

# BOOST YOUR PERFORMANCE

Login and reveal your potential with e-learning

EASY TO ACCESS

PERSONALISED

AT YOUR OWN PACE

INTERACTIVE

WHEN EVER, WHERE EVER

PEER AND TUTOR SUPPORT



# e-learning... what are the benefits to me?

## EASY TO ACCESS

### ***My colleague suggested that I tried e-learning. Is it complicated? How does it work?***

You get a username and password by email which allows you to access the online platform. Then you can connect whenever you want. You just need a computer and an internet connection.

## PERSONALISED

### ***How do I know which module to do?***

There are a number of different modules on each topic. Each module deals with a precise professional situation, so you can choose the most appropriate one for your needs!

## AT YOUR OWN PACE

You can learn at your own pace. You can review part of a module several times or 'jump' a section with a topic that you are already comfortable with.

## INTERACTIVE

### ***Is it really effective?***

Yes it's very effective! There are animated case studies, exercises, documents you can complete and reuse. Finally, at the end of each module, you can complete an assessment which shows how you have progressed.

## WHENEVER, WHEREVER

### ***I never seem to have enough time...***

The advantage is that you can learn when, where and what you want! You need around 45 minutes to a complete module, however, if you only want to review a specific point, you can go to it directly and spend about 15 minutes on a single section. There is also practical help. If you don't connect regularly, support is available to help you get started again.

# your e-learning portal...

**Once you have your unique password and login details it's time to access your online portal.**

You can use your training portal to do all sorts of useful things, such as:

- Finding details of a module before starting it
- Creating your personal training catalogue
- Communicating with your mentor
- Viewing your progress
- Keeping up to date with the latest news

### **Being part of the e-Learning community means:**

- You will have instant and on demand learning to fit within *your* world
- Freedom to access the modules as many times as you wish
- You have access to the 80 most up to date learning content
- You will gain advantage in your job role or promotional aspirations
- You will always be prepared for those every day business challenges
- You will always be ahead!

**hemsleyfraser**  
...thinking beyond learning™



# it's all about interaction!...

You don't need to be a technology expert to use an e-learning module. We're going to discover how easy it is to navigate through a training module. Everything has been designed to make the training process easier allowing you to learn at your own pace.

- Take a practical, rather than theoretical approach to the module
- Play a part in your own training by completing role play exercises
- Benefit from expert tips and advice
- Check out what you have learned by completing a final assessment

## apply what you've learnt

Gaining new skills is all well and good... but applying these skills in practice is what is really important. We're going to apply what you've learned in your modules to your day-to-day tasks. For each module, you can improve your learning by...

- Taking personal notes
- Viewing a summary of the modules key points
- Getting practical advice from the expert
- Using the additional resources to take it a step further

All of these points are designed to help you apply what you've learned to your day to day life.

*What are you waiting for?...  
Log in and get started now!*

**Graphics & Interaction**  
We have created bespoke 3D realistic characters



Information Technology

Finance

Purchasing

Marketing and Sales

Appraisals and Training

Personal Impact and Effectiveness

Management

Project Management

# Other areas available...

## Management

- Becoming a manager
- Developing your team
- Anticipating and resolving conflict within your team
- Communicating effectively with your team
- Encouraging staff collaboration
- Motivating members of staff
- Delegating: the keys to success
- Adapting your management style
- Preparing for meetings
- Opening a meeting: succeeding from the start
- Meetings that make things happen
- Running effective meetings
- Leading team projects

## Personal Impact and Effectiveness

- Planning your time
- Prioritising and improving your time management
- How do you use your time?
- Applying effective time management strategies
- Managing time stealers: telephone calls
- Managing time stealers: e-mail
- Giving feedback
- Introduction to effective written communication
- Effective writing
- Tips on writing effectively
- Writing an effective e-mail
- Questioning techniques
- Active listening
- Speaking in public with confidence
- Communicating with confidence
- Understanding and controlling stress
- Knowing how you relate to stress
- Managing stress and improving your relationships

## Purchasing

- Resource planning: segmenting purchases
- Optimising your supplier base
- Purchasing: functional analysis
- Purchasing: calculating costs to increase your negotiating power
- Sourcing new suppliers
- Managing the invitation to tender process
- Purchasing: e-sourcing

## Marketing and Sales

- Marketing overview
- Market segmentation by social style: interpreting the research
- SWOT analysis
- Marketing and the general corporate strategy
- From marketing to sales
- Sales administration
- Managing sales administration
- Sales success with NLP
- Identifying and summarising customer expectations
- Using NLP for effective sales preparation
- Using NLP for successful sales negotiation
- Presenting your offer effectively
- Preparing for a sales call
- Making an effective sales call
- The art of overcoming objections
- Closing a sale
- Identifying and reacting to conflict in a sales context
- Five steps to resolving conflict in a sales context
- Performance managing your sales team
- Manager coaching: developing your sales team
- One-to-one coaching
- Adopting a coaching approach with your sales team

- Coaching a sales force
- Using social styles in sales negotiations

## Appraisals and Training

- Preparing for an appraisal interview
- Conducting an appraisal interview and ensuring individual follow-up
- Taking an active role in your appraisal interview
- Fundamental concepts in teaching adult learners
- Managing difficult situations during a training session
- Managing group behaviour on a training course
- Designing a training course
- Using different training approaches to enhance learning

## Finance

- Understanding profit and loss accounts
- Making sense of balance sheets
- Reading and analysing the profit and loss account
- Reading and analysing balance sheets

## Project Management

- Organising and controlling projects
- Initiating a project
- Planning a project
- Executing monitoring and closing a project

## Internet Technology

- The Internet: how it works and how it has evolved
- Understanding the internet, intranets and extranets

# Any questions?

If you have any questions, or for more information, call Mathew Croft on **0845 071 2858** or email [mathew.croft@hemsleyfraser.co.uk](mailto:mathew.croft@hemsleyfraser.co.uk)