

PROFESSIONAL SKILLS WEBINARS

LEARNING OUTCOMES AND OVERVIEW



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WEBINAR SUBJECT	LEARNING OVERVIEW	LEARNING OBJECTIVES
<p>Maximising Your Happiness Advantage</p>	<p>In this webinar we look at findings and applications from the latest research about how positivity and happiness at work lead to higher performance, greater engagement, increased happiness at work and enhanced relationships, the practical approaches that can help you to leverage these ideas in your day-to-day work and lives.</p>	<ul style="list-style-type: none"> • Introduction to the new science of Happiness at work • What does 'happiness at work' mean to you? • What does 'maximising your happiness advantage' mean? • What helps and what harms happiness at work? • Applying your 'happiness advantage' in practice
<p>Playing To Your Signature Strengths</p>	<p>Studies have found that people who use four or more of the top character strengths are more likely to experience job satisfaction, enjoyment, engagement and meaning in their work – irrespective of what these strengths are. In this webinar we explore ways to harness your greatest strengths to make, manage and sustain successful relationships, teams & collaborations, build engagement and resilience levels, maximise performance and productivity, and increase happiness at work...</p>	<ul style="list-style-type: none"> • Harnessing the potency of positivity and the essentials of engagement and high performance • Background and Benefits of strengths based leadership and other strengths based approaches • Optimising your Signature Strengths and any you want to strengthen • Mixing your ideal strengths blend for specific situations • Using strengths based approaches with others

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<p>Listening, Noticing, Asking Great Questions</p>	<p>In this webinar we look at how to bring really great listening to your relationships, and includes simple to more expert and sophisticated techniques.</p> <p><i>“The better a person is as a listener, the more likely they are to rapidly rise up in the organisational hierarchy and to perform well as a manager...”</i> (Behaviour & Organisations report, 2008) But most of us think we are much better listeners than we really are, especially when we are busy, overstretched, pressured by deadlines or otherwise stressed.</p>	<ul style="list-style-type: none"> • How good is your listening? • Leadership lessons on listening, questioning and moving others to act • Seven Really Terrific Questions for almost any situation • LAB Profiling – a technique for advanced listening, noticing and influencing • A Toolkit of SMART Questions
<p>Building High Trust Relationships at work</p>	<p>This webinar considers some of the contemporary realities and newest thinking about why high trust relationships matter so very much to our success now, and then offers a toolkit of practical approaches and strategies for strengthening your own capacity for making strong authentic, trustworthy, highly engaging and resilient relationships.</p> <p><i>“Four-fifths of an organisation’s market value is now in intangibles.”</i> (<i>Tomorrow’s Relationships: Unlocking Value</i> 2014 report) and the need to forge and sustain high quality relationships might now perhaps be the single most important capability for our success today – as professionals as much as leaders, as well as organisations.</p>	<ul style="list-style-type: none"> • Why relationships now lie at the epicenter of everything we do work • Revitalising Learning Organisation capabilities and the disciplines of creativity; • Harnessing the power and potency of positivity; • Strengths Based Leadership and Facilitative Leadership; • Using skilled dialogue, expert listening and the fine and difficult art of asking SMART Questions

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<p>21st Time Management – managing multiple priorities</p>	<p>This webinar provides tools & techniques for accomplishing results in ways that enhance relationships, proactive planning, juggling competing demands, recognising and shifting unhelpful habits and enhancing relationships.</p>	<ul style="list-style-type: none"> • The importance of BALANCE • 21st century time management-techniques • 9 Tips for effective email management • Balancing and playing to your-strengths and preferred ways of-working
<p>Being More Creative at Work – tools & techniques</p>	<p>Only one in four people feels that they are living up to their creative potential. Knowing how to leverage your creative strengths, while keeping an eye out for blind spots, will allow you to use your particular style of creativity to engage in whatever you are doing... In this webinar we look at what this might mean for you and how you can maximise your own personal brand of creativity to greatest advantage.</p>	<ul style="list-style-type: none"> • Creativity Wakeup • Why your creativity matters more than ever before • Different ways to be creative • Essential Creative Capabilities • Practical tools and techniques for being more creative

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<p>Building Resilience Capabilities for the tough time</p>	<p>This webinar looks at what this means and how you can build your own resilience capabilities for when you need it. The workplace throws up a steady stream of obstacles and challenges - colleague relationships, organisational ways of working, workloads etc., and it's our resilience or the ability to cope with the obstacles that come our way, to bounce back, learn from mistakes, to make amends when necessary, and most important necessary, and most important of all, begin again without rumination or regret, which determines our wellbeing at work. And where resilience was once seen as a rare human feat – we now know that resilience can be learned and improved through experience and training.</p>	<ul style="list-style-type: none"> • The rise of resilience as a performance imperative • Defining personal resilience • Psychological Capital • Realistic Optimism • How to build resilience – especially when you are not feeling it
<p>Coaching Techniques</p>	<p>This webinar provides a highly practical look at the different uses and benefits of coaching and how to do it expertly.</p>	<ul style="list-style-type: none"> • What is coaching • Why coach • How to coach • Emotional Intelligence, empathy, listening & noticing • The G R O W coaching framework

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<p>A Beginners Guide to Setting Effective Objectives</p>	<p>Setting effective objectives will guide your team and organisation in the right direction and help you achieve your organisational / departmental strategy. Badly formulated objectives will steer an organisation in the wrong direction and can lead to demotivated staff and poor results across the board. Therefore it's important to learn how to set objectives effectively and this session will show you how to do just that.</p>	<ul style="list-style-type: none"> • Describe the difference between goals and objectives • Create and practice setting SMART objectives • Discuss WOOP and PACER models to help you achieve your objectives
<p>Preparing your Personal Pitch</p>	<p>“Tell me about yourself” - a deceptively simple interview question that many of us struggle to answer effectively. Should you describe your entire career or be selective? If you are being selective what information should be included and what should be left out?</p> <p>In this webinar we look at how this opening question can set the tone for the entire interview and how to answer effectively. Done well, this can create a good first impression that produces real momentum and drives the rest of the meeting.</p>	<ul style="list-style-type: none"> • Understanding why interviewers use this question • Knowing what to include in your answer • Structuring a response to match a vacancy • Keeping the interviewer's attention • Getting it right

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<p>Writing a CV</p>	<p>Curriculum Vitae literally means 'The story of my life'. However, creating a winning CV is more sales brochure than biography.</p> <p>In this webinar you will learn how to identify your career details that are relevant to a particular vacancy and create a document that persuades HR professionals and hiring managers that you are a candidate worth meeting.</p> <p>A CV only has to succeed in achieving one key objective - to demonstrate to the employer that you are a candidate that matches the requirements of their specific vacancy.</p> <p>In this webinar we will show you how to do this in just two pages.</p>	<ul style="list-style-type: none"> • Knowing what to include in your CV • Choosing a format that works for your career history • Uncovering the key information that will boost your credibility • Making your CV match a vacancy • Avoiding embarrassing errors
<p>Writing a Cover Letter</p>	<p>Used in the right way a cover letter can be a powerful tool in opening the employer's eyes as to why you are suitable for their vacancy.</p> <p>In this webinar we will look at how to identify the key skills an employer is looking for and how you can write a cover letter that shows why you fit the job.</p> <p>If you worry that your suitability for a job is hidden in your CV then a cover letter can be an excellent way of drawing the employer's attention to those 3-5 key skills or experiences that make you a good fit.</p> <p>This is especially true if you want to plead your case - to overcome the initial objections you think an employer may have when your experience doesn't seem quite right on paper.</p>	<ul style="list-style-type: none"> • Understanding why we write a cover letter • Identifying what an employer wants • Creating an effective structure • Do's and don'ts • Using a cover letter to make your case

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<p>Writing and Managing Email</p>	<p>Is your email out of control? Do you find it difficult to write effective emails that say what you want them to say? Or do you want advice on how to tame your in-box? In this webinar we look at how to craft well written and business appropriate emails that convey your message successfully. And we will also learn how to take the stress out of email by managing it once and for all.</p>	<ul style="list-style-type: none"> • How to avoid the most common email errors • Structuring your messages effectively • Becoming a master of your email • Knowing when and when not to email • Tools that will reduce your traffic
<p>A Beginners Guide To Excel</p>	<p>Nowadays, every job requires basic Excel skills. This webinar session will teach you how to use formulae instead of a calculator within your Excel document. It will also provide you with tools and shortcuts to make your spreadsheets look professional.</p>	<ul style="list-style-type: none"> • Be able to enter formulae to add, subtract, multiply and divide two figures • Be able to use the Auto Sum feature to add up a range of numbers • Be able to use basic formatting-functions such as fill, text colours, borders and alignment

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The Power of Communications Planning	Communication is the vehicle which allows humans to recall the past, think in the present, and plan for the future." - Roy Berko, This Business of Communicating. In this webinar we discuss why corporate communications is so important, how it can strengthen morale, improve loyalty, and benefit a company's bottom line. We will review the differences between Internal and External communications, and how to develop strategies for both.	<ul style="list-style-type: none">• What is Communications?• Why you need a communications plan• How to develop a communications plan• Internal vs External audiences

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<p>Successful Spreadsheets for Small Businesses</p>	<p>How to sort and use conditional formatting to analyse data.</p>	<ul style="list-style-type: none"> • Be able to sort data without disrupting the rest of the spreadsheet • Be able to use filters to view selected data • Be able to use conditional formatting to analyse data efficiently
<p>Increase your Productivity with Outlook</p>	<p>Love it or hate it, Microsoft Outlook is still the main email client used in most offices. This session covers some useful shortcuts and tools to help manage and organise your inbox and calendar to work more efficiently, helping you to get more done in less time.</p>	<ul style="list-style-type: none"> • Understand when and how to use flags to organise your inbox • Be able to use rules and quick steps to streamline your inbox and automate basic regular tasks • Be able to use categories to help you understand your calendar at first glance
<p>Customer Service Excellence</p>	<p>There are certain skills that every employee must master if they are forward-facing with customers. This webinar session looks at both face-to-face and telephone interactions with customers, to improve conversations and explain how to provide an excellent level of service at all times.</p>	<ul style="list-style-type: none"> • Understand what great customer service looks like and why it's important • Be able to prioritise different customers' needs effectively • Be able to deal with challenging customers and complaints

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<p>Appraisals (for Managers)</p>	<p>Conducting performance appraisals is a necessity for all organisations, as it allows employers to gauge how the employee is operating and measuring their potential. Properly conducted performance appraisals are motivational. Moreover, by identifying how to improve the quality of an individual's work, you can improve their job performance and identify areas for development. However a bad appraisal can leave the employee feeling frustrated, undervalued and demotivated. This session looks at how to conduct a successful appraisal to get the most from your team.</p>	<ul style="list-style-type: none"> • Be able to prepare for and plan an effective performance review meeting • Be able to conduct an effective appraisal • Be able to agree meaningful objectives at an appraisal
<p>Appraisals (for Appraisee)</p>	<p>If you are anticipating your first performance appraisal, you might not know what to expect. One of the most important things you can do to ensure your appraisal goes well is to prepare for it. This webinar session will teach you what to expect at a performance appraisal and how to ensure you are prepared and ready to get the most from it.</p>	<ul style="list-style-type: none"> • Be able to prepare for your performance appraisal meeting • Understand what to expect at the meeting • Be able to agree meaningful objectives at an appraisal

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<p>Personal branding</p>	<p>Who are you? What can you offer companies? And most importantly, how can you convince a potential employer of your value? All of us have qualities and unique experiences to offer organisations, but we often find it difficult to explain or even identify what these are. This webinar will help you to identify and communicate your individual strengths to current or potential employers.</p>	<ul style="list-style-type: none"> • Understanding your strengths and identifying your achievements • Creating and presenting your brand • Social media • Constructing an action plan • Following through
<p>Understanding your career drivers</p>	<p>What gets you out of bed in the morning? What type of work motivates you to do your best? Is it money, working with colleagues you like, or puzzling out a challenging problem? By understanding yourself you will be on the way to figuring out what kind of work environment you will excel in. If you have ever felt like the proverbial square peg in a round hole then this webinar will help you.</p>	<ul style="list-style-type: none"> • Push versus pull motivation • What forms our drivers • Knowing your motivations • Applying the concept to your career choices • Changing needs

CHARITIES & SOCIAL CAUSES

– WEBINAR
SPECIALS:

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<p>An Introduction to Corporate sponsorship (Beginner level)</p>	<p>This session is for those who have little or no knowledge of corporate sponsorship.</p> <p>We look at understanding what the concept of sponsorship actually means, what it entails and whether or not this is something that your organisation is ready to explore.</p> <p>The session focuses on the steps taken to prepare for sponsorship and the process involved.</p> <p>As this is a beginners' session, it will only briefly touch on pricing and techniques used to prepare for meeting the prospective sponsor. The latter two are provided in more detail in the intermediate session.</p>	<ul style="list-style-type: none"> • Have an understanding of sponsorship • Identify the different stages of the sponsorship cycle • Have an understanding of your role in the sponsorship process • Differentiate between an effective and ineffective sponsorship approach • Identify benefits of sponsorship-preparation • Have an understanding of a potential sponsor and their objectives at the early stages • To look at some basic but important research information needed on a prospect checklist • To start understanding how to see things from a companies' point of view. • To think about whether sponsorship is for your organisation at this point in time.

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<p>Effective Sponsorship: getting results (Intermediate level)</p>	<p>Similar to the beginners' course yet on a more advanced level. This is a more strategic look at sponsorship due to attendees' prior knowledge and understanding of sponsorship.</p> <p>There will also be more in-depth focus on sponsorship pricing, and how to think like a corporate and the preparation techniques needed before meeting a potential sponsor.</p> <p>Most importantly you will go away thinking about whether sponsorship is for your organisation at this point in time or not!</p>	<ul style="list-style-type: none"> • Have an understanding of sponsorship • Identify the different stages of the sponsorship cycle • Have an understanding of your role in the sponsorship process • Differentiate between an effective and ineffective sponsorship approach • Identify benefits of sponsorship preparation • Have an understanding of a potential sponsor and their objectives at the early stages e.g. how to prepare for a meeting with a sponsor • To have an understanding of pricing and packaging a project • To construct a basic prospect research checklist • To produce a basic list of effective questions to ask a sponsor • To be aware of and recognise company challenges • To identify techniques to stand out from the crowd

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<p>An Introduction to Fundraising (Beginner)</p>	<p>This session is suitable for those who have little or no knowledge of fundraising.</p> <p>It gives an overview of what fundraising is and what are the different types of fundraising and the concept behind the fundraising cycle.</p> <p>This session is useful as it provides attendees with the opportunity to decide which fundraising avenue they wish to focus on or learn about more, <i>(which some of the other fundraising sessions cover)</i> such as events and community or sponsorship.</p> <p>It also gives the attendees the chance to think about which avenue they may need to explore further for their organisation/project.</p>	<ul style="list-style-type: none"> • Demonstrate a good understanding of fundraising • Differentiate between different types of funding e.g. company giving, trust and foundations, community, events, government, individual and major donor etc. • Identify the different stages of the fundraising cycle • Identify the resources and tools needed for fundraising • To identify and select effective-fundraising research tools • To improve your understanding of how to select and target funders effectively • To gain brief insight of what makes an effective fundraising proposal • To help have an understanding of YOUR role as a fundraiser

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<p>How to write sponsorship proposal</p>	<p>Sponsorship proposals can vary depending on each and scenario.</p> <p>This sessions will help look at the main ingredients necessary in a sponsorship proposal and how you can adapt your style accordingly to meet the sponsors' needs; yet at the same time being true to who you are.</p>	<ul style="list-style-type: none"> • To understand what information you may need from a sponsor before writing a proposal • To understand what is a proposal and why do we need one • To identify the essential ingredients needed in a proposal • To look at how a sponsorship proposal may differ • To understand various styles of-proposals according to each scenario
<p>How marketing and fundraising go hand in hand</p>	<p>It is very hard to raise funds if no one is aware of your cause. As a result, fundraising and raising awareness go hand in hand. This session looks at how to marry the two to get the best outcome.</p>	<ul style="list-style-type: none"> • An overview and examples of how marketing and fundraising go hand in hand • To understand what are the basic elements of marketing • To look at how to marry raising awareness and fundraising together in order to raise more funds and attract the right attention to your cause • To look at an overview of the different ways to raise awareness and market your cause

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<p>An introduction to events and community fundraising</p>	<p>This is a session for those who want a beginner's guide to what is events and community fundraising.</p> <p>The session will give an overview of events and community fundraising and how they go hand in hand.</p> <p>It is important to note that this session does not focus on how to plan an event and the practicalities of events planning per se; but rather what is involved in events and community fundraising, how to make use of your volunteers and how to approach this type of fundraising in a strategic manner.</p>	<ul style="list-style-type: none"> • Understanding of what is community fundraising • An understand of what is events fundraising and the various approaches • A look at how community and events can go hand in hand • A look at what preparation needs to be in place before finalising the community events action plan • How to be more strategic when approaching this type of fundraising • How to use volunteers more effectively
<p>What is corporate fundraising- difference between corporate philanthropy and sponsorship</p>	<p>The term corporate fundraising can have various meanings and be interpreted in different way based on each individual's knowledge and experience.</p> <p>This session will look at this terminology and highlight the difference between corporate fundraising and sponsorship. This session can be tailored to beginners and intermediate level.</p>	<ul style="list-style-type: none"> • Have an understanding of Corporate Fundraising • Understand the difference between corporate donation and sponsorship • Identify the different stages of the corporate fundraising cycle • Have an understanding of your role in the fundraising process.

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<p>How to write a case for support</p>	<p>'A case for support' is a terminology many will not have heard of. However, it is crucial in any form of successful fundraising because funders need to understand why they need to support you!</p> <p>This session looks at what is a case for support, what information do we need, and how do we use it to help with our fundraising.</p>	<ul style="list-style-type: none"> • An understanding of what is a case for support • To identify the kind of information needed within a case for support document • To look at how to tailor the case for support for each funder and make it be spoke • To show how you can create a business case for support special for sponsors
<p>How to write a fundraising/ sponsorship strategy and why it is important</p>	<p>The word strategy can appear daunting to many. They think of pages and pages and long words! This does not need to be the case. It's not the length or the language but rather it's the quality of what is in the document. The general concept of a strategy is the same be it an organisational one or a fundraising one.</p> <p>This session will help attendees understand what is included in a strategy and what information you will need to write a strategy and how best to structure it.</p>	<ul style="list-style-type: none"> • To understand what is a strategy • To gain an insight into what information you need to prepare before you start writing a strategy • What are the different elements that are needed in a fundraising strategy • To highlight the importance of the synergy between an organisational and a fundraising strategy • To understand why it is important to have a fundraising strategy in place

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The Power of Communications Planning	Communication is the vehicle which allows humans to recall the past, think in the present, and plan for the future." - Roy Berko, This Business of Communicating. In this webinar we discuss why corporate communications is so important, how it can strengthen morale, improve loyalty, and benefit a company's bottom line. We will review the differences between Internal and External communications, and how to develop strategies for both.	<ul style="list-style-type: none">• What is Communications?• Why you need a communications plan• How to develop a communications plan• Internal vs External audiences

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<p>Leading Virtual Volunteers</p>	<p>When we don't interact with volunteers often and when they work with us only on an ad-hoc basis, it can be difficult to know how to keep them engaged and in line with the rest of the organisation. In this webinar we will look at simple processes that can be introduced to help us make the most of our volunteer pool. We will frame the conversation around a motivation theory and identify the different communication processes we can put in place to ensure that individuals give and gain as much value from working with us.</p>	<ul style="list-style-type: none"> • To help you get the most from your virtual volunteer pool • How to motivate your virtual volunteers • How to communicate effectively with your virtual volunteers • How to make the volunteer feel they are benefiting from working with your organisation
<p>Defining your Advocacy message</p>	<p>This session will help you to define your advocacy message. Firstly it will look at your campaign problem and offer you a tool to ensure that you are tackling the root cause of a problem and not just a superficial issue. It will also introduce a series of advocacy tools to help you communicate your campaign message in a clear way including the elevator pitch where you need to make your campaign pitch in 15-30 seconds as a foundation stone for effective advocacy. It will also look at how you can handle opposition to your issue.</p>	<ul style="list-style-type: none"> • Help your organisation to define its advocacy message • Identify the core problem you are trying to address • How to communicate your campaign effectively • How to handle opposition to your advocacy message

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<p>Building influence and momentum for your advocacy issue</p>	<p>This session will introduce an advocacy tool to ensure that you are reaching the target for your advocacy campaign and thinking of the wider allies that you could recruit to build support for your issue. It will also offer an advocacy tool to help you build momentum for your campaign and that you can combine operational tactics with long-term strategy. It will also help with a model for reviewing your advocacy work.</p>	<ul style="list-style-type: none"> • How to identify and reach your target market for your advocacy campaign • Creating allies to support your-campaign • How to build momentum for your campaign and match it to your longer term strategy • How to review your advocacy work

**We add new webinar subjects to our schedule every few months.
The webinar titles launching in Jan 2017 include:**

Negotiations Skills
Dealing with Difficult People and Situations



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