

## Business Seminars & Workshops

The principals and associates of Carraghyn have between them literally hundreds of years experience in starting, running and growing businesses. Their expertise covers every possible aspect of business life. As part of our consultancy services we offer their expertise and knowledge in a range of both bespoke and open training seminars and workshops.

When it comes to training, it is important to be realistic – the current economic climate does not allow for vast training budgets or careless spending. However, as much as businesses need to be smart with their money, they also need to be smart enough to empower and up-skill the people – from the directors all the way down the organisation - that they already have on board.

Here are a few good reasons why:

- Encouraging staff to undertake relevant training sends a very positive message that they are considered a valuable and worthwhile member of the team.
- Up-skilling staff while in a recession is a smart strategy – it means that the team is ahead of the game and is able to take on new challenges now and into the future.
- Staff undertaking training are more likely to stay put and apply their newfound skills, which benefits the individual, their team and the business as a whole.

Continuing training in a recession not only enables staff to focus their attention on skill gaps, but it sends a positive message that the business sees their contribution as a worthwhile investment.

### Bespoke Seminars & Workshops

Carraghyn can develop and deliver bespoke training designed to improve your specific business operations and focus on issues from high level strategic planning to daily operational issues such as customer retention and generation. Every bespoke course that we develop benefits from the following three key elements:

- **Pre-Course Consultancy** - we always communicate with clients to clarify both individual and organisational objectives, agree the most appropriate style of training and ensure participant "buy-in".
- **Training Delivery** - we make sure that all our events are interactive, participant-centred, fun, practical, and grounded in reality.
- **Post-Course Service** - we use action plans to encourage accountability, we provide feedback to sustain the learning, we evaluate to ensure complete satisfaction and we offer ongoing support whenever it is required.

If you are interested in Carraghyn delivering a bespoke course for your business and to discuss the content and price please contact us directly.

### Open Seminars & Workshops

We also offer a number of open or public courses at venues around the British Isles. These are either full day or half-day seminars and take place at professional venues, such as at various Institute of Directors premises, business centres or in hotel meeting rooms and facilities.

All venues provide:

- a convenient location;
- quality meeting rooms;
- comfortable seating;
- good air conditioning;
- courteous staff; and
- free parking (if possible).

It goes without saying that any venue which can't provide a plentiful supply of tea, coffee, water, juice and biscuits is a non starter!

### **Five Good Reasons to Attend Our Seminars & Workshops:**

1. Our content is thorough and complete but we zero in on essentials.
2. Small class sizes – we limit our seminars and workshops to a maximum of between 10 and 15 delegates.
3. Delegates depart with specific knowledge and tools that they can use immediately – we promise they'll get results from Day 1 back at work. And they won't leave empty handed as we provide everyone with a 'Certificate of Attendance', a soundly researched Workbook and practical worked case-studies with step-by-step guidelines to enable them to quickly apply the knowledge they have just acquired.
4. Our course-leaders are the best – They are all experts who have a proven track record of training effectiveness, professionalism and dedication. And what's more they are all exciting communicators who build delegates understanding and confidence by delivering interesting, entertaining, stimulating and energetic courses.
5. Value for money – Our half-day courses cost as little as £129 and full day courses as little as £249 including all course materials, workbooks, manuals, refreshments and, where appropriate, lunch.

### **Some of our Courses**

#### *Full Day:*

- Directors' Duties & Responsibilities
- Strategic Business Direction
- Marketing Strategy for Business Leaders
- Workshop - How to Fund Your Growth
- Practical Growth Clinic - develop an effective, practical 10 step growth plan for your business.
- Marketing Masterclass for Small Businesses
- Building Business With Social Media – a hands-on workshop.
- Customer Generation Masterclass

#### *Half Day:*

- Fast Cash Strategies – 12 ways to increase your sales
- 15 Easy Ways to Get Additional Sales from Existing Customers
- The Bribery Act – what it means for your business
- Equality & Diversity – The UK Equality Act explained
- New Requirements in Data Protection
- Information Security
- Anti-Money Laundering Essentials

### **Further Information**

*If you are interested in receiving full details of the above courses, including the content, aims and objectives, and details of the course calendar please contact us directly.*