



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
- Process 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
- Understanding Budgets & Cashflows
- 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.

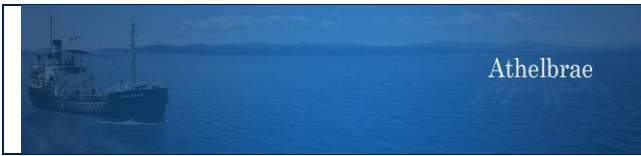
We are often asked to provide Case Studies of how we have worked with clients. The next few pages give a selection of some work with a range of our small and large clients.

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.



Kent based Pensions Administration Company

Athelbrae has been working with this client for around 12 months. Following various changes at the Company, a number of the Team Leaders had been promoted into their positions without any formal management training. This is not uncommon, many newly appointed Managers and Team Leaders are promoted because they excel at their previous role. However, their skills and comfort zone rests with the 'doing' rather than the managing.

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 which was developed in conjunction with the Directors and was rolled out to the staff.

This has been extremely well received by the delegates and Directors who are now looking at further training for other staff in the business.

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.

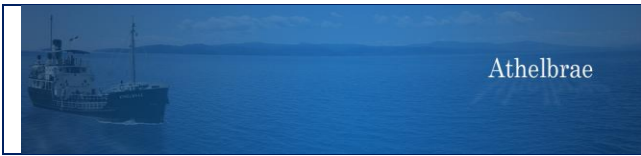
Kent based Teacher Recruitment Company

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".



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.

International Lighting Technology Company

We have worked with this Kent based International Lighting Technology Company for a number of years providing Management, Customer Service and Communication Skills training and Performance Coaching for key Managers.

We have recently worked with the Sales and Marketing Director to develop a series of Facilitated Workshops which all staff attended to identify the key customer service behaviours which they wanted to introduce throughout the business. Our highly experienced Trainer / Facilitator spent time on-site understanding the key objectives of the process and developed a highly interactive series of workshops where staff shared their ideas and vision for the service levels that they wanted to adopt to set themselves apart from their competitors.

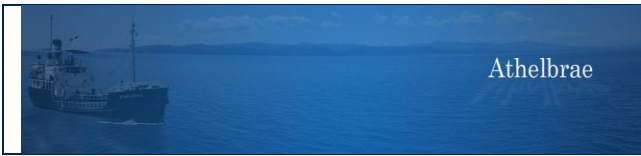
The multiple Workshops were very well received and the summary report of activities and behaviours that we produced was then handed over to their internal team of volunteers who are going to incorporate the ideas into the day to day running of the business.

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, (where Residents were also involved in the training); Communication Skills; Coaching and Mentoring; Emotional Intelligence and Employment Law.



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."

Recently, Athelbrae has 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.

Large National Insurance Company

Athelbrae Trainers worked extensively with a Large National Insurance Company prior to its merger, delivering a wide range of tailored training interventions across the business.

One particular project can demonstrate how our bespoke and flexible approach helps our clients get results. We worked with a division of the business involved with B2B and B2C sales and as a result of our support, the Company significantly increased conversion rates on the back of our training. The testimonial below has kindly been provided by the client:

"With the support of Keith and the Trainers we have introduced a robust sales initiative tailored to our demanding and specific business needs. This training supported by reverse coaching and mentoring has seen our sales conversion rate increase by 10% over a 12 month period. This would not have been possible without the highly focused sales training delivered by the Trainers or the enthusiasm of our determined sales force. We look forward to working with the expertise and skills of Keith and his team in the future. With thanks"

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."*