



Learning Dynamics

LEARNING SOLUTIONS GUIDE Programs & Seminars

Innovative Solutions
Lasting Results

Learning that delivers business results

“It’s not what you know, it’s what you are willing to learn”

Our goal is to help people to learn faster, work smarter and achieve their goals.

Since 1996, Learning Dynamics has created innovative learning solutions in leadership, sales, customer service, communication and teamwork.

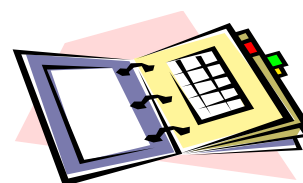
This guide introduces our key programs which we customise for each client to meet their specific needs and business goals.

Further information on program content and learning objectives is available on request.

Key programs at a glance

Communication	Sales Performance	Customer Service
<ul style="list-style-type: none">■ Communicating for Results■ Effective Presentation Skills■ Write to be Read■ Successful Training Techniques■ Successful Meetings■ Coaching – A Partnership Approach■ Strategic Negotiation■ Masterful Facilitation■ Effective Feedback■ Mastering Voicemail■ Communicating in times of change■ The Mentoring Partnership■ Solving Problems and Seeking Opportunities	<ul style="list-style-type: none">■ Consultative Sales 1 – Achieving Results■ Consultative Sales 2 – Sales Excellence■ Maximising the Sale■ Telesales Essentials■ Leading High Performance Sales Teams	<ul style="list-style-type: none">■ Customer Service Essentials■ Consultative Customer Service■ The Retail Service Edge■ Living the Brand■ Achieving Sales Through Exceptional Service

Teamwork
<ul style="list-style-type: none">■ Teaming for Success■ The Ideas Generator■ Team Dimensions■ Group Styles■ Team Talk



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Communication

Communicating for Results

The ability to effectively communicate with others is the most essential personal and business skill there is.

This highly interactive and engaging program will help you to develop your interpersonal communication skills and expertise. You will discover your communication preferences and how you can better communicate and work with others.

The program covers the key areas of:

- assessing your natural communication behaviour and style
- people reading
- tailoring your communication to meet the information needs of others
- building emotional intelligence
- learning styles
- effective questioning and active listening
- building a personal communication toolkit

Workshop Options: Half-day
 1 day

Effective Presentation Skills

The ability to confidently express your ideas so that they are heard, understood and acted upon is essential for all professionals.

This program develops key presentation and communication skills to enable you to create and deliver effective presentations.

The program covers the key areas of:

- analysing the audience and stakeholders
- planning and structuring the presentation
- delivering a persuasive presentation
- effective use of visual aids
- adding energy and impact to presentations

Depending on the needs of the training group, the workshop can focus on their common presentation situations – eg product presentations, small groups, tenders, business pitches.

Workshop Options: 2 x Half-day
 1 day
 2 days



Write to be Read

This program enables participants to plan and write documents that communicate their message effectively and persuasively to readers.

The program covers the key areas of:

- 6 step 'Writing for Results' process
- setting a goal and generating ideas
- ideas mapping
- determining communication priorities
- structuring communication
- balancing rational and emotional content
- writing techniques to ensure a clear, concise and logical style

Workshop Options: Half day
 1 day

Successful Meetings

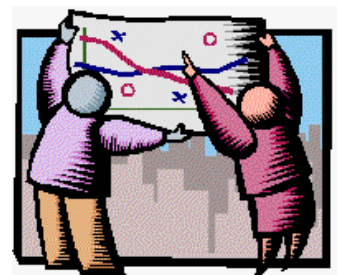
Meetings are a key part of business communication, however they are not always as productive and effective as we need them to be.

This program will provide you with the practical techniques and tools to plan and run meetings that are focused, time effective and deliver results.

The program covers the key areas of:

- designing the roadmap – using a meeting agenda to target key issues to discuss
- managing priorities to achieve the goals of the meeting
- facilitative leadership – a strategy to involve all members in discussion and delivering outcomes
- Meeting for Results – a step-by-step process for running an effective meeting
- handy techniques – ideas bin, ground rules, meeting evaluations, minutes
- from talk to action – documenting action items, timeframes, responsibilities and next steps

Workshop Options: 1 day



Effective Feedback: Helping People Work Better

Providing staff with effective feedback on their performance is an important management task. A regular exchange of information and feedback is at the core of strong working relationships.

This interactive session will provide you with the skills to deliver feedback in the right way at the right time to help your team members understand their actions and build their performance.

The workshop covers the key areas of:

- the purpose and characteristics of effective feedback
- delivering feedback
- feedback and coaching for improvement strategies
- Whole Message Model
- skills practice sessions and role plays

Workshop Option: Half-day, plus three post workshop tasks

Strategic Negotiation Skills

The program focuses on the skills and techniques required to achieve positive results through negotiation. It is based on the concept that different situations require different negotiation and communication approaches or styles to achieve results.

The program covers the key areas of:

- managing the negotiation process
- planning, selecting and using negotiation strategies
- gathering business information
- using appropriate influence styles
- building mutual agreement to move the negotiation towards its conclusion

Workshop Options: 1 day
2 days



Communicating in Times of Change

Communicating during times of organisational change is full of challenges. A leader must carefully monitor the workplace and determine: when to communicate, what to say and how to say it.

This program helps team leaders and managers to navigate the change process and to provide clear and concise messages to their teams.

This program covers the key areas of:

- workplace change and the role of employee communication
- the change process and cycle
- delivering messages that are meaningful and real
- tapping group emotion and responding to the needs of the audience
- using the communication channels to the best effect

Workshop Option: Half day

Masterful Facilitation

This practical program is designed for individuals who facilitate small groups. The context may be meetings, project briefings or coaching and training sessions. The program focuses on providing a broad knowledge of facilitation techniques and skills that can be used in a range of business situations.

The program covers the key areas of:

- determining learning styles and preferences
- preparing and planning sessions
- group dynamics and interpersonal relationships
- facilitation techniques for small groups
- creating learning and coaching environments

Workshop Options: 1 day
2 days



Successful Training Techniques

This practical program is for people who need to deliver engaging and experiential training for small groups. It is designed for people who need to develop key training skills and for experienced trainers who want to further develop their effectiveness.

The program covers the key areas of:

- are you training or teaching?
- preparing for a training session
- mixing the rational and the emotional components of a session
- delivering a training session which facilitates the learning process
- games, activities and interventions to reinforce knowledge and skill development
- monitoring trainee performance and providing appropriate feedback
- evaluating training sessions and identifying areas for improvement

Workshop Options: 1 day
 2 days

Mastering Voicemail

“Um, er, its John calling. Could you please call me back with some information on that, ah...”

We’ve all heard rambling voicemails...and yes, we have all made them at times too!

Concise, informative and well-structured messages are the key to effective voicemail. This program focuses on how to send messages that quickly convey your thoughts to the receiver. The techniques are particularly beneficial for sales professionals who need to place voicemails that will be acted on.

The program covers the key areas of:

- developing messages based on the receiver’s needs
- using key point structures
- TalkSharp – getting to the point and keeping messages concise
- using a template/planner to create messages more efficiently

Workshop Option: Half-day, plus post workshop tasks

Coaching – A Partnership Approach

This program is for managers who wish to develop a people-focused style of management through effective coaching skills.

Participants will learn how to build individual and team performance through coaching and support techniques.

The workshop covers the key areas of:

- the performance advantage of a coaching style of management
- core coaching models
- the coaching conversation – key steps in action
- identifying performance issues and dealing with them effectively
- planning and conducting effective coaching sessions
- developing a constructive and effective coaching style
- delivering effective feedback
- coaching for performance improvement

Workshop Options: 1 – 2 days

The Mentoring Partnership

A successful mentoring program assists your company to implement change and achieve its objectives in a positive, supportive environment. Knowledge is shared, new skills are developed and quality standards are raised.

The program covers the practical aspects of mentoring, including what makes mentoring a special skill, the role of the mentor, the mentoring relationship, and the special opportunities and challenges of mentoring.

The program covers the key areas of:

- the differences between coaching and mentoring
- how mentoring can assist in the growth and development of team members
- analysing and developing a personal mentoring style
- understanding the needs and expectation of the colleague
- effective behaviours for successful mentoring
- the key areas in the development of a mentor-colleague agreement

Workshop Options: 1 day

Solving Problems and Seeking Opportunities

This seminar provides a process of analysing and solving problems. It looks at the different thinking styles to apply to common management problems. A range of tools and techniques are covered so each participant can build a problem solver's toolkit. The program helps participants to focus on seeking opportunities to improve the way work is performed in their teams.

Workshop Options: Half day

Sales Performance

Consultative Sales 1 – Achieving Results

This program covers the core skills and techniques for using the consultative sales process. This sales approach is highly effective in achieving sales and building lasting business partnerships with customers.

The program covers the key areas of:

- Traditional vs Consultative sales and business development
- building customer relationships
- Consultative Sales Process – a six step core process to build winning business partnerships
- making Neutral Customers into Loyal Customers
- understanding needs and delivering tailored solutions
- high leverage activities – doing the ‘stuff’ that makes the most difference in a customer relationship
- managing ongoing relationships
- real world case studies and role plays
- using DiSC in sales and business development situations

Workshop Option: 2 days

Consultative Sales 2 – Sales Excellence

This program is designed for the experienced sales person wanting to achieve high-level professionalism and consistent sales results.

The program uses the same sales model as in Sales 1, with additional focus on creating and maintaining high value accounts. Sales negotiation strategies are covered in depth together with tools and techniques for analysing client relationships and implementing strategies to increase new business, repeat business and customer loyalty.

The program covers the key areas of:

- create and deliver compelling sales presentations to key decision makers
- selling against competition
- creating unique value and points of difference when marketing and presenting products and services
- sales negotiation techniques
- stepping up a level – from service mentality to partnership – what are the differences?
- account portfolio management - setting your own relationship indicators
- key follow-up strategies – looking for ways to add value to get the next deal
- communication levels with the client during implementation – when, how often, what information to provide
- brickwalling and maintenance techniques

Workshop Option: 2 days

Maximising the Sale

This program helps the experienced sales person to maximise the value of the sale through effective negotiation and proven techniques such as up-sell and cross-sell. The program covers key skills to sell against the competition and present compelling value propositions to the customer. Through a range of intensive skills practice sessions, participants explore their current sales process and techniques and identify areas to fine-tune.

The program covers the key areas of:

- selling against the competition/ positive phrasing
- upsell to increase deal value
- cross sell to meet customer's needs and packaging associated products
- balancing emotional and rational elements in the sales conversation
- creating compelling value propositions
- anticipating customer concerns and developing resolution statements
- understanding the needs that drive purchasing decisions
- phrasing customer benefit statements to support the product/service

Workshop Option: 1 day

Telesales Essentials

Telesales professionals play a key role in initiating and developing your company's business relationships. This program helps participants to develop the essential skills and techniques for effective selling via the telephone.

Participants will learn how to use a needs based selling approach to maximise their sales opportunities.

The program covers the key areas of:

- opening sales calls to win the customer's attention
- asking the right questions to uncover the customer's needs
- clarifying and confirming customer information
- listening with intent so you can build a tailored product/service offering
- communicating and demonstrating how your product/service meets the customer's need
- addressing customer questions or concerns
- achieving the sale
- closing a call professionally, whether or not a sale is made, to create a positive impression of your company

Workshop Option: 1 day



Leading High Performance Sales Teams

The effective sales team leader achieves a partnership with the team where there is a common focus, purpose and sales goal which leads to significant business results.

This program helps participants to identify their leadership style and build the performance dynamics of their teams.

The program covers the key areas of:

- core components and drivers of a high performance team
- the leader's role in building and supporting high performance
- the Life Styles Inventory and how it can be used to increase performance
- traditional management vs consultative/constructive leadership
- the team excellence model and how to develop benchmarks to build the sales performance
- personal feedback on leadership style – identifying opportunities to further develop constructive skills
- developing a framework for team standards
- maintaining the momentum – strategies to keep a sales team operating at peak levels

Workshop Option: 2 days



Customer Service

Customer Service Essentials

This foundation program equips staff with the key skills and techniques to consistently provide positive and memorable customer service. The program is tailored to incorporate the service values of your company.

The program can be delivered to suit face-to-face customer service situations or call centre teleservicing.

The program covers the key areas of:

- what customers want, need and value in a relationship
- the personal and business levels in customer service
- six steps to exceptional customer service
- identifying how your personal communication style can enhance customer relationships
- questioning and listening skills to understand customer needs
- viewing customer situations from different perspectives
- handling difficult customer situations
- building a personal 'service excellence' model

Workshop Option: 1 day

Consultative Customer Service

This program builds on many of the concepts and tools in Customer Service Essentials. It provides participants with a range of techniques and tools to consistently deliver great customer experiences.

The program uses a consultative sales model to explain key service techniques and help participants to review and fine-tune their service skills.

The program covers the key areas of:

- 5 keys to effective customer service and how to use them
- using a consultative approach when providing service to customers
- customer perceptions and expectations
- influencing with integrity
- identifying and understanding the special needs of some customers
- building lasting customer relationships
- trust, tension and value in customer service relationships
- creating great customer experiences

Workshop Option: 1 day

The Retail Service Edge

This program is specifically designed for customer service staff working in the busy and demanding retail environment. It covers core service skills, managing customer relationships and the importance of delivering the customer experience.

The program features a range of practical techniques to help staff consistently deliver high level service that exceeds customer expectations.

The program covers:

- creating a great customer experience
- people reading – tailoring your service approach to suit each customer
- managing customer relationships
- staying motivated
- maintaining balance and energy
- delivering value
- communicating effectively with customers
- listening and questioning skills
- telephone skills and tips for improving telephone customer service
- managing challenging situations

Workshop Options: 1 day

Living the Brand

This program helps participants explore and understand their organisation's brand values and how they can best deliver sales and service that supports these core values.

Through a series of activities, participants explore how brand ambassadors engage customers and forge trusting relationships, so that they are more likely to make the initial purchase, come back again to make more purchases, and recommend the company to others without being asked – the old “word of mouth” advertising.

The program covers:

- what a brand is
- what your organisation's core brand values are
- what makes your company different to others in the marketplace
- how to be a brand ambassador
- the fundamentals of customer advocacy and customer retention
- why maintaining and promoting a brand is important

Workshop Options: 1 day

Achieving Sales Through Exceptional Service

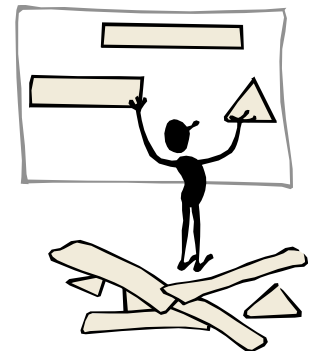
Customer service staff play a key role in creating, building and maintaining the relationships between the company and its customers. Through their daily interactions with customers, staff can identify customer needs and provide solutions that are of maximum benefit.

This program looks at the process for turning service calls into sales opportunities.

The program covers the key areas of:

- how to identify the full range of sales opportunities that can occur in service calls
- common customer enquiries that are key sales opportunities
- identifying verbal and transaction sales clues
- the service to sales model
- the process for turning a service call into a sale
- strategies to maximise sales opportunities
- seeking information from customers to understand their needs and requirements
- building a tailored product solution/offering
- supplying information to customers to meet their needs and deliver a sale
- techniques to maximise the number of sales opportunities that are actioned

Workshop Options: 1 day
 2 days



Teamwork

Teaming for Success

This dynamic and interactive program helps each team member to learn more about themselves and to better understand others in the team.

The program's goal is to help individuals form a shared understanding of what the team is and their role as team members. Through using the Team Excellence Model (Larson & La Fasto), team members explore their current level of teamwork and areas for improvement.

The program features a diverse range of team building activities and games to allow team members to think creatively, share ideas, work to a budget, achieve a task with limited resources, and work as a team with defined roles.

The program covers the key areas of:

- team dynamics
- team excellence model
- communicating for results and achieving shared understanding
- tapping group expertise to build a stronger team
- keeping work relationships productive and fun
- team building activities (indoor and outdoor options)

Workshop Options: 1 day
 2 days

The Ideas Generator

This team program is designed to create good, practical ideas for new or improved products and services, processes and procedures.

The program features a range of creative thinking models and exercises to encourage innovation and enable participants to broaden their thought processes.

Participants are guided through an ideas generator process that enables them to create, develop, refine and sell key ideas. The end result is about turning ideas into action to achieve personal and organisational goals.

The program is ideally suited for a team of 6 to 12 people and runs from half-day to a full day depending on the business needs.

Workshop Options: Half-day
 1 day



Team Dimensions

Successful team members don't do the same thing at the same time. They do the right thing at the right time. A clear understanding of individual roles, in the process of working together is the first step to creating high performance teams.

This program is designed to help team members:

- identify individual strengths and approaches to teamwork
- clarify team members' roles
- reinforce the contributions of every team member
- reduce project cycle time and increase productivity
- foster mutual support

Workshop Options: Half- day
 1 day

Group Styles

This program is centred on the Group Styles Inventory (GSI), a team based diagnostic measure assessing the behaviours observed, by team members, during a team decision-making session.

Each team member completes the GSI inventory and the combined responses represent a clear profile of the behaviours used by the team.

The GSI measures the constructive and defensive elements of group processes. Certain group styles are productive and lead to high quality decisions to which members are highly committed. Other group styles are counterproductive and lead to solutions that are poor quality and have limited group acceptance.

The GSI provides a common language linking individual, group and organisational development efforts.

The GSI program provides significant practical insight to group functioning, allowing the group to focus its efforts on where performance improvement is needed.

The program is conducted with a team problem solving task using a survival or business simulation.

Workshop Options: 1 day

Team Talk - Helping teams resolve issues and increase performance

Team Talk is an interactive board game designed to improve workgroup performance by helping teams deal with real issues, while practising behaviours exhibited by high performing teams.

The game is played under the guidance of an accredited facilitator who assists the team to explore issues and develop action plans to resolve them.

Team Talk gets participants to consider key questions about how they operate as a team, what gets in the way of greater success and how they can work differently to be more effective.

The game's 'permission giving' nature encourages people who are usually reticent, to open up and share their views. Team issues and hidden agendas are brought to the fore very quickly. At the end of the session there is a debriefing which includes drawing up a detailed action plan to deal with any issues that have been raised. What is learnt during the game is taken back to the workplace to help improve team performance.

Team Talk is best used in small groups of up to 10 people. Ideally each session should run for a half-day to get maximum benefit. The game can be tailored to focus on specific issues to which the team can then apply problem-solving and decision making techniques.

Customised solutions for your company

All programs in this guide are customised to suit your specific needs.

Our key process steps when working with you are:

1. Initial briefing and scope

- Briefing with your business team to discuss needs, training requirements, performance outcomes and timeframes for the training program.
- Initial high-level research and site visits.
- Review of any previous training efforts/outcomes on similar topics used in your company.

2. Presentation of strategy

- Presentation of recommended learning framework, objectives, program content, timeline and budget.

3. Research

- Analysis of audience, job roles, tasks and work environment.
- Interviews and research with key stakeholders and program participants.
- Survey of participants (as required)

4. Presentation of program flow

- Presentation of program flow and training techniques to business team for sign-off.

5. Materials development

- Development of participant materials (workbooks, slides, planners and other required items).

6. Delivery

- Delivery of the program.

7. Evaluation

- Collation of participant feedback.
- Evaluation against business goals.

8. Maximising the effectiveness

- Recommendations and suggestions for helping participants to continue developing skills and knowledge back on the job.

Training Approach

Our programs are engaging and experiential. There is a strong emphasis on “learning by doing”.

Our programs feature:

- engaging content
- real-life business scenarios from your company that participants can relate to
- highly interactive skills exercises
- role plays
- team challenges and activities
- partnership activities
- self-assessment and personal reflection
- a focus on results
- fun and good humour

Next Steps

We have delivered over 1,000 hours of innovative and engaging learning experiences for some of Australia’s leading corporations.

We would be happy to meet with you to explain our training approach and how we can help you to further develop performance in your organisation. No sales pitches, no consultant speak, just the facts!

To find out more please contact:

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About Learning Dynamics

Learning Dynamics helps people to learn faster, work smarter and achieve their business goals.

We work with organisations to develop the skills and performance of their people. We create innovative learning solutions in leadership, sales performance, customer service, communication and team work.

Our experienced team specialises in both the instructional design of learning materials and the facilitation of programs and workshops. This capacity and expertise enables us to deliver the full range of learning solutions - from the design of self-study modules and reference guides, to the development of online learning, through to the delivery of interactive seminars and workshops.

Our clients

Clients we have worked with in the past year:

- | | |
|--------------------|---|
| ■ American Express | ■ Macquarie Bank |
| ■ Boral | ■ Mortgage Industry Association Australia |
| ■ Brambles | ■ OPSM |
| ■ Citifinancial | ■ O'Brien Glass |
| ■ CCH Australia | ■ Vivendi Universal |
| ■ GE Capital | ■ Westpac Bank |