to facilitate and lead an interactive, engaging training environment. Suitable for anyone who is training to an audience.

Influence and Negotiation

Explore how to be a positive influence on your team to aid in the success of your organisation and how to engage in effective negotiation in a productive and professional manner.

Understanding Cultural Differences Working Across Global Markets

How to communicate effectively & clearly within different cultures. Tips and techniques as well as etiquette to help employees communicate with clarity and build strong relationships with clients and colleagues.

SEEDL

Managing Upwards

Gain an understanding of how to be an effective follower, able to stand up for and stand up to the leader! We cover the importance of having a plan to manage your boss, so that you can co-create great value and process using the know me, focus me, value model.

Emotional Intelligence and Self-Management

Self-management is a crucial component of Emotional Intelligence. Once we are aware of our own emotions and how they affect our behaviour we can start developing the ability to control them so that they don't control us. Join this webinar to learn what self-management is really made of and how we can leverage it to impact our work.

Creative Presentations Using PowerPoint

This session is designed to help you present in a creative and engaging way. How do you inspire your audience through your delivery style and presentation content? Useful for anyone who presents to clients both internal and external.

Communication: Engaging and Understanding Others

Communication is an essential leadership skill. Learn how to build rapport, trust, and tactfully manage delicate and sensitive situations with professionalism and empathy.

Giving and Receiving Feedback

Giving honest, regular, and accurate feedback to co-workers and reports is vital to ensure collaboration and maintaining standards. This session explores how we can create a culture of coaching and mentoring, where all employees feel empowered to give feedback to develop others, and then how we can use that feedback to shape our goals and personal development plans.

SEEDL

How to be an Effective and Active Listener

Listening is one of the most important skills you can have. How well you listen has a major impact on your job effectiveness, and on the quality of your relationships with others. This session helps you understand how to actively listen to gain information, acquire facts to understand needs, challenges, and build rapport. Listening actively can help you understand how to demonstrate attentiveness and empathy through body language and tone.

How to Communicate Effectively Through Email

Effective communication is an essential component of human relationships. We spent so much time communicating via email, so this topic is designed to help you put the client first by enabling you to communicate through email with excellence, effectively, efficiently, and professionally.

How to Communicate Effectively Through Verbal Communication

This session will help you have more positive and confident telephone conversations with clients, building trust and delivering client service excellence, which can result in better outcomes for the client and the business.

SEEDL

Presentation Skills

Anxious about that upcoming presentation? Conscious you need to stand out - whilst presenting remotely? During this session you'll learn key tips on how to engage your audience whilst presenting virtually, as well as ensure your message sticks in the audience's mind. Create that presentation that impresses your audience in a simple 3 step process.

Creating a Good First Impression

How do we make sure we get off on the right foot with each new interaction? Explore ways to build a strong relationship from the first 'hello'.

Johari's Window and Self Awareness

This session has been designed to help you have a better understanding of your relationship with yourself and others. It will help you develop strong skills that lead to successful relationships and become more self-aware. You will be able to identify different qualities that are and are not visible to others.

Developing your Personal Brand
Everything you do can grow and reflect your personal brand and it is what other people will remember about you. Defining, developing, and perfecting your professional brand can help to achieve your passions whilst continuously learning, growing, building relationships and your confidence.

RETAIL

Course **Retail Management**

Retail Management Part 1

During this course, we'll explore the core competencies needed to thrive in a retail leadership position. Whether a department head in a large store setting, or leading an intimate team in a small shop, we explore how to inspire, manage and drive performance - joining the dots between people engagement and business performance. The interactive course gives you the ability to implement new ways of working immediately, it will also recommend other courses on SeedL that can help polish specific competencies like customer complaints, and people engagement skills, further.

Retail Management Part 2

During this course, we'll explore the core competencies needed to thrive in a retail leadership position. Whether a department head in a large store setting, or leading an intimate team in a small shop, we explore how to inspire, manage and drive performance - joining the dots between people engagement and business performance. The interactive course gives you the ability to implement new ways of working immediately, it will also recommend other courses on SeedL that can help polish specific competencies like customer complaints, and people engagement skills, further.

Course **Retail Customer Service**

Retail Customer Service

With SeedL offering a range of client excellence programmes, this course takes inspiration from those specific skills required to thrive in a customer facing retail environment. This module provides critical ways of working for customer facing colleagues in your retail store. How do we improve our customer experience whilst a customer is in store? How do we deal with customer complaints, that build not destroy long term reputation? How do we stand out as a worthy store to visit making you the destination of choice? This course shows you how.

HOSPITALITY
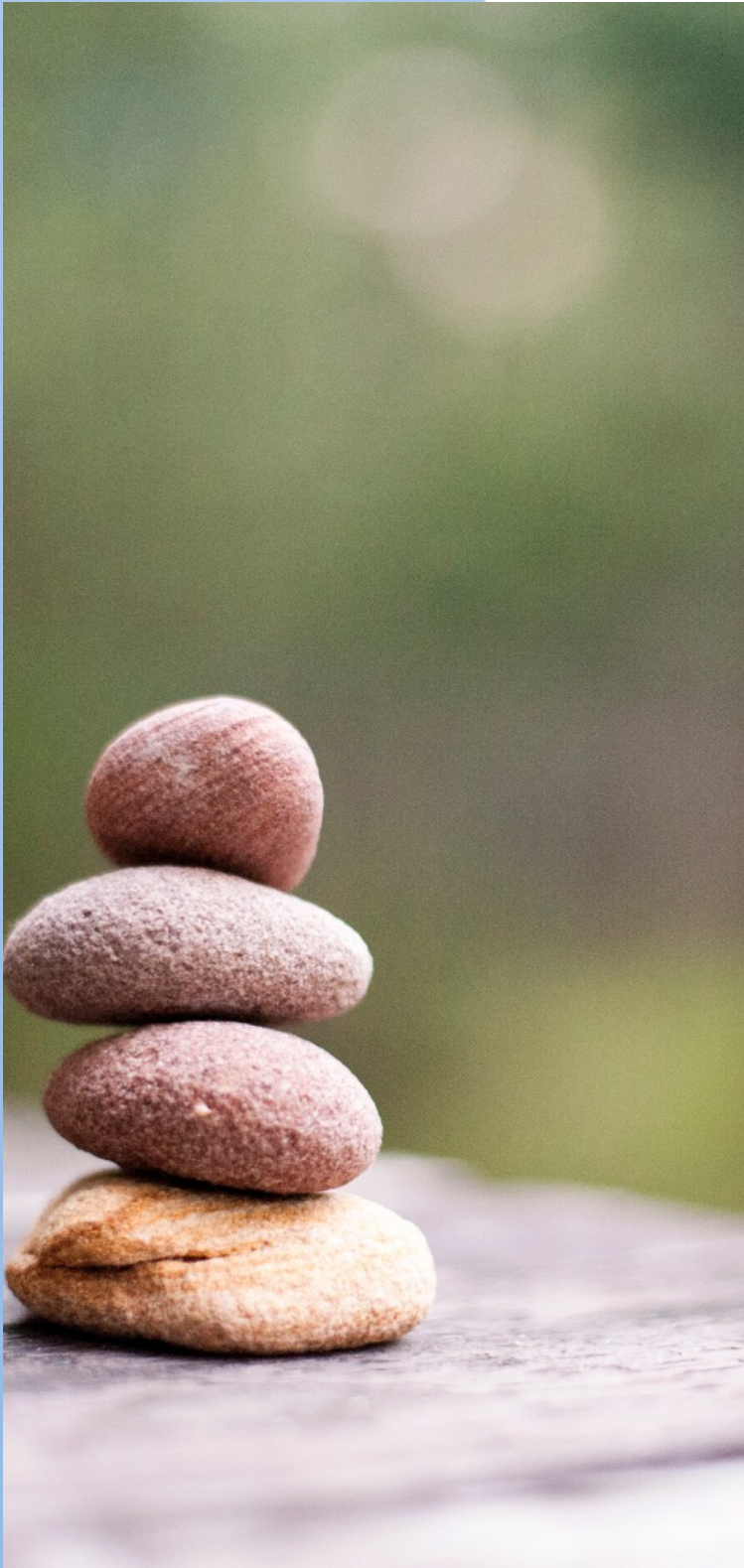
Course   **Hospitality Management**

Hospitality Management Part 1

During this course, we'll explore the core competencies needed to thrive in a hospitality leadership position. Whether a department head in a hotel setting, or leading a branch of a bar or restaurant chain, we explore how to inspire, manage and drive performance - joining the dots between people engagement and business performance. The interactive session gives you the ability to implement new ways of working immediately, it will also recommend other courses on SeedL that can help polish specific competencies, further.

Hospitality Management Part 2

During this course, we'll explore the core competencies needed to thrive in a hospitality leadership position. Whether a department head in a hotel setting, or leading a branch of a bar or restaurant chain, we explore how to inspire, manage and drive performance - joining the dots between people engagement and business performance. The interactive session gives you the ability to implement new ways of working immediately, it will also recommend other courses on SeedL that can help polish specific competencies, further.

Course   **Hospitality Customer Service**

Hospitality Customer Service

With SeedL offering a range of client excellence programmes, this course takes inspiration from those and specific skills required to thrive in a customer facing hospitality environment. Dealing with customers in restaurants and hotels is as much about the product as the experience we provide those visitors. How do we make that experience unique and memorable for good reason? When there's a problem, how do we standout from the crowd in demonstrating fast, effective problem solving, whilst keeping the customer satisfaction a priority? This course will also suggest alternative courses suitable to polish those skills further.

SEEDL

MICROSESSIONS

These modules have been written with the busy person in mind! If you want short practical tips to take away, join these sessions. Microlearning is a holistic approach for skill-based learning and education which deals with relatively small learning units. It involves short-term-focused strategies and is suitable for all levels of experience.

Six Hat Thinking

A short, sharp and informative bite size session on how to utilise Six Hat Thinking within discussions and meetings.

Making the Most of Office Time

How do we make sure we are being productive during our working day? Many of us are returning to the offie after being homeworkers, so how do we make sure we are being productive and manage the transition smoothly? Hybrid arrangements are new to many of us, so how do we divide our time effectively between home and the office and ensure we are successful? Join this session to learn practical tips that you can apply and help you manage your office home working more efficiently.

Emotional Intelligence and Self Awareness

Learn how to identify and understand your own emotions and become aware of their impact and how to express emotions in a positive manner.

Habits of Highly Effective Behaviour in a Remote World

Working remotely is still very much the norm so how can you operate at your best despite not being in an office every day? A session that shares ideas to provoke thought, encourage focus on different habits to work successfully within the remote world.

Managing the Time Within Your Day to be Effective and Efficient

We all sometimes wish that there were more hours in the day so how do we manage our time to feel like there is? Identify different time management techniques to ensure you use your time effectively and efficiently.

Confidence for Leaders

Imposter syndrome: a psychological pattern in which an individual doubts their skills, abilities, and accomplishments. Learn how to overcome self-doubt and become a more confident leader.

SEEDL

Stress Management

Experiencing stress is a natural part of life: but how can we manage our stress levels and protect our mental health, when the lines between work life and home life are blurred and "switching off" has never been more difficult?

Effective Questioning Techniques

A quick refresher on the most effective questions to ask when identifying customers' needs.

Objection Handling

Join this short session to learn an Objection Handling model that you can apply when dealing with customers or stakeholders who object to what you are offering.

Presentation Skills – Hints & Tips

Hints & Tips - in this short session you'll be equipped with some hints on how to grab your audience's attention by use of tone and structure.

Virtual Leadership – Hints & Tips

If you run a virtual team and need some ways to engage, ensure productivity and get the basics right, this whistle stop tour will provide you with suggestions.

What is the GROW model?

The GROW model is a simple method for goal setting and problem solving. It is a coaching framework used in conversations, meetings, and everyday leadership to unlock potential and possibilities. Join this short session to learn how to use it or refresh your skills.

The importance of Body Language

Join this micro-session to learn more about body language, be better able to interpret what others are feeling and thinking and how you can use these techniques to establish and develop rapport.

Why Is Selling, Not Really Selling?
In this short session you'll understand that selling is really a psychological barrier of words. We make decisions as consumers all the time, how do we align that to support others to decide to 'buy' from us.

Guided Relaxation – A Tool for Stress Management
Learn why we find certain situations stressful, and how guided and self-hypnosis is an accessible and effective tool for managing our stress and promoting a feeling of wellbeing.

Guided Relaxation - Enhanced Creativity
A short session to understand the value of guided readings for relaxation with a demonstration via a reading around Enhanced Creativity.

Guided Relaxation – Sleep
A short session to understand the value of guided readings for relaxation with a demonstration via a reading around Sleep.

Guided Relaxation – Stress Reduction
A short session to understand the value of guided readings for relaxation with a demonstration via a reading around Stress Reduction

Guided Relaxation – Self Esteem
A short session to understand the value of guided readings for relaxation with a demonstration via a reading around Self Esteem.

MODULES A-Z

Did you know SeedL Group offer a whole range of other solutions around learning for business?

SeedL can help with any of the following services:
- Custom delivery of one of our SeedL events to your employees exclusively.
- Bespoke programmes around Leadership, Sales, Customer Service, Compliance, Mental Wellness, D&I, Project Management and many more.
- Some of our previous and current clients are being supported by SeedL with:
  - 360 surveys & psychometric profiling.
  - Business integration with change management and team building workshops (remote & in person).
  - Sales conferences.
  - Assessment Centres.
  - Colleague Engagement Services.
  - Project Management programme and system training.
  - Performance Management training programme for people leadership.
  - Executive leadership communication programme.
  - Face to face offsite events (restrictions permitting).

Email hello@SeedL.com for more information or contact your Learning Consultant.