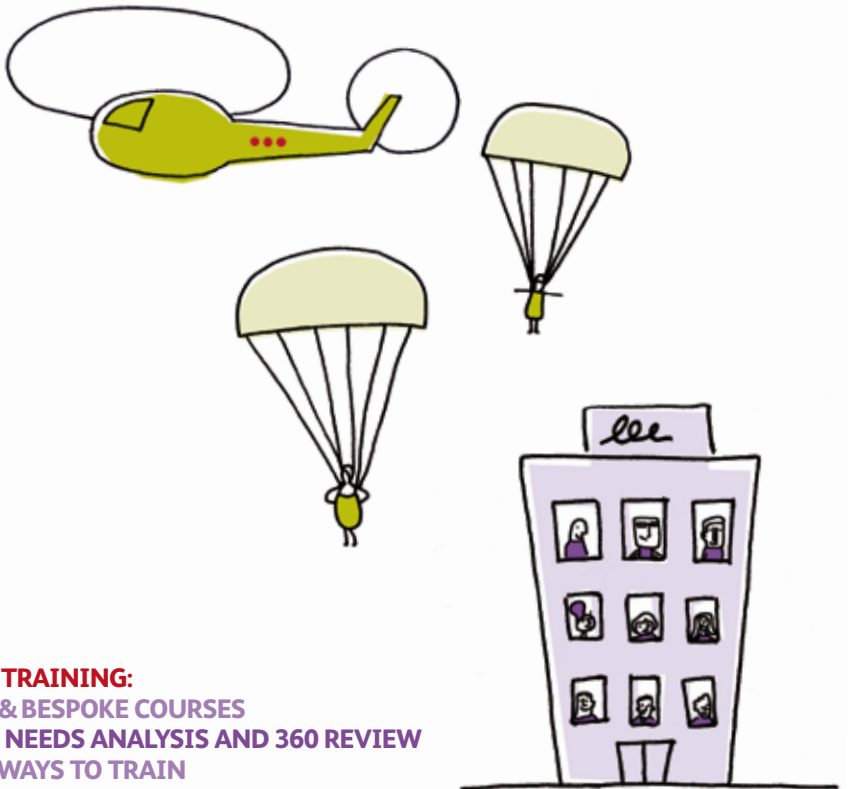


IN-HOUSE SERVICES

Learning & development delivered to your door



IN-HOUSE TRAINING:

- TAILORED & BESPOKE COURSES
- TRAINING NEEDS ANALYSIS AND 360 REVIEW
- CREATIVE WAYS TO TRAIN

Tailored training designed just for you



CALL OUR TEAM ON 020 7520 6600
OR EMAIL [MORE.INFO@REED.CO.UK](mailto:more.info@reed.co.uk)
AND FIND OUT HOW WE COULD HELP
YOU SUCCEED THIS YEAR

Reed Learning is ready to meet all of your training and development needs, no matter how complex or challenging.

As a general rule, if you have four or more employees with similar learning needs, an in-house programme will be the most efficient and cost-effective choice for you. You'll benefit from the most relevant, targeted learning together with full control over content, delivery method and timing, and training that matches your requirements exactly.

Our in-house services include:

- Needs analysis and 360 review
- In-house training
- Coaching
- Flexible sessions and e-learning

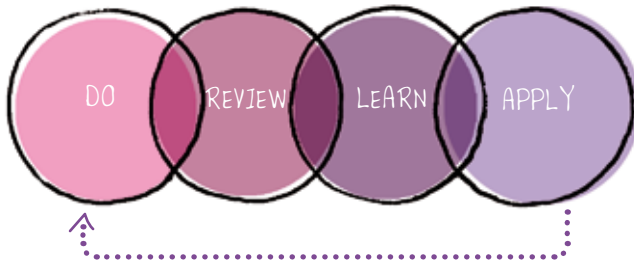
"Reed's training does what it says on the tin – we're delighted with the service we've received and the way our relationship continues to develop." **Mark Bates, Learning and development manager, WMS Ltd**

What makes us first choice?

- 100% satisfaction guarantee
- Robust trainer competency framework that ensures quality
- **FREE** observations on our scheduled open courses, or we'll deliver a bite-size taster session on your premises free of charge
- 15 years' experience working with thousands of organisations worldwide
- Access to the widest pool of trainer talent through the Reed group, offering national and international coverage
- One of the largest selections of business training programmes in the UK

How we work

ACTIVE LEARNING MODEL



Active learning – our approach is defined by our active learning model. We know that people learn by adding variations to what they already know and do. In this way their understanding and actions become more complex and sophisticated.

Our learning model, although seemingly simple, is profound in impact. It sits alongside other well-known theoretical frameworks and is behind the design and delivery of all of our programmes. As a result, our courses are interactive, dynamic and readily applicable outside of the training room.

Clear processes – our open and clear processes help our clients to understand how we operate and what to expect. We work with clients in close collaboration, making sure our training initiatives reflect their culture, values, language and goals.

A dedicated and experienced account manager is assigned to each organisation we work with, who will follow a five-stage process of needs analysis, defining a specification, content production, training delivery and evaluation.

Quality delivery – we have set high standards in trainer recruitment and management, which are spelled out in our Training Delivery Competency Framework. This is overseen by our independent academic board, giving our clients a consistent standard of trainer quality.

Built upon our active learning model, our six trainer competencies are:

- Building rapport
- Delegate learning and development
- Group management
- Trainer presence and authority
- Session structure
- Facilitation techniques



The academic board – Dr Caroline Whalley, Chris Howorth and Dr Hilary Macaulay.

Training Needs Analysis & 360 Review



WE CAN HELP YOU CONDUCT A FULL TRAINING NEEDS ANALYSIS. VISIT WWW.REEDLEARNING.CO.UK/TNA OR CALL US 020 7520 6600

A Training Needs Analysis (TNA) can sometimes seem like a long and complex process, but fundamentally it is a simple means of identifying the gap between existing skills and required skills for an individual, team or entire organisation.

There is no one way to carry out a training needs analysis, but our recent projects have included:

- Tailored questionnaires
- Stakeholder interviews
- On-line multiple-choice assessment
- Structured competency-based observation sessions
- Facilitated discussion-based focus groups
- Skill / behaviour / personality profiling
- Analysis of performance appraisals

360 Review

To support and enhance a TNA programme, the Reed Learning 360° tool can be effectively built in. This tool has been designed with a focus on user-friendly design and explicit instructions.

Delivered correctly, a 360 Review offers a confirmation of personal strengths, greater focus for an individual's development, and increased awareness of development needs.

"We made a lot of demands on Reed because whilst we loved their system we wanted the 360 questions to reflect our leadership competencies. Reed delivered an outstanding product and great service support. The system was easy to use and the reports were clear and useful – our staff really liked the end results." **Amanda Whiteford, Head of Learning & Development, Tube Lines**

The standard system costs **£54 per report** and includes:

- Automation of emails, reminders and reports to eliminate the administrative burden
- Customised competencies and questions to allow the 360 questionnaire to be tailored exactly to your organisation's appraisal system, culture and objectives
- Manager approval to ensure all information is previewed prior to being released to the individual
- Comprehensive support materials, ensuring clarity and transparency, and including a system guide, manager's guide and personal development planning guide
- Secure SSL server to guarantee confidentiality

In-house training: Standard service



YOU CAN CHOOSE STANDARD
IN-HOUSE TRAINING FROM
AS LITTLE AS £1,100 PER DAY
FOR UP TO 12 DELEGATES

Our standard in-house service allows you to choose from over 500 existing courses and qualification programmes and run on your premises. This is the most cost-effective way to train if you have three or more individuals with the same learning need.

The process typically involves an initial discussion with an account manager, provision of course outline and cost, telephone discussion with a specialist trainer followed by course delivery and feedback.

Our most popular standard-service courses include:

- Microsoft Excel at all levels and including 2007
- Professional Presentation Skills
- Essentials of Management
- Managing Successful Projects
- Google AdWords
- Minute Taking

In-house standard service

Cost Starting from £1,100 per day for up to 12 delegates

Case study: PRINCE2® qualification gives project managers at Hyder the tools to win new business



Engineering consultancy Hyder understood how their business, like any other consultancy, depended on the knowledge and competence they could offer clients. With this in mind, they decided to invest in a large-scale PRINCE2® training programme for project managers, delivered on-site by Reed Learning.

"We were impressed from the very start by the organised, efficient service and our account manager's dedication to understanding our needs. Shortly after running the PRINCE2® training, we were successful in winning a new contract – a project worth over £200k from a client looking for a consultancy with an efficient approach to project management. This training has given us important evidence of our expertise." Elena Vrabie, Training Manager, Hyder Consulting

In-house training: Customised service



CUSTOMISED TRAINING IS
AVAILABLE FROM AS LITTLE
AS £1,400 A DAY FOR UP
TO 12 DELEGATES

Customised in-house training lets you tailor an existing course to your exact requirements. You can incorporate real life data and case studies to make the course more relevant and transferable, and benefit from a confidential environment where issues and specific challenges can be discussed in detail.

The process typically involves an initial discussion with an account manager, telephone consultation with a specialist trainer, design, review and approval of customised course content, followed by course delivery and feedback.

Recent customised courses include:

- Appraisal Management
- Business Process Mapping
- People Management for Senior Managers
- Business Communication
- Customer Service that Makes a Difference

In-house customised service

Cost Starting from £1,400 per day
for up to 12 delegates

Case study: Microsoft 2007 conversion training for 500 Pepsico employees



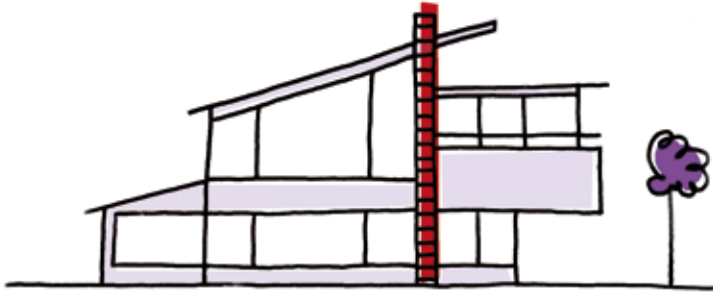
With the launch of Microsoft 2007, Pepsico needed to up-skill their people to use the new operating system effectively. PC users were based across 11 locations including Scotland, Ireland and England.

The key goal was a seamless transition from the old Microsoft package to the updated version. More specifically, the company was looking for minimum trainer costs by sourcing trainers local to their offices, green credentials and an innovative solution including flexible and occasional night time delivery.

Reed Learning designed four customised half-day sessions that would cover the three core applications at the relevant levels.

"With Reed managing everything from the supply of laptops to the trainer, it meant that we could deliver more training with more agility. We have been pleased with the overall result and Reed played a key part in our completing the project on time and budget." **Russell Willans, IT Architect Controller, Pepsico**

In-house training: Bespoke service



Sometimes you need something designed just for you. Bespoke training lets you start from scratch to create your ideal training programme. You can choose from a range of delivery methods including one-to-one coaching and outdoor team building.

What's more, we can incorporate training needs analysis and pre course evaluations to help you get precisely the training you need.

Recent bespoke programmes include:

- Gain and Retain Customers
- Leasehold Management and the Law
- Storytelling
- Workplace Counselling
- Dealing with Difficult Patients
- Impact and Image Projection
- Corporate Governance
- Mind-mapping
- Digital Marketing

In-house bespoke service

Cost

Quote on request
Call 020 7520 6600

Case study: Team performance coaching inspires managers at Habib Bank AG Zurich

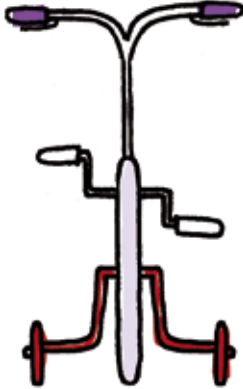


Habib Bank set out to increase the skills of heads of branches, departments and teams in developing and getting the best from their staff. Although they had specific training goals in mind, they were open to new ideas regarding content, method and style.

The delegate groups were highly experienced and able senior managers, and the training programme set out to challenge them to think differently about their team leadership role. Real life case studies were used which paralleled some of the challenges they faced day-to-day.

"Our priority in selecting a supplier was not just finding someone who could respond with the right content, but who could match content, format and delivery style to our specific culture. That's why we chose Reed Learning – they listened and took on board our requirements in terms of training need and objectives. What they delivered proved that they had genuinely understood our requirements." Jim Bird, Training & Development, Habib Bank AG Zurich

Coaching



FACE-TO-FACE PROGRAMMES
ARE AVAILABLE FROM AS LITTLE
AS £500 PER SESSION, OR FROM
£250 PER HOUR

Our coaching services are designed to help employees build on their strengths and provide a safe environment to work on issues that may be blocking their potential. Often targeted at senior executives and leaders, coaching has been shown to create a cascading performance improvement across organisations through enhanced communication, motivation and engagement.

Reed Learning offers face-to-face or telephone coaching, one-to-one or group sessions, technical skills coaching, and executive level programmes.

As part of the Reed group we have access to one of the largest professional coaching pools in the UK, allowing us to match the right coach to the right individual, team or organisation.

Case Study: Executive coaching at Premium Credit



In December 2008 two senior directors from Premium Credit took part in a joint coaching programme with Don Moore, one of Reed Learning's executive coaches. The session helped them re-focus on the most important, profitable and fundamental elements of their business.

"The coach was flexible, experienced and gave us the building blocks to drive the direction of the session while supporting our ideas and setting structure and objectives along the way. In the time since the session I've actually made some quite radical changes. The coaching has been valuable in helping me review the basics and look at what I'm doing with fresh eyes." Managing Director, HTC, Premium Credit

Coaching

Cost Starting from £500 per session or £250 per hour

Creative ways to train



Reed Learning offers MP3 and e-learning modules to support face-to-face programmes or as stand-alone units. All modules can be re-branded and adapted to suit your organisation's specific learning needs.

Our range of over 25 modules includes:

- Management Styles
- Assertiveness & Delegation
- Overcoming Resistance & Conflict
- Motivation & Reward
- The Art of Communication

YOU CAN USE OUR MP3 AND E-LEARNING MODULES ON AN UNLIMITED, ORGANISATION-WIDE LICENCE FROM AS LITTLE AS **£1,000**

e-learning and MP3s

Cost	Up to 15 modules from £1,000 Up to 30 modules from £1,500
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Think creatively and you can achieve big things with a small training budget

Blend it: combining instructor-lead training, peer interaction and e-learning offers excellent value

Train each other: use the talent in your company and encourage peer-to-peer coaching. An in-house 'train the coach' course could be a wise investment to help employees help each other

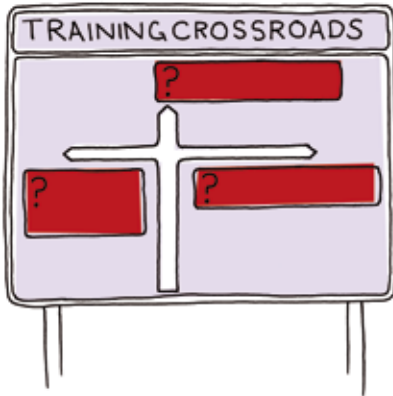
Protect your budget: set up a 'holding account' to save your budget until you need it, get preferential rates and/or free extras

Minimise time out: to reduce the opportunity cost of time out, think about flexible 90 minute training sessions, in-house drop-in training surgeries, morning/evening sessions and bite-sized courses running through the day

Take advantage of your trainer: if you're running an in-house programme, think about squeezing the content into a half day, then use your trainer for some consultancy or executive coaching in the other half

Make it transferable: actors, video sessions with feedback and business improvement case studies help create a tangible, transferable experience

Return on investment: Beginning with the end in mind



It's more important than ever to focus on training and skills that will make a difference. When selecting the right training programmes for your organisation there are a number of key questions to ask:

- What are our key organisational goals?
- How does this training achieve them?
- If it doesn't, why do we need it?
- Are there other ways that my people could develop these skills for themselves?

"We've been delighted with the results we've seen since the programme. A focus on structure and planning has brought a highly organised style of working. Year to date sales are up more than 100% on this time last year, and this is attributable in no small way to the training we received." **Andrew Law, Sales Director, Taylor Made Adidas Golf**

We help our clients to focus on results and demonstrate real returns on training spend to their organisation. To do this we use:

- Our experience to give support and guidance on appropriate soft and hard measures for each programme
- Online pre and post course measurement tools including subjective questionnaires, 360 analysis, knowledge-based testing, employee engagement surveys
- Face-to-face interviews pre and post course with key stakeholders/participants
- Observation of behaviours by trained consultants against competency frameworks
- Post-training metrics e.g. absence rates, attrition, customer satisfaction, value of new business, cost savings
- Mystery shopping

Meet the trainers



David White
Management / Leadership
development trainer

Guaranteed to capture the attention of your senior managers and empower them to make appropriate, sustainable changes. Clients include Universal Pictures, Royal Mail and Walt Disney



Graham Bailey
Advertising, Sales
and Marketing trainer

Passionate about seeing businesses succeed by building strong brands and developing marketing plans that work. Clients include Coca Cola, Microsoft, BBC and Kellogg



Louise Nicolaou
Personal Development
trainer

Energetic trainer with a distinctive and memorable style. Previous clients include Barclays, Experian, Orange Business Services and Swatch Group



Audrey Shanks
Executive Management
/ Leadership trainer

Specialisms include behavioural change, executive coaching, conflict resolution, change management and internal communication strategies. Clients include Orange, Morgan Stanley and Crown Prosecution Service



Stewart Bull
Sales and Customer
Services trainer

Consultative training style with a business focus and a determination to create practical solutions which can be applied directly in the workplace. Clients include British Airways, Microsoft, Compuware and Clifford Chance

reedlearning.co.uk/in-house

WHAT WE DO



Short Courses

- There are over 200 courses to choose from, and all of them are accredited for CPD hours
- You can run any of our programmes in-house – for as little as £90 per delegate
- 99% of delegates say they would recommend us to a friend



Consultancy Services

- Our organisational development services are a cost-effective way to move your business forward
- Options include learning needs analysis, evaluation, coaching, 360° assessment and change management programmes



Professional Qualifications

- Qualifications for managers, PAs, salespeople, L&D professionals and many more
- Accredit your skills and get letters after your name
- We work in close partnerships with universities and accrediting bodies, including the Chartered Management Institute, IOSH and Royal Holloway, University of London



Training Management & Outsourcing

- Get the best value from your training spend with our outsourced solutions
- Options include: Training Programme Management, Flexible Trainer Resourcing and our fully Outsourced Learning Managed Service

Bookings & more information
more.info@reedlearning.co.uk

www.reedlearning.co.uk
Call 0800 132 448 or 020 7520 5106

