



Designated

Learning Solutions

Management Development Mentoring, Coaching & Training

Designated Associates operates as a commercial organisation that has adopted socially responsible aims.

Our services are delivered in a way that inspire, educate and re-energise individuals and organisations.

Our profits help to support enterprise growth via Women In Business North West, third sector faith & voluntary organisations.



Business Mentor
of the year 2008



Learning Solutions

Designated Associates, Managing Director is award winning Elaine Owen; Prowess Award Winner; UK Business Mentor of the Year, ABF Tiger Award Winner Business Personality of the Year.

Our reputation is for delivering the highest quality blended learning at cost effective prices.

The quality of management of an efficient organisation is testimony to the skills investment within the team. Highly trained and motivated human resource & efficient technological infrastructure has been identified as key to improved productivity and competitiveness.

Designated Associates unique offering enables our clients to access the very latest techniques and tools for learning, coaching and mentoring with an impressive technological partner in our sister company Designated Design.



Coaching and Mentoring Skills

Mentoring

Executive Style , but open to all, customised 1to1 personal development to 'grow' individuals from within your business; all areas covered - a private and confidential affordable service that pays dividends upon an individuals performance.

Coaching Skills

These days are about empowering their staff through coaching. This course aims to introduce the concept of coaching and develop some of the skills needed for successful coaching.

Coaching

Any of our published courses can be taught using coaching methodology. Do away with the classroom, invest in your skill needs and grow your potential.

Women In Business

Network your business (2 hours)
Marketing yourself & your business (half a day)
Board director development (1 day intro)

NWDA Mentoring Programme

Mentoring Programme is a funded programme

Train the Trainer

Professional trainers produce professional results. This course will provide participants with a solid foundation of skills and knowledge of process learning, the role of the individual trainer and issues of importance when working groups.

Management and Staff Development

Introduction to PR and Marketing Workshop

Aimed at beginners, this full-day workshop will teach you the fundamentals and practical skills of PR and marketing to help you create an effective communications strategy for your organisation.

A Simple Guide to Social Media Marketing (SMM)

This session explores what social media marketing is and how we can use SMM within a marketing context.

How to Create Headlines

This workshop is for individuals and organisations that are new to working with journalists to help them learn more about the best ways to generate media coverage. As well as discussing what makes news, the seminar will examine the best ways to compose a press release and pitch a story to a journalist.

Customer Care and Service Skills

Help develop personnel who have customer based job roles, focusing on those with face to face customer relations and would like to increase their effectiveness in dealing with: complaints, building customer relations, and all aspects of customer service.

Time Management Skills

A course designed to give delegates the techniques and tools required to make effective use of their business time.

Motivation and Assertiveness

Develop the effectiveness of all personnel who are employed working within an environment that could develop into a confrontational situation. To help individuals understand how to communicate effectively, develop motivational and assertive skills.

Effective Management Skills

This course is aimed at newly appointed managers and supervisors who have to manage staff in the changing working environment of openness and empowerment to optimise team performance.

Social networking for business benefits

Today's communication methods are evolving constantly, are you embracing the social networking scene and gaining the best benefits for your organisation?

Enterprising Skills

So you want to grow your business

This programme is for those who have recently set up in business and are ready to make the first steps to grow their business. Revisiting their business plan, the importance of accounts and employment of staff.

So you want to start a business

This programme is for individuals wanting to start their own business, the need for planning, forecasting and credit control. Research into the business idea, business planning and understanding the importance of cash flow projections.

Employability Skills

Employability Skills Workshop

A one day workshop 'how to job search' including looking for hidden jobs completing application forms and an introduction to CV development. This interactive day will equip you with vital assertiveness skills and confidence to sell yourself through interview role play equipping you to prepare for an interview and handle interview questions. Constructive advice will be offered on how to improve your CV.

5 Steps to marketing yourself in a difficult labour market

It's a marketing strategy. This informative session looks at job searching from the perspective of selling skills through informational interviewing, it's not rocket science it's just clever. We will explore on line networking to build up your contacts.

How to complete Application Forms

An Application form is the first instruction a potential employer gives you, common mistakes are also they reason to reject you. An interactive session which will give you the techniques to get your document into the YES pile. We use mock up forms from different institutions to get a real feel of the labour market.

CV Development skills

Whether you have a CV or not doesn't matter, maybe yours just isn't working for you, or it needs updating. Planning your CV language is as important as the history you put into it. Constructive advice will give you thoughts on how to put your personality across.

Cover letters and speculative letters

A CV or application without a letter just doesn't stand a chance, good letter writing is a life skill and a good employment letter written with style pitch and tone tells about your personality when it accompanies a good CV and application form detailing your history the reader gets a better understanding of the writers communication skills.

Interview Techniques

In depth and intensive role play session to help you prepare yourself for this stressful occasion, we will handle concerns from what shall I wear? How to answer the questions you may be asked? How early should I get there? About handling resistance, and your questions for the interviewer, we will also cover removing the risk of employing you and handling the interviewer's concerns. A full day just to equip you to feel more confident and help you ace the interview.

Body Language

"It's not what you say, it's how you say it," inappropriate body language can blow an interview by. By watching your nonverbal cues, delivering concise answers and expressing your enthusiasm verbally and nonverbal all at once can be difficult when you're nervous, here's a session to walk you through it.

Essential Skills for Excellence

Confidence and motivation

Delegates will have a clearer understanding of motivation factors and learn using these to build self-esteem in order to achieve their personal and work objectives through confident behaviour adjustment techniques.

Business correspondence / Business writing for action The rules that apply to business correspondence are focused upon in this workshop to give delegates an opportunity to practice tone, style, paragraph design and sentence building effective emails, letters, memos, proposals, and other shorter forms or communication.

Action planning

Delegates will learn SMART techniques to achieving goals, thorough evaluation or short, medium and long term planning and goal setting. These skills can apply to many arenas in life and can be used to set and manage targets.

The power of behaviour

How to get the best out of people by managing your own behaviour, delegates will learn that managing themselves and their relationships with others are success factors of life skills that can be transferred into successful business practice.

Telephone techniques

Make a major impact on business success. Maximise impact over the phone by building a great rapport with clients. Delegates will learn how to exceed people's expectations through building skills in effective listening and intelligent questioning. Learn to take messages effectively and cope with difficult, angry and complaining customers with tone and positive language.

Conflict management

It's normal to shy away from conflict delegates will investigate abilities to enter into difficult discussions; confront tricky situations and people; rearrange tensions between others; mediate, arbitrate and otherwise achieve resolution; even create conflict to get stuff out on the table.

Delegation

The art and soul of leadership, delegation is a skill of which we have all heard - but which few understand. Delegates will explore empowerment, growth and responsibility while learning the tips, tactics and processes to help apply a delegation process that is useful both for Managers / Team Leaders and also those on the 'receiving end' of a delegated task.

Essential Skills for Excellence

Presentation skills

How to influence and persuade through public speaking? These are skills delegates will acquire through a series of practical exercises on audience analysis, presentation content, personal style, planning format and nerves through to evaluation.

Negotiation techniques

This course will provide delegates with support and guidance on how to employ practical skills to conduct win-win negotiations. Practical exercises exploring strategies will enable participants to fully explore how their own personal style and attributes can be applied effectively/successfully to the negotiation process.

Change management

Delegates will develop an understanding of the challenges involved in initiating and sustaining change, whether personal or for business using a workshop of skills including strategy, risk assessment and communication to build confidence and enthusiasm for the process ahead.

Administration skills

Attendees will explore ways to work effectively in a team environment, enhance critical communication skills, learn new assertive behaviours and explore self management techniques for the workplace.

Leadership and management

Designed to help all managers and leaders develop the essential skills to influence and motivate staff to achieve exceptional performance. This course increases awareness of current leadership style and abilities. You will also appreciate the impact your leadership style has on those who work with you. The course then provides you with ideas to increase your leadership skills back in the workplace.

Communication skills

Understand different styles, skills and behaviours for communicating appropriately by improving questioning and listening skills, non-verbal behaviours, attitudes and motives behind communication behaviours. Delegates will learn to use assertiveness and influencing language through planning & preparation of their communication tone and personal style

Project management

As an effective project manager, you organise scarce resources, work under tight deadlines, control projects, change and generate maximum team performance. Through a simulated case study, you learn how to successfully plan, manage and deliver projects.

Report writing

By the end of the course, delegates will know how to target the audience and analyse their needs, Gather data and select the relevant information for the audience, Structure writing to maintain readers' attention, Select words and phrases that will aid and not confuse the readers and edit the draft for maximum impact

Technical Workshops & Seminars

Virtualisation II - Maximum Impact - Realising the True Potential of Virtualisation

This workshop is designed to help demonstrate the true benefits of a holistic virtualisation strategy that looks at servers, storage and desktops. We'll show you how to maximise the performance and impact of your IT resources. You will benefit from more savings, more space and more flexibility, you'll also be on the right path to delivering IT as a service.

Managing Server Sprawl with HP PolyServe

Designed to address common storage concerns when consolidating SQL databases and file serving environments, this workshop will help you understand the role that PolyServe can play in how you deliver your storage service.

Intelligent Storage

This workshop will explore ways to optimise storage in the virtualised server environment. In particular we will look at HP's LeftHand P4000 SAN Solutions, which provide numerous following features "out of the box" with no additional costly licensing.

Citrix Managed Service

In order to deliver the benefits of a managed service a range of expertise, process and technology is required. This workshop initially looks at the current challenges that face IT departments with Citrix farms and then introduces a structured approach to delivering a Citrix Managed Service.

Business Continuity - Bridging the divide

We will discuss the potential benefits that the use of BS 25999 as best practice and a standard for BCM can bring to your organisation. This workshop is designed to provide an update on what is new with Business Continuity and to explore ways to help bridge the gap between IT and business focussed aspects of organisations.

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The Secret to Virtualising Servers

Designed to help you select the right hypervisor for your Data Centre, this workshop explores the benefits of Microsoft Hyper-V R2, XenServer from Citrix and ESX from VMware. We will help you understand what each of these technologies can deliver and which one is right for you.

Improved Management and Control with Virtual Desktops

This workshop is designed to help you to gain a greater understanding of how you can take control of your desktop environment, secure your data, simplify management and increase compliance.

Microsoft and ECDL

ECDL & ECDL ADVANCED

We offer a full range of ECDL qualifications and all 4 advanced modules are covered, reassuring you of our competent team's ability to meet your learning needs. Course includes; Understanding Pcs, Microsoft Word, Excel, Outlook, PowerPoint, Access. Courses & exam dates and times can be arranged to suit you. Call us for details.

ITQ

The premier IT qualification is available in a made to measure format. You decide when & how you learn, we help you do the rest. We can accredit prior learning from ECDL to help you fast track through ITQ.

Introduction to PC's Part 1 & 2

Showing you the basic functions required to operate a personal computer running MS Windows. You will learn to operate the Desktop, organise files and folders, print documents and explore the web. Part of the ECDL programme.

Microsoft Word (Word Processing - Level 1 + 2)

If you are new or recent to MS Word 2003 and want to gain a good understanding of the software in a short space of time, this is the course for you!

Microsoft Excel (Spreadsheets - Level 1 + 2)

Intending, new or recent users of MS Excel 2003 who want to gain a good understanding of the software in a short space of time.

Microsoft Access (Databases - Level 1 + 2)

From theory to using it as a professional database development tool. Editing databases, queries, completing query calculations and analysing pivot tables.

Microsoft Outlook (Emails - Level 1 + 2)

Helping you use Microsoft Outlook to effectively manage your schedule, correspondence, contact management and journal.

Microsoft Publisher (Level 1 + 2)

These courses encourage delegates, to create and amend effective and eye-catching publications such as adverts, business cards, newsletters & brochures.

Microsoft Project (Level 1 + 2)

Designed to help delegates to become more efficient project managers course using MS Project, includes planning, tracking, organising and scheduling projects, creating deadlines, baselines & tasks.

Microsoft PowerPoint (Level 1 + 2)

MS PowerPoint 2003 is a business presentation program. These sessions guide participants through PowerPoint, from foundation to advanced.

Windows Vista Administration and Development

This course is designed to help delegates understand the terminology of Windows 2003 Server; be able to use a mouse, menus and scroll bars, make selections and activate processes; understand how to pass data between users and applications; and use Windows 2003 Server tools and utilities to improve their own and workgroup productivity.

Windows 7

Exploring the new features of windows 7, this course will highlight new productivity, security and management features within Microsoft operating system.

SharePoint

Including how to: explore and navigate around a site; manage and customize a site; create a subsite; creating and managing document libraries and share information using document libraries.

Managing projects using Microsoft Office Project

This course is aimed at both novice and experienced project managers and schedulers. Delegates should be involved in or responsible for scheduling, co-ordinating, controlling, budgeting, estimating and staffing problems.

Finance and Accounting Applications

Microsoft Excel as a Financial Tool

How to get the best from Excel when using it as a financial tool.

Accounting for the Small Business

Need to know information, hints & tips and a fast track course to essential information for Small Businesses.

Sage 50 (Level 1 + 2)

This course uses a powerful “show and tell then have a go” style of training. Making it easy for users to understand new concepts and provides a chance to “have a go in a safe training environment”.

Sage Instant Accounts (Level 1 + 2)

Covering all aspect of computerised bookkeeping - Customers -Suppliers-Invoicing-Bank receipts-Bank payments- Vat Rec-Bank Rec-Depreciation-Bad Debts.

Financial Software & accounting procedures

Choose from Sage, Quick Books, Manual Accounts, Excel, delivered to suit in course format or at your site coaching style using your data.. ask us about preparing your accounts to trial balance for you.

Publishing and the Internet

Adobe Illustrator/PageMaker/ Photoshop

These programs are the industry standard for creating raster/bitmap graphics. These incredibly deep programs are used for graphic, web design and image manipulation.

Dreamweaver (Level 1 & 2)

Providing advanced design and layout tools, as well as making it easy to use Dynamic HTML features such as animated layers and behaviours without writing a line of code.

Lotus Notes

Our Lotus Notes consultants will provide the candidates with the basic skills and knowledge necessary to get started using the essential features of Lotus Notes.

Internet Marketing Fundamentals course

This 1 day course is for individuals that need to grasp the fundamentals of Internet Marketing. This will provide a strong enough understanding to manage others or agencies and to decide how their organisation will tap into the associated benefits of Internet Marketing. This course will also provide a foundation for the individual intending to create either PPC or SEO campaigns.

Web Design on a Budget

Using today's techniques, we will teach you how to create your own web site. Bring all your own content, photos with you and we will show you how to do the rest. Any completed web sites can be uploaded to the internet as part of training.

Branding & Design

This one day workshop has been designed to assist organisations with the 'need to know' information that is essential in order to plan and develop new branding & design or to assist in specifying to a third party/agency for the same.

Technical

Crystal Reports (Level 1 & 2)

Hands-on courses that explore the features and packages of the Crystal Reports environment.

Troubleshooting Your PC

As advances in hardware and software continue and the shortage of PC support professionals grows, it is more important than ever for you to be able to provide as much of your own PC support as possible. This course is preparation for internal PC support.

Paid Search, Pay Per Click (PPC) Marketing course

This 1 day course is aimed at individuals that have completed the Fundamentals course or have a basic understanding of Internet Marketing and wish to develop their skills in paid search and pay per click marketing.

Search Engine Optimisation (SEO) Marketing course

This 1 day course is aimed at either marketing or more technical individuals that wish to develop a natural/organic traffic strategy implement that strategy and generally promote a web site.

Small Business Server (SBS) 2003

Designed for small business needs, this product is a complete and affordable network solution. Providing many of the networking features used by large companies, without the complexity typically associated with server technology.

Google Analytics

Using the free web based software from google, this course will enable you to identify how people found your website, which pages they visited and if they are doing what you want them to do.

Customer Relationship Management (CRM)

Customer Relationship Management Best Practices

Understand how affordable CRM systems now available on the market allow businesses of all sizes provide world class customer service. You will learn how to better manage your customer base and identify and target your next customers.

GoldMine (Level 1 & 2)

This course is designed to ensure that individuals are equipped with the necessary skills to start using the product and is delivered in a 'hands on' environment by fully certified trainers. Giving users skills from basic use to complicated sales forecasting.

An Introduction to CRM Planning and Implementation

Not a day goes by without Customer Relationship Management CRM being mentioned in the media. It seems that it is the answer to all issues facing organisations. Learn what you need to consider before you implement CRM in to your business.

Sage ACT! (Level 1 & 2)

ACT! the world's best selling Contact Manager with over 4 million users worldwide, allows you to organise all your customer information in one place, so every detail of every relationship is at your fingertips.

Designated Learning Solutions

We are an independent, self-financing learning solutions provider. We are led by Christian principles with social enterprise aims. Our mission is to develop an individual's knowledge, skills, behaviours and practices in order to enhance their capacity in the work place, increase organisational effectiveness and encourage them to personal success and fulfilment in employment and enterprise.

Designated Design and Marketing

Comprehensive creative solutions to all of your design and marketing needs at cost effective, competitive prices for all your design and marketing needs.

Delivering solutions through a range of media we can provide branding and design that will immediately grab your customers' attention and make your competitors envious, as well as providing a platform to market your company and ensure effective communication with your clients.

Please take some time to browse our website and see what we at Designated Design has done for others and can do for you.

Designated IT Consulting and Services

Providing I.T., Services and solutions at the SME level specialising in the 10-250 user market. We offer a range of IT support and packages and IT products and services which are both practical and economical.

We understand that I.T. issues require expertise and experience and that maintenance is constantly evolving.

It is estimated, on an average, companies waste up to an hour a day dealing with IT problems. This translates into 15 days a year of unproductive work. Our aim is to help you reduce this unnecessary downtime by way of an excellent IT support service which can be purchased on a pay as you go basis or on annual contract.

Brief list of services (planning, advising, implementation, and delivery) include:
CRM (Customer Relationship Management), server, workstation, network, Internet, E-mail, Web and DNS, database design, system and software development.

For a complete list of services and support options available

Please call **0151 653 3338**

Visit our website at www.designatedassociates.com

Or alternatively email us at admin@designatedassociates.com