



Business Training Courses

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InSynch

BUSINESS SERVICES

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InSynch Training Courses

This brochure contains details of our training courses for 2010. Our training courses are interactive and we stay away from the sterile “chalk and talk” method of delivery, using hands-on sessions and interactive discussions throughout. We keep our training as real as possible and ensure it meets each delegate’s needs.

We have developed training courses that can be modified to suit individual groups and also work with organisations to develop bespoke training courses to meet their specific requirements. We are also able to provide a high-specification IT training suite, which can be hired for private use. We are always adding new courses and dates to our course listings. Visit www.insynchbusiness.co.uk/training for the latest information. All courses are a day long unless otherwise indicated.

In-house courses: We are also able to deliver all of our courses on an in-house basis for a fixed price. Please contact us to discuss your training needs.

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How to book

To book a place on any of our courses simply go to www.insynchbusiness.co.uk/training where you can book on-line. Complete a booking form or alternatively you can contact us on 01970 630077 or email enquiries@insynchbusiness.co.uk.

Conflict Management

We all experience conflict in our everyday lives, be it from a personal or professional perspective. It has been said that some form of conflict is essential to enable growth, innovation and expansion within a business, yet, if not managed carefully, conflict can cause undue stress and lead to a significant decrease in productivity, loss of motivation and low staff morale. This course will provide delegates with an overview of what conflict is, how it can have negative and positive impacts on a business, and how to best manage conflict in a way that will minimise potentially detrimental effects.

Customer Service Excellence

This training course is practical and interactive, with an emphasis on creating a supportive customer service and care environment to build confidence. Individual and group exercises enable the participants to exchange customer service ideas, build on existing strengths, try out new techniques and identify areas for further development.

The customer service training course will give delegates the confidence to be effective customer facing staff. Subjects covered include understanding the relationship from the customer's perspective, greeting customers face to face and on the telephone, listening and communicating effectively, establishing and maintaining ongoing relationships with customers, handling complaints and dealing with difficult customers.

Developing a Marketing Strategy

Effective marketing of your business's products/services is essential to its success. This day's course will enable delegates to develop a marketing strategy that they can actually implement in the workplace, having learnt the basic principles of marketing and how these can be applied to good effect.

Course content includes defining Marketing, Marketing versus Selling, Strategic Aims and Objectives, looking at the business Strengths, Weaknesses, Opportunities and Threats, identifying the business's Competitive Advantage (Unique Selling Point), Market Research, identifying the Target Market(s), developing an Action Plan (including effective budgeting and timescales), Monitoring and Evaluation. Aimed at anyone who is responsible for the promotion and marketing of a business's products and/or services, this course will support delegates in developing a professional approach to marketing that can lead to greater business growth and success.

Equality in the Workplace

This essential training course helps small business managers and owners develop an understanding of the equality legislation and also how adoption of best practice principles can make their business more competitive and help it attract new orders / customers.

The training course includes a general guide to the legislation and what that means in practice, an examination of the business case and practical tips to improve equality performance.

Legal Issues Facing Small Businesses

This course is aimed at small business owners and managers who need to develop their understanding of the variety of legal issues faced by their organisations on a daily basis.

The course comprises a general guide to law relevant to small businesses including the legal status and requirements of companies, partnerships and sole traders, an introduction to contract law, the operation of sale of goods act and the supply of goods and services act, the nature of the employment relationship and essential employment legislation, businesses responsibilities towards employees, visitors and customers.

Managing Projects

This is a practical course that focuses on providing delegates with useful skills that they can apply to the management of projects in the workplace.

The course will provide you with an overview of effective Project Management principles and how to apply them. It will teach you basic project management skills and outline how you can put them to good use in your business. It will show you how to plan, monitor and control all aspects of a project, how to motivate teams, achieve project objectives on time and within budget, and how to ensure that any lessons learnt are used for future improvement. Topics include defining Project Management, Initiating a Project, Developing a Project Plan, Project Execution (including Monitoring/Managing Change), Risk Analysis, Control, Closing the Project and its Final Review.

Suitable for people at all levels, this course will provide a useful, informal introduction to project management, in particular for those who are contemplating additional Project Management training in the future, such as PRINCE2 accreditation.

Minute Taking

This course is aimed at people who are required to take factual minutes of meetings, from large formal committee meetings to informal team briefings. The course is practical and interactive and it will provide minute takers with additional confidence and skill to produce accurate, clear and professional minutes.

On completion of the course the delegates will be able to link the preparation and planning of meetings with accurate minutes, Skillfully develop their preferred method of taking notes, Improve the layout and format of the agenda and minutes to enhance clarity, Identify the relevant and key points from a meeting, learn how and what to select, Enhance concentration through effective listening skills, Save time by adopting new techniques on drafting and writing up minutes.

Presentation and PowerPoint Skills

This course is aimed at anyone who wants to be able to give effective presentations. Firstly, the course aims to enhance personal presentation skills, including how to plan a presentation, coping with nerves, building confidence, what makes an effective presenter and golden rules of presenting.

The second part of the course will give delegates the skills to use Microsoft PowerPoint proficiently as a visual aid to presenting. Course contents include: Formatting presentations and slides, using master slides and templates, incorporating pictures and graphics, using animations effectively, including video and sound and how to make a professional looking presentation.

PRINCE2

Working in association with the University of Glamorgan, InSynch Business Services Ltd. is pleased to offer courses in PRINCE2 Project Management. PRINCE2 - PProjects IN Controlled Environments is a written description of how to manage a project in a logical, organised way, following defined steps. It is not a tool or technique, but a structured management process which emphasises the importance of an organised and controlled start, middle and end to a project. PRINCE2 is considered internationally as the best practice framework for Project Management.

Full details of this course can be found on our Website at www.insynchbusiness.co.uk/prince2

5 Days

To find out more information, course dates or to book a place go to www.insynchbusiness.co.uk/training or call 01970 630077

Stress Management in the Workplace

Most people are under stress and pressure in some way during their working day or home life.

Stress in the workplace is now an important and integral part of health and safety. Both employers and employees can benefit from attending this one-day course, which identifies what stress is, the affect it has on them and the workforce, how to deal with it and the consequences of not doing anything about it.

½ Day

Time Management

Time management training course. The scarcest resource facing businesses and individuals is "time". Time is incredibly valuable and ensuring the most effective use of this scarce resource can improve not only business performance but also improve the quality of life for individuals and employees.

This training course looks at how to develop effective time management skills, using theories and tools as a means to investigate and understand this increasingly important subject area. Bad time management habits are also covered, looking to identify why people procrastinate, for example, and how to overcome it. The tools and skills required for effective Time Management are outlined so that delegates are able to "work smarter" and more effectively, leading to greater job satisfaction, motivation and ultimate business performance.

Writing Effective Reports

Training course. Writing effective reports is key to not only communicating important information and knowledge but also a self-development skill that can be used in all walks of life. This training course provides delegates with an overview of report writing skills that will improve their performance at work and increase job satisfaction. Different types of reports, writing styles and layouts are covered, looking at manual and electronic presentation formats and protocols, from general reports through to tenders and strategic documents.

Suitable for all levels, from administrative personnel through to managers, delegates will leave with greater knowledge and confidence in providing clear, succinct and relevant information within a reporting structure.

Adobe Illustrator

This course covers all of the main features in Adobe Illustrator including: Choose New Document Settings, Create a Custom Workspace, Draw Basic Shapes with the Shape Tools, Draw Paths with the Pencil Tool, Enhancing Logos, Format Objects, Manipulate Objects, Insert Type, Creating Logos Using Custom Paths, Draw Paths with the Pen Tool, Modify Existing Shapes to Create New Shapes, Duplicate Objects, Apply Graphic Styles, Creating a Logo with Type Special Effects, Apply Gradients to Type, Create Type on a Path, Apply an Envelope to Type, Creating an Advertisement, Import a Graphic, Align Objects, Apply Spot Colours, Wrap Text, Export a File, Manipulating Body Type, Import Body Type and Format Type with Styles.

Adobe Photoshop

It has never been easier to take quality photographs from simple to use digital cameras, but adapting these to make them suitable for your Web site/promotional literature is often overlooked. Adobe Photoshop is regarded as the leading software package for image manipulation and learning to use this software effectively is the focus of this course.

Photoshop can seem extremely complex and bewildering at times, due to the sheer number of its features. This course provides clear and focused training on the main Photoshop features, enabling delegates to quickly realize the true power of the software. Areas covered include using the Marquee tool, Lasso, Magic Wand, Cropping, Cloning, Painting, Adding Text, File Formats, Image Correction, Image Manipulation and Photographic effects, such as fill light, red eye, sharpen, film grain, soft focus etc.

CorelDraw

CorelDraw is a professional graphics software package. Delegates attending this course will learn how to use all of the main features of the software, along with many useful shortcuts and time saving techniques. Course contents include: Opening and saving files, Getting around CorelDraw, Working with documents and pages, Working with text, Creating basic shapes, Constraining the shape of objects, Arranging objects and text, Changing the order of objects, Drawing with line tools, Working with images, Colour fills and outlines, Blends and contours, Applying transparencies, Adding shadows, Creating professional looking literature, Using Corel PhotoPaint.

Desktop Publishing for Small Businesses

With the price of colour printers getting lower all the time, the use of digital cameras being common place and the ready availability of good desktop publishing software, many small businesses are now choosing to produce leaflets, posters and other literature in-house.

This course will give delegates the practical skills to be able to use Microsoft Publisher proficiently and, more importantly, it will impart specific tips and tricks on creating effective literature. Using simple design techniques, avoiding common mistakes and having full mastery of the software can help make your designs look professionally produced. Although there are many other desktop publishing software packages other than Microsoft Publisher, we have chosen to use this software for the course as it is the most commonly installed desktop publishing software on business computers.

Dreamweaver in a Day

This course is aimed at businesses who wish to use Dreamweaver take control of their own Web site and need to learn basic Web design skills in order to do so. Course contents will include gaining access to your Web site using Adobe Dreamweaver and a summary of effective design principles. The course will not teach delegates how to write HTML code.

Dreamweaver features covered include file naming conventions, creating pages, tables, inserting images, text and formatting, backgrounds, hyperlinks, installing HTML code, Meta Tags and Alt Tags, template based design, Cascading Style Sheets and uploading of Web sites to the Internet.

Effective Use of Customer Data

This course will help you turn valuable information about your customers into an effective marketing asset. The course will give you fresh ideas and new skills to enable you to use IT to encourage repeat customers.

Using tried and tested methods, you will learn how to collect the right kind of information from customers, how to store it effectively, how to create a simple database in both Microsoft Excel and Access, filter and query data, and personalise documents by merging with Microsoft Word for mailing and eMailing purposes.

Effective Use of Microsoft Access

Microsoft Access is powerful database software that can manage large amounts of data. Without training, using Access can be daunting and confusing for all but the experienced computer user.

On this course, we target the areas of the software that you need to know in order to create a database, make it user friendly for data entry and produce queries and reports as required

The course contents include: An overview of Access, Working with Data, Creating Tables, Making Queries, Generating Reports, Relational Databases.

Effective Use of Microsoft Excel

Microsoft Excel is a great software package for performing calculations and presenting information in tabular and graphical form. This course covers all the basics, along with shortcuts and advanced techniques to improve the way you use the software.

Course contents include: Exploring Excel, Creating and Modifying Worksheets, Manipulating Data, Sorting Data, Basic Formulae, Copying and Extending Formulae, Formatting a Worksheet, Printing Worksheets, Customising Layout, Using Excel as a database and creating graphs.

Effective Use of Microsoft Word

Microsoft Word is a very powerful word processing application but the average person only uses 5-10% of its capabilities. This comprehensive course covers all the basic functions of word along with some intermediate and advanced features.

Course contents include: Exploring Word, Creating and Editing Documents, Formatting Text and Paragraphs, Customizing Paragraph and Text, Controlling Text Flow, Columns, Working with Tables, Using Graphics, Modifying Pictures, Controlling Page Appearance and Mail Merge.

Microsoft Project

This Microsoft Project 2007 training course will enable delegates to make effective use of this leading project management software. Subjects covered include basic project management concepts using Office 2007, software navigation, creating and scheduling tasks, using calendars, creating work breakdown structures and creating relationships between tasks and using lag and lead times.

Formatting and sharing information will also be covered, including creating Gantt charts. Working with resources and costs are also key parts of the course. Finally, the course will show delegates how to use Microsoft Project to manage live projects by monitoring progress and adjusting project plans and schedules.

Office 2007 in a Day

This one day course provides an overview of the entire Microsoft Office 2007 suite of software. Delegates will find this course invaluable when making the transition to Office 2007 from earlier versions and will be able to put the new software and its new features to effective use after attending the course.

Course contents include: The new Office 2007 interface, the Ribbon and Mini Toolbar, Office XML file format, compatibility with other versions, New Features in Word, Excel, Outlook, PowerPoint, and Access.

The day is packed with useful tips and shortcuts to make using Office more effective than ever before. Suitable for delegates of all levels.

Presentation and PowerPoint Skills

This course is aimed at anyone who wants to be able to give effective presentations. Firstly, the course aims to enhance personal presentation skills, including how to plan a presentation, coping with nerves, building confidence, what makes an effective presenter and golden rules of presenting.

The second part of the course will give delegates the skills to use Microsoft PowerPoint proficiently as a visual aid to presenting. Course contents include: Formatting presentations and slides, using master slides and templates, incorporating pictures and graphics, using animations effectively, including video and sound and how to make a professional looking presentation.

eCommunication and Social Networking

This course will cover the use of information about your existing and potential customers for greater e-marketing efficiency. Subjects covered will include, data collection and storage, better use of email, email marketing, eNewsletters, and how to use social networking and multimedia Websites such as You Tube, Twitter and Facebook to market your business.

eMarketing Stages 1 & 2

Stage 1

This workshop will cover getting the right Web site address, buying space online for your Web site, whether to use a Web developer (and how to select one) or do it yourself. Also covered will be important Web site design factors, how to market your Web site using traditional off-line methods and an introduction to the main ways to market your Web site on the Internet.

Stage 2

This workshop will discuss and demonstrate how you can maintain your own Web site and de-mystify Web design. The importance of getting other Web sites to link to your Web site and how to go about it will also be covered. Information will be provided on how to change your Web site so that it comes higher in the search engine results (e.g. Google). Ways of combining traditional off-line marketing methods with on-line methods will be explored.

Search Engine Optimisation

Firstly, the workshop will simplify the whole subject of search engine optimisation and provide delegates with valuable knowledge on how to improve the position of their Web sites in the search engines. Secondly, it will enable businesses to receive personalised advice on what should be changed on their Web site. Attendees will be able to either make changes to their Web site during the workshop using our suite of laptops, or leave with a detailed plan of exactly what needs to be done to improve the position of their Web sites in the search engines.

Subjects to be covered include discovering exactly what your customers are searching for, choosing the right words to optimise your Web site for, how many times to use these words on your Web site and where, how to 'tweak' various sections of your Web site to make it more likely to be ranked better, dispelling search engine myths and using software that will tell you exactly what to change to optimise your Web site for a particular word.