



TRAINING & DEVELOPMENT

SERVICES

FOR BUSINESS



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CONTENTS

01 - WHY AMBER?

AMBER CLIENTS

02 - OUR LEAD TRAINERS

KEN DEEKS
RICHARD BAINES
PAUL SMITH
LIZ BAINES
ANDREW SMITH
GRAHAME BALL

03 - TRAINING MODULES

MEDIA TRAINING
PRESENTATION COACHING
BID/PITCH SUPPORT
MESSAGE DEVELOPMENT
NEGOTIATION TRAINING
SOCIAL MEDIA TRAINING

04 - INSIGHTS DISCOVERY

"JUST TO LET YOU KNOW THAT YOUR PRESENTATION TRAINING SESSION AT MILTON KEYNES AND IN CHICAGO SCORED AN AVERAGE OF 4.84 OUT OF 5.0 AND WERE THE HIGHEST RATED SESSIONS ON BOTH TRAINING COURSES. AN OUTSTANDING RESULT. CONGRATULATIONS!"

Barbara Harvey, Managing Director, Technology Consulting Firm

01 WHY AMBER

OUR CLIENTS: THE AMBER GROUP DELIVERS TRAINING, COACHING, HR AND DEVELOPMENT SERVICES

ACCENTURE
CISCO
CITRIX
CLOUD DISTRIBUTION
DELOITTE
EAST SUSSEX COUNTY COUNCIL
ENTRUST
HEWLETT PACKARD
HONEYWELL
IGEL TECHNOLOGY
ITN
NEVERFAIL
NEWVOICEMEDIA
NORTHDOOR
NORTON ROSE FULLBRIGHT
PANASONIC
RICOH EUROPE



OUR PROPOSITION:

We will improve your company's performance through the development of your people.

OUR TRAINERS:

We are all business owners, specialising in communications and all with an understanding of your business and the communications challenges you face.

OUR TRAINING:

We provide interactive and practical learning, delivered in pacy half-day or full day sessions to fit in perfectly with your busy company life.

OUR APPROACH:

We believe that all training should have a positive impact on the business, not just the individual. Each session is tailor made for your needs and followed up with a personal development plan for each delegate, ensuring continued improvement in your business.

02 OUR TRAINERS

KEN DEEKS



A former journalist with 12 years on regional and national titles including the Daily Mirror, Ken moved into In-house PR in 1987 - helping to launch Vodafone while at Racal - before working in and running a number of agencies for the next 16 years.

For the past 11 years, Ken has been providing a mix of communications and training services as part of The Amber Group to corporate clients as well as PR agencies. Recent corporate clients include Accenture, Cisco, Hewlett Packard and Honeywell. Ken also acts as business adviser to a number of SME's including Cloud Distribution who this year was named 4th in the Sunday Times Fastrack league table for the fastest growing tech firms.

Ken is also the founder and driver of Byte Night, the IT industry's annual sleep out on behalf of Action for Children, the UK's largest children's charity. Started in 1998, the event now raises a staggering £1m every year.

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RICHARD BAINES



Richard is a communications professional with specialisms in training, coaching and HR consultancy. Having worked initially with large technology and B2B organisations since the early 1990's, Richard now supports a wide variety of businesses including ITN, Nomura, Energizer and Accenture, helping them to grow through effective communication, HR strategy and employee performance. Richard is a Fellow of the Chartered Institute of Personnel and Development, a corporate coach and licenced Insights Discovery™ Practitioner.

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PAUL SMITH



A former journalist, Paul moved to In-house PR in 1993 working for International telecoms, cable television and Internet Service Providers before moving to PR consultancy. Working extensively in the technology sector, with spells working with economic development and government agencies, Paul has consulted for brands such as EMC, Siemens, Oracle, T-Mobile and Panasonic. His passion for straight-forward, matter of fact communication now serves him well in his role advising clients on messaging and bid support and coaching presentation skills.

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LIZ BAINES



Liz is a CIPD-qualified human resources consultant, trainer and coach who specialises in advising communications businesses and professionals. Drawing on her original background as a communications consultant for IT corporations combined with a track record for developing and implementing HR, training and development strategies for a range of companies, Liz helps her clients to grow their businesses by strengthening leadership and management practices, developing workforce skills and improving HR processes.

ANDREW SMITH



Andrew Smith MCIPR, MPRCA, is a specialist social media, PR and analytics consultant with a career spanning 29 years of public relations and journalism. Andrew has developed and implemented many highly successful strategic PR and marketing communications programmes for some of the world's biggest brands including IBM, CapGemini, MySQL, Apple (FileMaker) and Checkpoint. He has provided social media and digital marketing training to over 500 organisations in the last 4 years ranging across commercial organisations of all sizes, through government departments, NGOs and charities.

Andrew has also been a consistent PR innovator, being among the first UK practitioners to exploit email (1991), the World Wide Web (1994) and Twitter (2007). Described as the "de facto godfather of PR blogging", he is a regular speaker and media commentator on the integration of PR with social media, search optimisation and analytics. He is also co-author of two bestselling social media books, Share This and Share This Too, and a member of the CIPR's Social Media Panel.

GRAHAME BALL



A procurement and supply chain professional with extensive experience across geographies and industry sectors. Most latterly as CPO for a FTSE 250 where he was responsible for developing and delivering the full strategic sourcing capability both onshore and offshore across all direct and indirect categories; for managing the end-to-end service supply chain and for the building and improving of relationships with key, strategic suppliers. Mid-career Grahame spent 5 years as an interim executive managing operational turnaround, supply chain optimisation and cost reduction programmes for PLC clients such as BAE Systems, Kuehne+Nagel, Siemens and Newell Rubbermaid.

Grahame left Corporate roles in early 2014 to run the boutique procurement consultancy bluewire limited which provides cost management and procurement skills development services to public and private sector business. Grahame is also an accomplished speaker and trainer, his style uses practical examples from his career, interspersed with recognised theory and with plenty of myth de-bunking thrown in.

Grahame is a business graduate, an MSc from Cranfield and a Fellow and Congress member of CIPS.

03 TRAINING MODULES

- ✕ Put in place personal techniques which achieve a win:win for both the spokesperson and the journalist

MEDIA TRAINING

INTRODUCTION:

In today's fast-moving media world, it is imperative that your senior managers are skilled at handling media engagements. Amber's Media Training has been designed to ensure that all of your attributed spokespeople are able to maximise on a positive opportunity for press coverage, as well as equip them with the right tools to handle press intrusion that is less welcome.

OBJECTIVES:

Amber media training has been designed specifically to help delegates to:

- ✕ Understand how the media works
- ✕ Identify the roles played by different kinds of journalists
- ✕ Know when to promote - and to know when to protect!!!
- ✕ Build their own list of do's and don'ts when handling a media interview
- ✕ Use their own personalities to build effective relationships with influential journalists
- ✕ Understand the rules of engagement and 'barriers' to developing goodwill

"THANKS FOR ANOTHER GREAT MEDIA TRAINING SESSION GUYS. ONCE AGAIN IT WAS A REALLY COMPELLING MIX OF THEORY AND PRACTISE. THE DELEGATES LEARN A LOT FROM BEING CRITIQUED AND THE VIDEO PLAYBACK PLAYS A MAJOR PART IN HELPING WITH THAT. AS EX-JOURNOS. YOU BRING ENORMOUS CREDIBILITY TO THE SESSION AND OUR GUYS ALWAYS LEARN A LOT. THANKS AGAIN."

Chris Martin
PR Manager - Europe, Middle East, Africa & India
Honeywell Aerospace

CONTENT OF THE COURSE:

- Designed as a workshop, the course is an optimum mix of theory and practice
- Drawing on the extensive experience of our trainers - all our trainers are both ex-journalists and PR practitioners of at least 15 years' experience - the workshop includes role play scenarios to practise style of delivery and test effectiveness of content. Although our media training sessions can be either one-to-one or group sessions, there is no doubt that there is additional benefit in having analysis and feedback from other team members

WHO SHOULD ATTEND?

- ✕ Senior managers who need to handle company-wide announcements - both good and bad!!
- ✕ Managers with responsibility for a specific and important component within the business eg product line or company department.
- ✕ Technical support handlers - who may need to provide the next level of details on products, services etc.

THE TRAINERS:

Amber trainers are all ex-journalists and PR professionals who for a number of years have worked within the press community. Clients include Accenture, Deloitte, Microsoft, Cisco and Citrix.

PRESENTATION COACHING

INTRODUCTION:

The ability to present can often be the difference between winning and losing. With organisations striving to find ways to differentiate, it can often be the quality of your people that demonstrates that difference. And that quality can sometimes only be on show when they are presenting at a conference, a seminar, a pitch, or indeed even at a client meeting. The ability to present compelling content with impact has never been so important.

OBJECTIVES:

To equip delegates with the confidence, skills and techniques to deliver impactful and memorable presentations. They will leave the session with a clear understanding of their personal presentation strengths and how to overcome their weaknesses.

CONTENT OF THE COURSE:

- The objectives, hopes and fears of presenting
- Three minutes of fame (videoed presentations with critique)
- What makes a good presenter?
- How to structure a high-impact presentation
- Telling the 'story' and delivering key messages
- Understanding and connecting with your audience
- 'You the performer' - using words, tone and body language effectively
- Effective preparation and practice
- Nerves and how to deal with them
- The use of visual aids
- Managing questions and answers, demonstrating knowledge and thinking on your feet
- Ten minute presentations (videoed) plus critique and personal development plan

Delegates are then sent a personal email highlighting strengths and areas for improvement, and are specifically asked to practise the areas for improvement; this email is accompanied by a copy of their DVD to help them identify their own areas to work on. For some delegates we can arrange a follow-up session 2 to 3 weeks later, designed specifically to identify and measure actual improvements. Again, each delegate will present twice and be critiqued by the coach, peers and by video playback.

WHO SHOULD ATTEND?

Anyone who needs to present.

THE TRAINERS:

Amber trainers are all specialist presentation coaches with over 30 years' experience working with clients including Accenture, HP, Honeywell, Norton Rose Fullbright and Government organisations. All delegates receive a copy of the book "The Little Black Book of Presentation Secrets" authored by The Amber Group.

"I JUST WANTED TO LET YOU KNOW THAT THE FEEDBACK WE'VE HAD FROM YOUR PRESENTATION COACHING HAS BEEN INCREDIBLE. ALL THE DELEGATES SAID THEY FOUND IT BOTH ENGAGING AND VERY INFORMATIVE. WHAT IS REALLY PLEASING IS THAT THEY ARE NOW USING THE TECHNIQUES THEY HAVE LEARNED IN SALES SITUATIONS. AND THE FEEDBACK WE ARE GETTING IS THAT IT IS REALLY MAKING A DIFFERENCE TO HOW OUR MESSAGES ARE BEING DELIVERED. THANK YOU."

Dion Smith Director Sales Operations & Portfolio
Hewlett Packard



MESSAGE DEVELOPMENT

INTRODUCTION:

Every company and every product or service needs to be differentiated if it is to survive and prosper.

And not only does it need to differentiate but it also needs to be seen as compelling or exciting.

That is why organisations work so hard to identify and build messages that make them stand out from the crowd.

OBJECTIVES:

We provide objectivity and years of communications experience to help you identify exactly what it is that makes you different. We then turn those differentiators into compelling messages that help you to win.

CONTENT OF THE COURSE:

- Compelling and unique messages are developed through a facilitated workshop session. Prior to this, we will build an understanding of your business, your markets and your competitors to provide much needed context
- Following the session we will develop the content into a message script containing key messages, proof points and any stories which makes you stand out from the competition
- This script can then be used for all sales and marketing activities and programmes

WHO SHOULD ATTEND?

Executives who have an interest in what they should be saying as individuals when representing the company and anyone involved in compiling sales and marketing collateral.

THE FACILITATOR:

This session is delivered by communication consultants with 25 years of experience developing and delivering effective messages for businesses and brands.

"ANOTHER GREAT BID MESSAGING SESSION! THANK YOU FOR THE THOROUGH PREPARATION AND FOR HANDLING ALL THE DIFFERENT PERSPECTIVES IN THIS COMPLEX CONSORTIUM BID TO GET ALL PARTNERS ON THE SAME PAGE. I NOW FEEL CONFIDENT THAT OUR TEAM CAN GIVE A CLEAR, CONSISTENT AND DIFFERENTIATED MESSAGE TO THE CLIENT. THANK YOU."

Donna Drysdale, Global Police Industry Marketing Lead, Technology Consulting Firm

BID/PITCH SUPPORT

INTRODUCTION:

The ability to present effectively at the bid or pitch stage of a sales cycle has never been as important as it is today.

It has become increasingly difficult to distinguish between company offerings - one product or service can look very much like another - and therefore there is an even greater need for your people to stand out against the competition.

It is vital therefore that they are able to deliver winning messages in an impactful way; that the audience not only buys into the message itself but also buys into the people delivering it. Put simply, we help you to win.

CONTENT OF THE COURSE:

- Our bid support service starts with the development of the message and ends at rehearsal stage. This means that we can help you develop winning messages and then work with your team at rehearsals to ensure that they are equipped with the confidence and techniques to present your offer in a memorable way

WHO SHOULD ATTEND?

Anyone involved in leading, developing or presenting an important bid.

THE FACILITATOR:

This session is delivered by an experienced new business facilitator who works with the team to ensure that the content is both compelling and unique and that it is delivered with impact. He has worked with clients like Accenture and played a key role in helping them to win major corporate clients.

NEGOTIATION TRAINING

INTRODUCTION:

Negotiating is a vital skill whether buying or selling, in professional or in personal life yet many people do not understand how to negotiate or lack confidence when negotiating.

In competitive business markets, skilled negotiation can be the difference between success and failure.

This is a practical, hands on session providing delegates with some simple tips and tricks on how to get the best outcome backed up by practical, real life examples from both the business and personal world.

OBJECTIVES:

At the end of the session, all delegates will have a greater understanding of how to negotiate with some key takeaways to use in actual negotiation situations. This programme will cover the following key areas:

- ✕ Understanding the negotiating process
- ✕ Demystifying negotiating 'science'
- ✕ Losing the acronyms BATNA, ZOPA, BAFO, PTN and others explained
- ✕ The win win myth explored
- ✕ The importance of word control
- ✕ Understanding the difference between cost and value
- ✕ Negotiating from a position of weakness
- ✕ The enemy that is time
- ✕ Silence and listening, big guns in the negotiating armoury
- ✕ Planning dos and don'ts
- ✕ Dealing with the procurement department (optional)

CONTENT OF THE COURSE:

- An interactive workshop with the emphasis on practical examples and real life scenarios. All delegates will have the opportunity to demonstrate their negotiating skills and to receive 1:1 feedback from the trainer. Unlike other courses which are theory heavy, this course draws on hands on experience and offers practical advice which can be used with immediate effect

WHO SHOULD ATTEND?

Anyone wishing to improve their negotiating skills either buy side or sell side, public or private sector, PLC or SME.

THE TRAINER:

This course is delivered by a hands on senior procurement practitioner who has more than 25 years private sector experience of negotiating in different industries and countries across a range of goods and services. The last 8 years were spent as the CPO of a FTSE 250. Other corporate experience includes Microsoft, BAE Systems, Alliance Boots and Diageo both in Europe and the USA.

DIGITAL AND SOCIAL TRAINING FOR MARKETERS

INTRODUCTION:

Digital and social media have completely disrupted the marketing landscape. New opportunities and challenges abound. Our range of training helps marketers take full advantage of these critical and fast changing new aspects of our industry. We provide knowledge and practical advice about how to win, advise and keep clients through these innovative new approaches.

Our most popular half-day sessions are outlined below but courses can be tailored to meet your specific needs.

TRAINING MODULES

SOCIAL MEDIA FOR MARKETERS - ENTRY LEVEL, INTERMEDIATE & ADVANCED

ENTRY LEVEL

This workshop is for marketers of all levels who have little or no experience of using social media in a professional context. It will bridge their knowledge gaps and give them confidence to use social media in a day-to-day work environment. Delegates will improve their understanding of the key social media platforms, as well as gain insight into the essential tools for listening, publishing and engaging on each network. We'll also cover the basics of social media measurement.

INTERMEDIATE

Many marketers are already using social media in a personal capacity. Or are using it in a rudimentary fashion for their business. This workshop will further advance their knowledge and practical capability. It provides insight into best practice techniques for planning, managing and measuring social media activity.

ADVANCED

Marketers and senior management executives already involved in social media activity on behalf of their business will benefit most from our advanced workshop. We take a deep dive into how social media works in the

overall marketing mix. We also examine advanced social media measurement and evaluation techniques such as attribution analysis.

GOOGLE ANALYTICS: A MEASUREMENT & EVALUATION PLATFORM FOR MARKETING

Google Analytics provides the perfect platform for marketers to monitor, measure and improve the results of their marketing and social media campaigns. This session looks at the benefits of building Google Analytics into an essential element of your marketing campaign and provides the practical knowledge to use it effectively.

USING SEO IN PR

Demand for Search Engine Optimisation (SEO) skills in PR continues to rise. However, adoption levels remain low. This workshop demystifies the subject for PR professionals while also providing practical insight into the tools and techniques that can be used in a typical, day-to-day PR workflow.

DEVELOPING SOCIAL MEDIA STRATEGIES FOR PR & MARKETING

This workshop looks at the six steps to implementing a successful social media campaign as part of a wider PR and Marketing programme. Attendees will learn how to set objectives, establish their target audiences, identify the correct platforms to use and what types of content will be successful. An overview of essential social media management and measurement tools is also included.

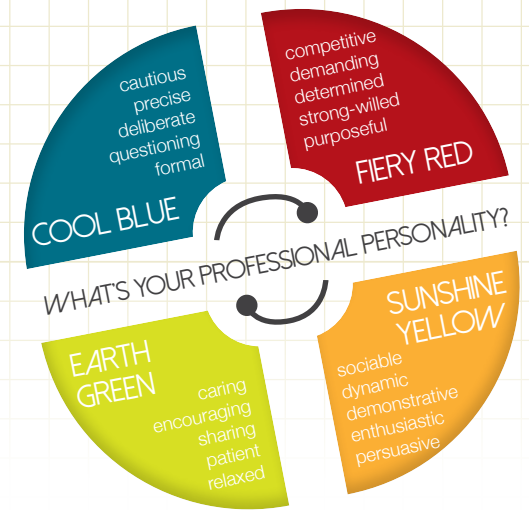
SOCIAL MEDIA PLATFORMS FOR MARKETING

This series of workshops lifts the lid on the key social media platforms in use today and explains how marketing professionals can identify and make the best use of particular platforms for their campaigns.

Agencies can concentrate on one platform for a deep dive half-day session. Or choose from up to three of the following list for a broader overview of social media related marketing techniques and tools: Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest, Instagram, Vine or Quora.



04 INSIGHTS DISCOVERY



ENHANCING PERSONAL & TEAM EFFECTIVENESS

The ability to enhance personal and team effectiveness is a compelling proposition for any organisation. Insights Discovery workshops are based on the pioneering personality profiling work of Carl Jung and use colour as a powerful common language to help individuals understand their behavioural preferences; the preferences of others and how to adapt and connect for more successful interactions.

At the heart of the Insights Discovery™ System is the Personal Discovery Report which provides a detailed analysis of an individual's behavioural preferences including their natural strengths, potential weaknesses, management and communication style, possible blind spots and areas for further development.

BENEFITS

These powerful and engaging workshops provide lasting value through improved performance in a variety of areas including personal productivity; team leadership, management and retention; client relationship management and business development.

"OUR INSIGHTS DISCOVERY WORKSHOP WAS THE PERFECT WAY TO HELP US ENHANCE THE WAY WE WORK AS INDIVIDUALS, AS A TEAM AND WITH OUR WIDER STAKEHOLDERS. THE CONTENT IS IMPACTFUL, IMMEDIATELY APPLICABLE AND DELIVERS LASTING VALUE. WHILE THE FORMAT IS PRACTICAL, ENGAGING AND FUN!"

Alexandra Standfast, Senior HR Business Partner at ITN

UNDERSTAND SELF...

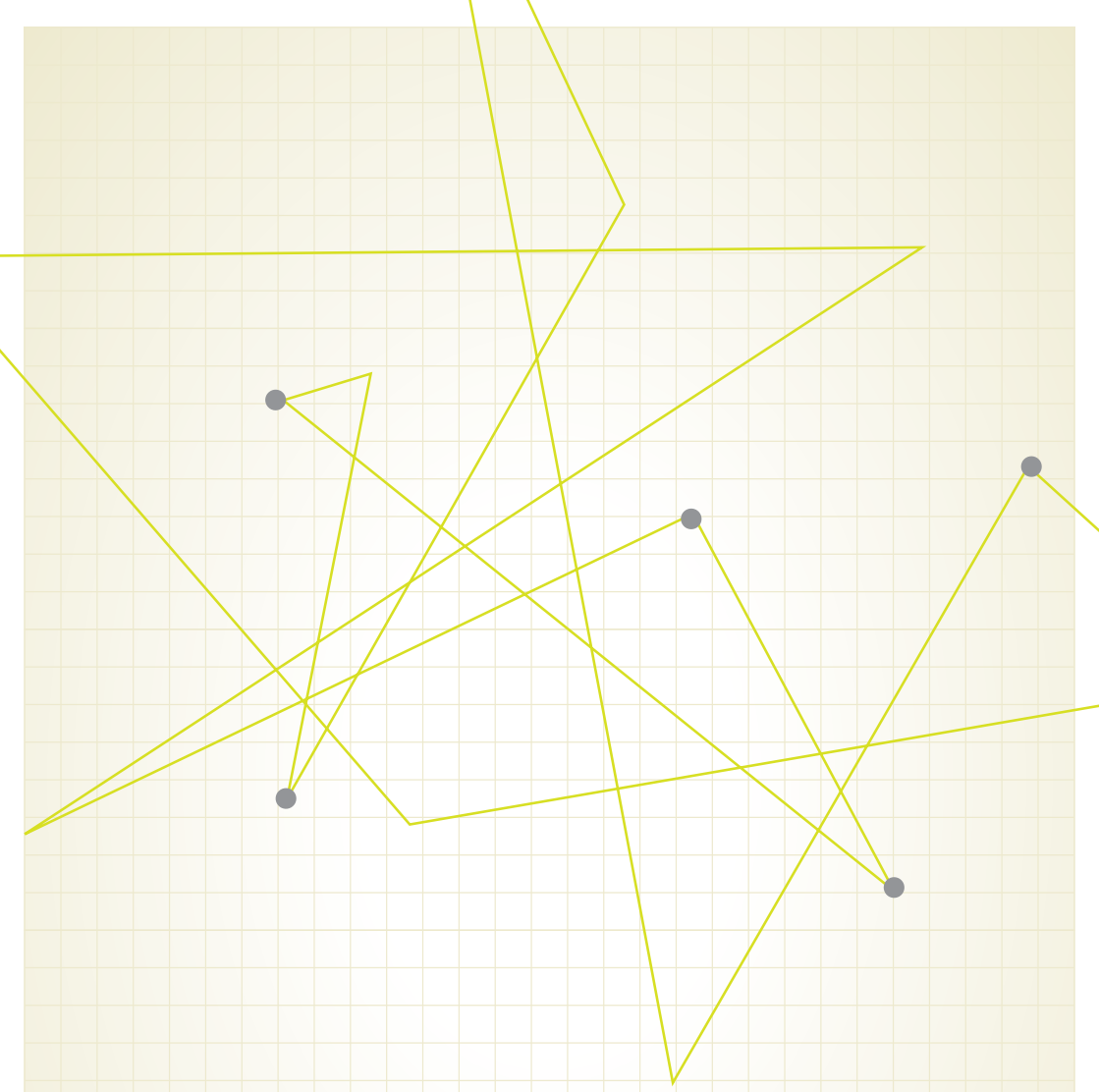
...your communication and management styles; personal motivations; strengths; weaknesses and other behavioural preferences

UNDERSTAND OTHERS...

...the behavioural preferences of your colleagues, clients and other key stakeholders

ADAPT & CONNECT...

...how to adapt your approach to achieve greater productivity and more successful interactions



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