



Athelbrae

Athelbrae Ltd



Business Training, Coaching & Recruitment

Working in partnership with you to develop your staff

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A Limited Company, number 4833956

Why choose Athelbrae Ltd as your Training Provider?

- We work closely with you to design and deliver bespoke training incorporating your policies and procedures, to meet the needs of the individuals in your organisation and your business objectives.
- Athelbrae Ltd provides comprehensive, tailored training and coaching as part of our Client Support package.
- We really get to understand what is crucial for staff development in your sector, and you have immediate contact with Keith (MD & Director of Training) and Kate (Director of Operations) for any queries or requirements.
- We have an enthusiastic and passionate team of Trainers and Coaches, all of whom have held senior roles in business.
- Training is highly practical, allowing it to be immediately transferred back into the workplace which developments the skills and confidence of the delegates and provides a return on investment for your organisation.

Testimonial on our Client Support Package

“Keith is able to add experience to the discussion and make suggestions that we may not have thought of to get the best out of our training.

Follow up discussions allow us to review how it went and enable us to improve next time – or just thank Keith and his team as it was exactly what was required”.

HR Manager, Fujifilm Speciality Ink Systems Ltd

What types of Training and Coaching do you offer?

We provide training and coaching solutions for public and private sector organisations. Our clients include small companies of less than 10 staff, up to multinational businesses, together with GP Surgeries, CCGs, Housing Trusts and the Third Sector.

The most important thing to us is that your organisation is individual and your training requirements and solutions should reflect this – we do not believe “off the shelf” training provides you or your teams with best value for money. We always work with you to understand the needs and learning objectives, building solutions to meet these requirements.

Overleaf is a selection of topics we cover. However, this is not exhaustive, so if you need something not listed, do get in touch.

“Stimulating and interesting course with lots of fun, interaction with other participants and thought provoking content”.

“Specifically tailored to our business needs and our customer quality markers. The whole day focused around what we need in our business so it was entirely relevant rather than a generic course”.

Delegate feedback from training events.



Developing your Managers

Many Managers are promoted because they have performed well in their previous role. However, their skills often lie with the 'doing' rather than the 'managing' and when the going gets tough, they will often resort to their comfort zone. We design Development Programmes for Team Leaders and Managers which includes:

- Getting to Grips with Management – New and Inexperienced Managers' programme
- Modular Management Programmes
- Managing Under-Performance & Performance Management
- Setting Strategic Direction
- Leadership

"I have been in my position of a supervisor for 3 years without any formal training. This course has been, and will be for years to come, extremely helpful. I wish I had this training 3 years ago!"

"Would thoroughly recommend Athelbrae Ltd as preferred supplier. The easy to digest and modular nature was very powerful"

Delegate feedback from management events.

Examples of Development Requirements for your Staff

We provide a range of training designed to improve the skills and confidence of your staff. When appropriate we use actors at various events to enhance the learning for delegates.

- Assertive Communication Skills
- Presenting with Passion
- Time Management
- Managing Change
- Customer Service Excellence
- Project Management
- Negotiation and Persuading Skills
- Report & Business Writing
- Minute Taking
- Team Building Events
- Train the Trainer
- Media Training for Managers
- Quality Management Audits (ISO 9001 and 14001)
- Understanding Employment Law
- Complaints and Difficult Customers
- Recruitment Interviewing
- Interviewing and Appraisal Delivery
- Developing Sales Skills and Teams
- Stress & Resilience
- Meetings Management
- Emotional Intelligence & Wellbeing
- Managing Mental Health
- Coaching & Mentoring
- Finance for Non-Finance Managers
- Process Mapping
- IT [Excel, Word, Googledocs, Project, Powerpoint]

Our Approach to Training Development and Delivery

1. As part of our overall Client Support Package, your initial requirements will be discussed with you. Following this, we will design a tailored solution and submit a proposal and draft content for further discussion and approval.
2. We invite you to amend the content and when you are happy, it will be signed off.
3. Delivery date(s) will be agreed convenient for you and your team.
4. Our Trainer will contact you for an introductory call and fine-tune the specific content.
5. Two weeks before the course, we will send you the pre-course preparation documents.
6. On the day, we invite the delegates to share their learning objectives with the Trainer.
7. At the end of the course, the delegates will be asked to complete an action plan detailing how they will put the learning into practice in the workplace.
8. We suggest Line Managers meet with delegates to debrief the experience and discuss the action plan and what support is required to ensure the change of behaviour.
9. We strongly recommend the action plan be reviewed within regular 1:1's to ensure the learning is fully embedded into the workplace.
10. As your Account Director, Keith will review the training with you to ensure it has met your objectives and to discuss further support, as required.

We firmly believe that we add real value to the skills and confidence of your staff and therefore enhance the effectiveness of your business.

How we charge for our Training Services

We are proud to be totally transparent with our charging. Training is charged at £1,050 per day, (plus Travel and VAT). This includes design and delivery for up to 12 delegates. We do not charge design time unless there is unique content required, in which case, we agree this with you in advance.

We provide discounted rates for Registered Charities and are happy to discuss how we can best accommodate your requirements within your budgets.

As part of your Client Support Package, you'll receive immediate and regular updates, but should you be unhappy with the provision of training, we offer a full money back guarantee.

Athelbrae was formed in 1998 by Keith and Kate Merrin and in 2018 celebrates 20 years of training provision. Based in Kent, we deliver training, coaching and recruitment solutions to clients throughout the UK.



As Director of Training, Keith's 30 years expertise in the training industry, together with his knowledge in designing innovative programmes specifically tailored to the client's business needs, is a major factor in the success of the company. One programme developed by Keith was recognised through a National Training Award.

He continues to deliver some events himself, including the Getting to Grips with Management programme, Sales and Service training. Keith is also qualified and licensed to use ability and psychometric tools for recruitment and development purposes and has designed and managed a number of Assessment Centres supporting clients in their recruitment processes.

Director of Operations, Kate, liaises with clients, delegates, trainers and venues to provide a stress free, seamless experience for all. Her background is in Management Administration in both the NHS and Private sector. She delivers some of our NHS training including chaperoning in General Practice and Confidentiality.

We are often asked to provide Case Studies of how we have worked with clients. The next few pages give a selection of some work with a range of our small and large clients.

Case Study on Impact from Management Training

A manufacturing client based in Kent was a finalist in the Kent CIPD Excellence in Learning and Development Awards 2017. This was for a tailored programme, designed by Keith Merrin, in conjunction with the Directors of the Company. The 13 modules were delivered over 10 months.

Six managers were selected to undertake the Diploma, developing many key attributes including individual management competencies, understanding and development of higher level organisational thinking and leadership; key elements of human resource management and a case study and presentation requiring application of course concepts and learning outcomes to a real life business issue. This has been seen as a huge success by the Board, employees, external advisors, key business partners, customers and suppliers. The quality of the work produced was assessed by the Board as "breath taking".

A structured mentoring programme was created and implemented, engaging all Board members, and individual development was supported. The Management team are continuing their development through further commitment to staff development.



Athelbrae

Who we are and the Difference we make

Kent based Pensions Administration Company

Athelbrae has been working with this client for around 24 months. Following various changes at the Company, a number of the Team Leaders had been promoted into their positions without any formal management training.

We initially developed a Team Leaders workshop to help them understand how they operated as a newly appointed Team. This involved using a psychometric tool. Belbin Team Types were used to provide a 360 degree view of how they operated. This formed the basis of an 8-Module Team Leader Development Programme

“We have been working with Keith and the Athelbrae team for the last couple of years discussing a number of ideas and themes to develop our staff. Keith has been very receptive to our ideas and exchanges of information and has always put himself out there to be of help and assistance. His help in producing high quality courses has been invaluable and the delivery of the courses from the Athelbrae team members has been fantastic.”

Long established Life Insurance and Pensions Provider

Athelbrae designed and delivered a totally bespoke and individual training programme helping staff identify and deal with vulnerable customers. This involved a series of meetings with the client and researching through a large set of Policies, Procedures and background documents to develop the course which was attended by all staff and received exceptionally well. The Client Services Manager provided the following feedback:

“I think the training Julia gave us was brilliant – it was very successful and I wouldn’t hesitate to use Athelbrae again. She definitely grasped the subject matter and dealt with it in a lively and professional way – it certainly achieved its objectives.”

Keith originally worked with the Organisation as the Project Director on a new venture, developing their Induction Programme. This was a 70 day project delivered within a very tight timeframe to fit in with the new product launch. It included all aspects of Induction encompassing product and industry knowledge, systems operation and telephone-based skills for dealing with clients. The client was totally satisfied with our support ensuring staff were fully trained and confident with the product and systems on launch day.

Kent based Teacher Recruitment Company

Athelbrae has worked with this small team of enthusiastic staff developing their communication and sales skills which has resulted in a measurable increase in placements and margins.

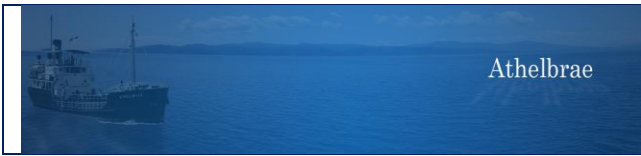
By fully understanding their business and how schools are approached, we designed a tailored training package working with the team, developing their call structure and presentation to highlight how they differ from their much larger competition. This has involved using three Trainers over a short period.

Director, Keith Merrin has been working with the team helping them develop their approach and confidence to introduce a fee increase. The feedback from the client was:

“We had really excellent feedback from the team who took so much from the training and from the personal knowledge Keith was able to bring to the training”.

To discuss your requirements please call Kate or Keith on 01892 832059

Emails: Kate@athelbrae.co.uk or Keith@athelbrae.co.uk



Kent based Housing Association

We started working with the HR Manager of this Housing Association whilst she worked at another Company in Kent. When she changed roles, she was keen to continue the relationship built up previously.

Athelbrae Training has provided a series of specialist Mental Health and Mindfulness workshops for all staff in the Organisation and recently has delivered training for some of the HR Team, developing their Project Management Skills.

The HR Manager took the trouble to advise us that, *“The Project Management Training has provided us with the tools, method and knowledge to successfully plan projects and aid them towards great success. The course was interesting, detailed and relevant. The trainer provided great real life examples and experience, demonstrating her depth of knowledge and has allowed me to apply these examples to my own projects. I have had many great experiences working with Athelbrae, who I believe are experienced, credible and professional.”*

Kent based Subscription Management Company

Keith and Kate worked with this Client delivering a variety of events and the Client valued the relationship based approach that we provide. The HR Manager commented:

“I believe that we have forged an excellent working relationship over the last two years. The leadership programme which was scoped out last year is an example of this and demonstrates to me that you understand our business and our business needs in terms of training. You and Kate have always accommodated our training needs and attended to any issues quickly and professionally. To this end I am keen to maintain our relationship and would like to continue working with you and your trainers at Athelbrae in the future”.

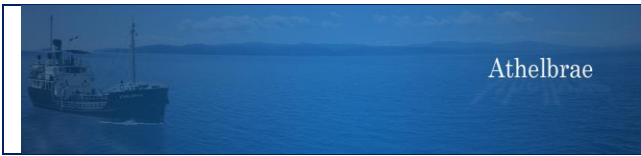
By working closely with the HR Team, we have designed and delivered a range of programmes which supports their Investors in People Accreditation and Learning and Development Policy. This training includes Finance for Non-Financial Managers; Problem Solving; Train the Trainer and Time Management Skills. This training has been very well received and our Team of Trainers who work with this Client are regularly invited back to deliver additional training.

London based Registered Housing Provider

Athelbrae has been working with this Client delivering a wide range of tailored training solutions across the Organisation. Historically, the Client did not invest heavily in staff development but following a major restructure, the HR Manager, (who worked with Keith and Kate previously) wanted to introduce a staff development programme.

It was important that this delivered an immediate benefit to the staff who would then return to the workplace sharing the positive experience. Through our team of highly skilled and inspirational Trainers, we delivered against this brief and the training received exceptional feedback which resulted in staff putting themselves forward for further training, something which never happened previously!

Athelbrae has designed and delivered training across a number of skill areas including, Recruitment; Communication Skills; Coaching and Mentoring; Finance for Non Financial Managers; Emotional Intelligence and Employment Law and throughout 2018 are delivering a major 36 date Mandatory Management Development Programme for all Managers.



International Travel and Holiday Group

In addition to providing general training services to a number of divisions of the Group, Director, Keith Merrin has been working with the Group Director of the Facilities Management Team for over 6 years developing and delivering an awareness programme which brings the different elements of the FM Team together as one cohesive unit.

Keith worked with the Director and Senior Managers to develop the “FM Behaviours” which have now become standard across the Team. This programme has now become a compulsory part of the induction process for all new starters and is reinforced by handy reminder cards and branded notebooks designed by Keith.

The Group Director provided a testimonial to the quality of work:

"Saga's Facilities Management team (150 strong) has worked with Keith to develop and delivering a bespoke Customer Service Training Course for the entire Facilities Team. Having had to train people from all areas of the team, from housekeeping or catering staff to the head of the department, Keith delivered a fun, informative and relevant training course and we would not hesitate to recommend them or using them for further training."

Athelbrae has also designed and delivered Awayday events for the whole team. Keith worked closely with the Directors to develop an impactful and interactive event which was delivered at our Venue Partner Hotel, Chilston Park, Lenham.

International Distribution Company

Athelbrae Trainers worked extensively with this international distribution company at their UK base in Folkestone on topics including project management, time management and communication skills.

A Core Management programme for Line Leaders was developed and delivered over a period of several months to provide Supervisory managers with the skills to lead their teams through some critical organisational change.

Their HR Manager explains:- *“The UK office have worked with Athelbrae for a number of years and found that their trainers consistently exceed our expectations for the courses that they deliver for us which is reflected in the positive feedback we regularly receive from both attendees and referring managers. As an HR team we are particularly pleased with their genuine interest in delivering tailored content designed around the needs of our workforce, both for Operational and Office based employees.”*

Coaching Package for Senior HR Professional

Athelbrae were asked to support a client operating at strategic level with an Executive Coaching Package to assist her ability to manage the changes happening in her Charitable Organisation.

The flexible coaching package provided an agreed framework for a series of Coaching sessions which enabled specific areas for development to be targeted.

Feedback by The Director of People and Human Resources – *“Louise adapted the sessions perfectly to suit my needs. We connected well and she provided great focus points and targets that I'm implementing to good effect.”*