

## An overview of our many business and personal training programs

### (i) The Next Step Business Roundtable Program

The **Next Step Business Roundtable Program** is an affordable and effective program, which helps people get the most out of their business by learning new skills and sharing their experiences and ideas with other people in small business.

#### How does it work?

- It's a comprehensive ten week program that goes well beyond theory
- Coach guided interactive group discussions are held on specific topics
- The Roundtable meets each week for two and a half hours
- Comprehensive notes and additional support information and resources are provided
- There is ample opportunity to meet and network with other business people from your local area.

#### Who's it for?

- Anybody whose business is doing well but they want to do it better
- Small business owners with established businesses
- People who are just starting out
- Employees of small to medium sized businesses
- People working from home
- Anybody who would like a successful business that gives them time for the other things they love in life

## The Simple Keys to Success

### Week 1: Meeting your expectations

Gain an overview of the program and meeting your fellow participants.



#### What's this about?

As well as being an appropriate time for introductions and getting to know everyone, this first session will give an overview of the Program and determine everyone's definition of success. This will assist in developing an understanding of what you expect from the Roundtable and what you hope to achieve by the end of week 10 and beyond.

## **Week 2: Creating great goals; achieving great things**

Learn how to set goals, determine priorities and achieve work-life balance.



We cover setting and achieving goals, determining priorities, how to fast-track your business, balancing your private life and leveraging off opportunities. We'll look closely at: • designing achievable goals using the latest techniques • getting the balance right between work and the rest of your life • the 5 key things you need to do each day to make sure you attain your goals.

## **Week 3: Making time your friend, not your enemy**

Use time to your advantage to greatly enhance productivity, performance and income.



This week looks at a total approach to effectively managing what you do, within the time you have. Ways to greatly enhance productivity, performance and income are discussed. Business critical activities are identified; techniques for overcoming procrastination explored; and tips for saving time and getting organised will be shared.

## **Week 4: Knowing who you are and where you are going**

Gain a clear and compelling vision for yourself and your business.



This session aims to build certainty for you and your business by enabling you to gain a clear and compelling vision (or to enhance your existing business vision if you already have one). Additionally, you will develop a list of core values, which will underpin everything you do in business and work toward your success.

## **Week 5: Understanding the power of planning**

Develop a powerful business plan and learn how to measure success.



This week we will identify the elements of a powerful business plan. We'll guide you through the development of a plan looking at 6 key areas of your business. Priority setting and how to measure success will also be discussed.

## **Week 6: How to inspire and empower others**

Learn how to build a great team and manage them for results.



You'll explore how to build a great team and identify best practice for managing people for results. Proven techniques will illustrate how to: • find and keep the best people • create a highly motivating work environment • delegate effectively and supervise competently.

## **Week 7: The magic of marketing**

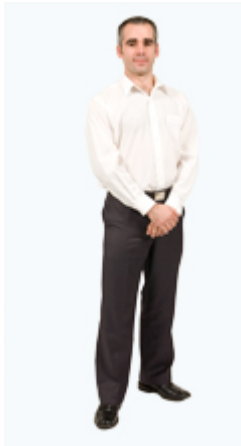
Develop a marketing plan to attract the right customers to your business.



This week covers developing plans to clearly define your market, identify your customers, know your competitors and determine a strategy for differentiating your business for acquiring and keeping clients. These plans will serve as blueprints for how decisions are made. They guide how to spend your money, time and energy to attract clients you want to work with the most.

## **Week 8: Essential sales skills**

Increase your ability to increase sales through time proven techniques.



Your level of sales determines the success of your business more than any other factor. Your ability to have customers buy your products or services largely impacts your income, success and financial wellbeing. This session covers: • turning browsers into buyers, a 5 step process • finding more of the right customer • overcoming sales resistance.

## **Week 9: Caring for your customer**

Focus on delivering promises in order to exceed your customer's expectations.



This session will focus on delivering promises in order to meet the needs of customers and explore strategies for exceeding their expectations. We'll talk about how to keep your customers for the long term; and look at how to develop positive relationships with them so they want to buy your product or your service again and again. We'll also cover product and service strategies to gain competitive advantage and systems for managing quality.

## **Week 10: Commitment to the challenge**

Look at where your business can go from here with the new skills you have learnt.



We'll look at where you and your business can go from here. We'll discuss risk analysis; the ongoing challenges and have an opportunity for you to review the goals you initially set and what you have achieved. A casual graduation with certificates being awarded to all participants will be conducted in this final session.

### **(ii) Other Key Programs that are available:-**

#### **a) Customer Service**

This program focuses on delivering promises in order to meet the needs of customers and explore strategies for exceeding their expectations. We'll talk about how to keep your customers for the long term; and look at how to develop positive

relationships with them so they want to buy your product or your service again and again.

### **What do we cover?**

- How to make your service level irresistible
- Team building and interpersonal skills exercises for all management and staff
- How your attitude impacts on your clients perceptions
- Understand the real needs of your customers
- Telephone Answering techniques
- Handling difficult customers and complaints
- And more.....

### **How does it work?**

- We hold initial discussions with clients, staff and managers to establish the different perspectives on key service issues.
- We then customise content to address your specific issues.
- Our modular format allows anything from half-day to three-day workshops.
- Optional extras include post-workshop coaching, additional learning materials, prompt cards, service evaluation forms and review/refresher sessions.
- Ongoing help monitoring and evaluating progress and improvement.

### **Who's it for?**

- Anyone in a front line service role.
- Anyone serving internal clients.
- Professional client service staff.
- Call centres.
- Retail, hospitality, travel, professional service firms, fitness, government, banking, finance, IT and more.

## **b) Sales**

This program not only focuses on honing your existing 'selling' expertise through improved sales techniques, presentation and communicative skills it shows you how to assist your potential client/customer 'buy' a solution that best meets their requirements.

### **What do we cover?**

- 'Solution Selling' ~ 'Need Satisfaction Selling' ~ whilst differentiating between benefits and features.
- Establishing trust through empathetic probing and support.
- Making professional presentations regardless of location.
- Overcoming and/or handling obstacles such as indifference, scepticism and objection.
- Appreciating the need to create win/win solutions for clients.
- Recognising buying signals and knowing when and how to close the 'deal'.
- And more .....

### **How does it work?**

- We introduce you to the personal attributes and techniques utilised by, and associated with, a range of sales positions.
- We identify the skills and characteristics of successful salespeople.
- We discuss the benefits of behaving in a manner that meets your client/customer's expectation in order for you to establish credibility and create an environment for mutual trust.
- We hold simulation sessions and interactive activities based on the key learning requirements within the workshop group.
- We will customise content to address your specific needs.

### **Who's it for?**

- Anyone in a front line sales role.
- Anyone wishing to make a successful and long term career in sales.
- Anyone intending to move from product to service sales (or presenting / negotiating 'intangibles').
- Anyone who interfaces with salespeople whilst having a key focus on marketing rather than sales.
- Anyone wishing to become a better listener whilst enhancing their interpersonal, negotiating and communicative skills.

## **c) Marketing**

This program focuses and expands upon a number of the key activities and management process that identifies, anticipates and satisfies consumers' requirements profitably

### **What do we cover?**

- Carrying out a realistic market analysis
- Evaluating your existing value proposition and developing new and/or more effective proposals.
- Developing key strategies and tactics to enhance or secure your market position.
- Creating a strategic marketing plan.
- Pricing and the Marketing Mix
- Defining the value delivery process and communicating the value.
- And more .....

### **How does it work?**

- Evaluating the 7 P's of Marketing (Orica Limited)
- Discussing the 7 S's for Success (McKinsey Group)
- Considering the 7 C's for Success (Marketing Association of Australia & New Zealand)

- Learning how to communicate effectively both within your organisation and your target client/customer base.
- We hold simulation sessions and interactive activities based on the key learning requirements within the workshop group.

### **Who's it for?**

- Marketing professions.
- Anyone wishing to make a successful and long term career in marketing.
- Business owners, Business Development Managers and key decision makers.
- Sales professionals.
- Anyone wishing to enhance their communicative, listening, analytic and influencing skills.

## **d) Business Development**

This program introduces you to a process that clarifies (i) knowing where your business 'stands' right now (ii) determining where you want to 'take' the business, and (iii) developing a strategy to get there. We give you the tools to make it 'simple'.

### **What do we cover?**

- Creating a Vision for your business.
- Completing a realistic S.W.O.T. analysis on your enterprise.
- Carrying out a 'Strategic Position' analysis.
- Understanding 'Strategy Formation' and aligning the philosophy through 'Key Account' planning
- Developing effective 'Partnering' relationships with your clients.
- Developing a 'Plan of Action'
- And more .....

### **How does it work?**

- We hold simulation sessions and interactive activities based on the key learning requirements within the workshop group.
- We clarify the ways in which you can get the most benefit from a Strategic Positioning and/or S.W.O.T. analysis.
- We explain the importance of setting 'Key Account' plans that align with your 'Strategy Formation'
- We take you through the process of setting a 'Vision' for your business and developing a 'Plan of Action' to lead you along the pathway to success.
- We identify a number of different business models and discuss their relative merits (or otherwise).

### **Who's it for?**

- Business owners, Business Development Managers and key decision makers.
- Marketing and Sales professionals.

- Human Resource Managers
- Anyone wishing to make a successful and long term career in management.
- Anyone wishing to enhance their investigatory, analytical, evaluating, influencing and communicative skills.

## **e) Team Development**

This program is designed around the philosophy that achievement and success in business is created through the development of effective and self-motivated teams who actively support the company's Vision whilst focusing on delivering their accountabilities within the 'Plan of Action'.

### **What do we cover?**

- Utilising a team skills audit and training needs analysis process.
- Appreciating the benefits of empowerment.
- Developing the team through effective delegation.
- Improving your approach, and commitment to time management.
- Understanding the importance of written goals for achieving success.
- Improving productivity through appropriate communication.
- And more .....

### **How does it work?**

- We hold simulation sessions and interactive activities based on the key learning requirements within the workshop group
- We discuss the importance of evaluating a team's strengths and weaknesses and then providing the appropriate level of training.
- We assist you to develop the habit of drafting and working with S.M.A.R.T. goals to achieve success in both your business and personal activities
- We introduce you to the art of delegation and clearly identify the benefits associated with this key to team empowerment.
- We discuss the issues associated with poor time management and offer strategies for improvement.
- We identify a range of strategies for dealing with 'difficult' people whilst improving the effectiveness of your interpersonal communication.

### **Who's it for?**

- Business owners and anyone wishing to make a successful and long term career in management.
- Supervisors and anyone with responsibility for a team's productivity and efficiency.
- Team players who wish to take on a future leadership role.
- Anyone wishing to know the 'secrets' behind creating successful and effective teams.
- Anyone wishing to enhance their time management skills.

## **f) Personal Development**

Are you at a crossroads in your life? Do you want to create clarity and move forward with a renewed sense of excitement and energy? Or are you already successful and now want to create a true sense of fulfilment? Do you find yourself stuck and feel that you would benefit from learning a new set of powerful tools and strategies to kick start your life?

### **What do we cover?**

- Life coaching is about assisting you close the gap between where you are and where you want to be.
- Discover what is important to you, what is missing from your life, what is holding you back and what outcomes you are looking for
- And more...

### **How does it work?**

- The collaboration with a highly skilled and supportive professional coach on a one to one basis or in a group allows you to take a look at your life from a different perspective.
- As you gain more of an insight into why you think and behave in certain ways you begin to create new choices.
- Couple this with learning new and powerful skills and you can already imagine new and exciting possibilities
- Each session is one hour in duration and is either face-to-face or over the phone.

### **Who's it for?**

- People wanting to: make a significant change in their lives and live to their full potential
- People we want to gain control of their lives and create a more balanced life
- People who want to become more focused and feel like they are making the most of life
- Gain more confidence and take better care of themselves

## **g) Management and Leadership**

This program identifies the characteristics and fundamental differences between the attributes and behavioural competencies associated with the roles of management and leadership.

### **What do we cover?**

- Delivering the vision and 'walking the talk'.
- Utilising positive and empathetic communication.
- Establishing motivation through effective people management.
- Developing the art of delegation and its role in empowerment.

- Dealing with poor time management, procrastination, perfectionism and other non-productive traits.
- Becoming effective at problem solving and decision making.
- And more .....

### **How does it work?**

- We fully explore and discuss the concepts and drivers behind the statements that (i) Managers have subordinates and tend to be transactional, and (ii) Leaders have followers and tend to be transformational.
- We hold simulation sessions and interactive activities based on the key learning requirements within the workshop group.
- We introduce you to a number of 'Tools', processes and procedures that will assist you to improve your team's productivity.
- We identify a range of strategies for dealing with 'difficult' people whilst improving the effectiveness of your interpersonal communication.
- We assist you to identify the 'imperative and important' activities in both your professional and personal pursuits and offer solutions that will lead to future improvement and/or success.

### **Who's it for?**

- Business owners, key decision makers and anyone wishing to make a successful and long term career in management.
- Human Resource Managers
- Supervisors and anyone with responsibility for a team's productivity and efficiency.
- Anyone wishing to know the 'secrets' behind becoming a successful and effective leader.
- Anyone wishing to enhance their influencing and communicative skills.

## **h) Human Resource Management**

Human resource management can be defined as both an academic theory and a business practice that addresses the theoretical and practical techniques of managing a workforce. This program is designed for generalists who need to broaden their current knowledge or acquire new and targeted skills that can be easily applied within their particular business enterprise.

### **What do we cover?**

- Targeted Selection: a highly disciplined approach to assessing candidates prior to employment.
- Behavioural Competencies: a methodology for assessing and aligning a range of competencies against the specific requirements of a job.
- Position Description: a key to long term staff engagement is through the drafting of a meaningful and agreed document.
- Curriculum Vitae: it should differentiate you from other applicants and address the key areas of interest to a potential employer.

- Performance Review: a highly disciplined approach to reviewing employees with the aim being (i) continuous improvement, and (ii) their personal development.
- Training Needs Analysis: a process that identifies the specific training requirements (if any) of any individual for a particular job role.
- And more .....

### **How does it work?**

- We fully discuss the concept of job-related behavioural competencies and how to apply the methodology to your candidate selection process.
- We show you how to draft a formal Position Description with Key Performance Indicators (KPIs) and Measures of Performance (MoPs) that are likely to challenge yet motivate your staff.
- We identify ways to 'market' yourself (and your past experience) through a short, yet targeted, career summary (resume) that will make your document 'stand out' from your competitors.
- We discuss the value and importance of 'Feedback' and we demonstrate how to carry out effective and 'non-threatening' performance reviews
- We hold simulation sessions and interactive activities based on the key learning requirements within the workshop group.

### **Who's it for?**

- A 'generalist' wishing to better understand some of the key HRM functions.
- Human Resource Managers.
- Business owners, Line Managers and key decision makers.
- Anyone who is intimidated by the performance review process.
- Anyone wishing to draft that 'special' CV in order to take control of their future career development.

## **i) Presentation Skills**

You may be more comfortable communicating by email or telephone than in person. Speaking to large or small groups, or even one-to-one, may intimidate or frighten you. Yet good communication skills are vital if you want to be successful. Businesses need people who express themselves clearly and confidently, and are persuasive and comfortable communicating with a wide range of people, for top executives to assembly-line workers

### **What do we cover?**

- we'll give you a proven methodology for structuring your material for best impact,
- how to select the right words and sentence structure to communicate clearly
- how to use body language to express your message and achieve your speech's purpose
- how to use your voice to reflect and add meaning and interest to your message
- how to research your topic, and how to select appropriate visual aids

- we'll teach you how to persuade listeners to adopt your ideas or take action
- and more....

### **How does it work?**

- Our modular format allows anything from 1/2 day overviews to full two day intensive programs with plenty of time to practise. Or 1:1 coaching when required
- Optional extras include post-workshop coaching, additional learning materials
- Ongoing help, monitoring and evaluating progress and improvement

### **Who's it for?**

- Anyone who has to present, either internally or externally.
- Experienced presenters who want to progress from standard PowerPoint presentations.
- Anyone who has to speak at conferences or functions.

## **j) Coaching and Mentoring**

The investment for business coaching can pay off many times over -- increasing your bottom line, helping you work with renewed passion, getting more done in the same time period by working smarter, and reclaiming your life by adding more work-life balance. What will be your next step to start working with a coach or bringing coaching to your business?

### **What do we cover?**

- Both professional and personal development designed to promote continuous growth and strength.
- Creating motivation and success in your business, and as a natural extension, your whole life.
- And more....

### **How does it work?**

- Together we customize an individually structured program for your business, designed around your specific needs and requirements to ensure results.
- We will deal with business, personal and corporate issues in a holistic way, working with the complete individual when needed.
- We do this by helping you identify your starting position (where you are now), and clarifying your outcome (where you want to be) we can help you plan action steps, and discuss blocks which may detract you from taking your business to the next level.
- The coaching can be conducted face to face or via phone and always with clearly defined outcomes and ground rules.

## **Who's it for?**

- Small businesses that feel isolated and need support and challenge from someone outside their immediate work environment.
- Business owners and team members with busy schedules. Sessions with business coaches, often conducted over the telephone, can fit around other commitments.
- Coaching provides for an individual “thought partner” to help the business owner or manager.
- Businesses who need help in turning an investment in training into dramatic positive results by ensuring that what is learnt in training is applied in the workplace

## **(iii) Additional Programs**

These programs are designed to help you and anyone within your organisation achieve significant increases in personal performance and productivity.

### **Time Management: Making time your friend, not your enemy**

We look at a total approach to effectively managing what you do, within the time you have. Ways to greatly enhance productivity, performance and income are discussed. Business critical activities are identified; techniques for overcoming procrastination explored; and tips for saving time and getting organised will be shared

### **Goal Setting: Creating great goals, achieving great things**

We cover setting and achieving goals, determining priorities, how to fast-track your business, getting the balance right between work and the rest of your life and leveraging off opportunities

### **Note: We will customise programs to meet your specific needs**

Apart from the wide range of programs shown above, we are able to offer proven performance and custom-designed training and coaching solutions for your business that will give you measurable results.

So tell us what your needs are and we will develop a tailored program that suits your business, your team and your budget.

## **(iv) Cert IV Small Business Management**

### **The Certificate IV in Small Business Management BSB40401**

The Certificate IV in Small Business Management is a practical, hands-on and relevant program giving you the skills and information to manage and market a successful small business. It focuses on the skills required to cope with increasingly competitive business situations in these tough economic times and provides training in business planning, marketing, financial management, customer service and the legal requirements necessary to manage their businesses successfully. This course is especially geared towards those who already operate or are intending to operate a small business. It is also useful for senior employees, primary producers, trade professionals, bookkeepers, and anyone else who needs to learn entrepreneurial skills.

This course is delivered by The Next Step Business Roundtable Program, specialists in coaching and training small business owners and their teams, in association with the Diamond Valley Learning Centre.

#### **What will you achieve from this course?**

When you have completed this course, you will be able to:-

- Comply with business legal and administrative requirements
- Research and develop business plans
- Manage your team of employees
- Promote your products and services
- Administer your financial accounts
- Monitor, manage and review operational procedures

#### **What are the benefits of this program?**

- Direct workplace application
- Workbook and additional tools
- Mentoring support from the facilitators
- One site visit by a business coach
- Training content is relevant to any industry

#### **Who is eligible to do this program?**

It is assumed that students have access to a small business, a designated business unit or have a clear idea of a potential business opportunity to enable completion of practical activities.

There are no formal entry requirements to this program. However, it is usual for impending students to own or have ready access to a computer and a willingness to learn. It would be advantageous if you have completed Year 10 at school with sound literacy and numeracy skills. If you wish to discuss this matter further feel free to contact one of our course advisers.

#### **How is the course structured?**

To gain the Certificate IV in Small Business Management you are required to complete 10 units of competency including 7 core units and 3 electives.

Each module is available as an independent study unit. Therefore you can enrol for one or more modules to meet your immediate business needs.

If you feel that you already have the skills and knowledge in any of these units as a result of work experience or previous study, please talk to the course coordinator about recognition of prior learning (RPL).

### **What course materials will I need?**

Units are supported by comprehensive self-contained learning materials. The fee quoted for each unit includes all essential learning materials.

### **How long does the course take?**

You, the participant, are completely in control of your own learning schedule. The advantage of this course is the flexible learning structure which enables you to complete the work by attending classes only once a fortnight, unlike many similar courses which demand excessive face-to-face hours.

This enables you to use the rest of your valuable time working on implementing the learnings into your business which is where the real benefit is.

So we have two options available to suit the time you have available to complete the course work.

#### *Option 1*

One night a fortnight from 6.00pm to 9.00pm for 20 sessions. This allows you to plenty of flexibility to schedule suitable times to work on the assignments. It is expected that you will need an additional 3-7 hours each fortnight outside the classroom depending on your current experience and the complexity of your business.

#### *Option 2*

One night a week from 6.00pm to 9.00pm for 20 sessions. This allows you to complete 2 modules at the same time and finish the course in half the time. This option is only suitable if you want to fast track your training and you have sufficient time to complete the assignments. It is expected that you will need an additional 3-7 hours each week outside the classroom depending on your current experience and the complexity of your business.

### **How will I be assessed?**

We believe that learning should take place within the context of running a small business. Therefore, assessments require students to apply their knowledge and skills to their own business or business idea, or in a simulated business environment using a case study. In this way, the training is directly relevant to your situation and you should see immediate benefit from your studies. There are no exams.

### **Who are the facilitators?**

All our team of qualified facilitators have a wealth of knowledge and hands-on small business experience.

## **What will the course cover?**

All these modules are suitable for existing or new micro and small businesses or a department in a larger organisation.

### **INTRODUCTION – GETTING YOUR BUSINESS STARTED (elective)**

*BSBSMB301A Investigate micro business opportunities*

This unit covers the investigation and research required to ascertain the opportunities available and the feasibility of a business opportunity/ies. It is suitable for those considering setting up a business.

### **MODULE 1 – BUSINESS PLANNING (core)**

*BSBSBM404A Small business planning*

This unit covers the research and development of an integrated business plan for achieving business goals and objectives.

### **MODULE 2 – MARKETING YOUR BUSINESS (core)**

*BSBSBM403A Market small business*

This unit covers the development and implementation of marketing strategies and the monitoring and improvement of market performance.

*BSBMKG413A Promote products and services*

This unit covers the skills and knowledge required to coordinate and review the promotion of an organisation's products and services.

### **MODULE 3 – BUSINESS STRUCTURE AND LEGAL REQUIREMENTS (core)**

*BSBSBM401A Establish legal and risk management*

The unit involves identifying and complying with business legal and administrative requirements.

### **MODULE 4 – CUSTOMER SERVICE (elective)**

*BSBCUS401A Coordinate implementation of customer service strategies*

This unit describes the performance outcomes, skills and knowledge required to advise on, carry out and evaluate customer service strategies, including the design of improvement strategies based on feedback.

### **MODULE 5 – FINANCE (core)**

*BSBSBM402A Plan small business finances*

This unit involves the development of a financial plan to support business viability.

*BSBSBM406A Manage small business finances*

This unit involves the implementation, monitoring and review of strategies for the ongoing management of finance. It also includes day-to-day financial management of the business.

*BSBFIA402A Report on financial activity*

This unit describes the performance outcomes, skills and knowledge required to report financial activity for business both in response to client requests and to meet statutory requirements such as the completion of statutory requirement reports.

## **MODULE 6 – OPERATIONS (elective)**

*BSBSBM405A Monitor and manage small business operations*

This unit is concerned with the operation of the business and with implementing the business plan. The strategies involve monitoring, managing and reviewing operational procedures.

## **MODULE 7– MANAGE A SMALL TEAM (elective)**

*BSBSBM407A Manage a small team*

This unit covers planning and managing staff. It involves industrial relations, staff selection, staff records, induction, training and team development to enhance business operations.