

# Bozeat Consulting Training course portfolio

## 2011



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## Introduction

This is a portfolio of training courses offered by Bozeat Consulting. They are the product of over **twenty years** training, coaching and facilitating in many of the UK's and world's leading organisations including **Babcock, Ford Motor Co, Rolls Royce** and **Siemens** plus countless SMEs, micro businesses including one-to-ones with corporate executives and entrepreneurs.

The philosophy of Bozeat Consulting is to engage with the customer to learn the specific challenges and carefully create an event or series of events that deliver tangible business results. Our promise is this, **if we do not achieve the results agreed at the outset of the engagement within the defined timescales then we will continue to work with you for free until we do.**

At the heart of all the events is the science of **Behaviour Analysis**. This is the process of identifying and coding human actions in order to accurately predict the impact and results of specific behaviours. This is fused with **Neuro Linguistic Programming (NLP)** and **decades of experience** to offer a comprehensive suite of challenging, fun and results-oriented training courses.

All the courses are modular and based on proven techniques. You can easily mix and match the courses to create a highly tailored and perfect fit with your specific business needs. They have been categorised into **Customer Service, Management and Leadership, Mindset and Sales.**

Courses are either open or tailored when conducted in-house. Each day will commence at 9.30 am and finish at 4.30 pm day unless agreed otherwise with the client. (Half-day events are 9.30 to 1.00 OR 1.00 to 4.30)

All participants receive comprehensive course materials, refreshments and a certificate. In certain situations the course can be CPD accredited.

A tailored one-to-one coaching option is available for each subject listed.

Subject to conditions fee subsidies may be available via government grants.

**For further details including price lists, contacts with current and previous clients and full timed agenda for your chosen course(s) please contact us.**

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*"Thank you for the two day workshop, everyone without exception enjoyed the experience and is now enthusiastic to initiate a change. A comment from all the participants... 'nice guy, changed my views about consultants' "*

**William Martin**  
**Managing Director**  
**GT Martin**

## **CUSTOMER SERVICE**

### **Customer Service – the fundamentals**

This is an intensive, practical and activity-based event that builds the knowledge, skills and attitude of first class front-line customer service professionals. This intensive one-day event covers the following:

- Building rapport through words, voice and body language
- 'Signposting' – leading the customer through a sequence of activities and actions that keep them informed and engaged
- Transforming a customer complaint into the customer's delight

### **Handling inbound customer service calls**

Through thousands of hours research we have identified the classic characteristics of an outstanding customer service call. There are 7 steps to handling an inbound telephone call from the international-standard opening greeting to summarising and closing the call. This intensive one-day event covers the following:

- Building instant rapport by matching and mirroring the customer's words and voice pace, speed, volume and tone.
- The Master Telephone Path for handling inbound telephone calls
- Transforming a customer complaint into the customer's delight

### **Turning customer service conversations into sales opportunities**

In commerce increasingly customer service representatives are learning how to transform customer service calls into new sales opportunities through up- selling additional products and services and, in the case of B2B sales, cross- selling into other parts of the customer's business.

Many customer service professionals are distinctly uncomfortable with the switch from a service to a sales role and this often requires a shift in attitude. Consequently this course simultaneously addresses both mindset and fundamental sales skills including:

- The beliefs of first class customer service and sales professionals
- Seamlessly and effortlessly moving from a service into a sales conversation
- Knowing what questions to ask and when
- Maintaining pace and flow in the face of resistance
- Closing sales

## **MANAGEMENT and LEADERSHIP**

### **5 minute manager**

Four essential skills every manager must master to bring the best out of their people are:

- Agreeing and monitoring personal goals and milestones to be reached with respect to performance and contribution to the business, personal development and career aspirations
- Giving timely and effective feedback
- Praising people at the right time and in the right way
- Reprimanding unacceptable behaviour and performance

This intense two-day event covers each skill in detail and preparation will be made for conversations they will have with selected staff when they return to the workplace. Each participant will leave with a comprehensive suite of proven techniques to apply directly.

### **Active listening without judgement**

The most important communication skill is the ability to deeply and actively listen to others. For many people this is a challenge as the mind finds itself thinking through what it wants to say as the other person speaks. This one-day workshop teaches participants to listen using the proven P.E.C.A.N.S. approach. It covers the following:

- Reasons why people do not listen
- How to condition the mind to listen without prejudice, assumptions or judgement
- Breaking poor listening habits
- Three behaviours that together demonstrate perfectly how to listen
- The power of asking the right questions, listening to the response and silence!

### **Assertiveness/conflict management, negotiation and resolution**

The culture in many organisations breeds great doers and problem solvers. However, not all are great at handling conflict well when it arises. More often or not it becomes a struggle of 'my argument is bigger than yours' or the conflict is avoided or offloaded for someone else to deal with. This, almost always, causes greater friction as the problem festers and time passes.

This course covers the following:

- The differences between assertive, aggressive and submissive behaviour
- When and how to 'stand your ground' when you know you are right
- How to disagree with someone without them knowing it
- How to diffuse a conflict by seeking and agreeing on common ground
- Using powerful negotiation tactics to keep everyone on board
- How to build on another's answer to shape a solution that satisfies everyone

## **Building high-performing teams**

Everyone can name a high-performing team from the worlds of sport, commerce, education and even politics. Success leaves clues and this team building course deals with those aspects which encourage team members to work well together to achieve extraordinary results. This one-day event covers the following:

- The 7 elements of any high-performing team
- An understanding of team leadership
- Recruiting team members
- Practical team building tactics
- A diagnostic tool to uncover and identify why a current team may be underperforming and what to do to address the situation

## **Facilitation skills**

Inevitably, in any organisation, occasions arise where the method by which consensus can be achieved is not always obvious. Also, there will be occasions when it is critical to gain the buy-in of key people. The objective of this course is to provide delegates with the skills to be top class facilitators.

It covers the following:

- Understanding of what facilitators do and crucially what they don't do
- How to develop and design an event that will lead a group through to a successful outcome
- Application of the best creative techniques
- Handling group dynamics and deal with challenges, resistance and disruption
- Competence in the 12 Skills of Facilitation - A dozen skills that all accomplished facilitators must master
- The 'Facilitators route map' - a step-by-step guide for setting up, marketing, designing and conducting a dynamic event

## **Leading change**

It is common for business professionals at all levels to be charged with the task of introducing some form of change. This could be anything from a straightforward change in a business process to the introduction of a full blown system that affects every part of the organisation, for example SAP. Whatever the change, the busy business professional must follow a rigorous approach to engage, enthuse and enrol the people involved.

This one-day event delivers a proven 10-step process to initiate, put momentum behind and ultimately sustain a change in any organisation.

The course covers the following:

- A 10-step approach to bringing about sustainable change from identifying the need to change to celebrating the 'new way'.
- How to communicate change
- The change agents 'tool kit'
- The most common excuses for not embracing change and what to do if you hear them and, where possible, prevent them
- The L.I.T.E. approach to changing behaviour

## **Managing time and priorities**

This intense one-day event demonstrates how just a simple suite of habits can help managers achieve more in the time they spend at work. During the workshop the participants will analyse how they spend their time, how to effectively manage their diaries, how to differentiate between what is important and urgent and how to not allow 'time-stealers' to deflect them from getting the job done!

The event also looks at the most effective way to delegate activities.

## **Outstanding meetings**

This action-packed one-day event is packed with proven approaches to manage effective meetings which deliver the required outcomes in an efficient, stimulating and often fun way! Adoption of the principles and techniques covered in this event will collapse the average length of meetings by over 50% whilst simultaneously increasing the volume and quality of the outcomes. The event covers the following:

- The perfect way to prepare for any meeting
- The P.O.P. structure for any event (Purpose, Outcomes, Process)
- Chairing essentials and handling difficult people and situations
- Closing a meeting and ensuring agreed actions are completed

## **Performance Coaching – the fundamentals**

All outstanding managers have the ability to help their people both contribute to the business and personally grow in pursuit of their personal aspirations. A high-performing coach is defined as **'Someone who has an ongoing, committed partnership with a player or performer and does whatever it takes to inspire that person or team to empower themselves, think and act big and shine!'** The result is a dramatic and sustainable improvement in levels of play or performance. This one-day event teaches the participants the fundamental strategies, tactics and (conventional and unconventional) behaviours adopted by top class coaches.

## **Performance Coaching – advanced skills**

Experienced managers who understand the power of high-performance coaching have the ability to quickly identify and respond appropriately to the behaviours and attitudes displayed by their people. This two-day event is focussed on the specific challenges faced by the participants. Typical subjects include:

- Handling a temporary loss of self-belief
- Confronting resistance
- Maintaining focus, direction and momentum
- Taking people rapidly through change

## **Persuading people to do what you want, because they want to**

Anybody who is successful in business has the ability to influence and persuade people to do the things they want. This powerful one-day event trains the participants how to construct a powerful and compelling argument, how to surface and pre-handle objections and what questions to ask to allow the listener to work out their own benefits from the course of action you want them to take.

## **Presenting with impact!**

Every manager at some point has to develop the ability to present. Yet for many the seemingly simple act of 'taking the stage' and delivering a presentation can be one of the most daunting experiences of their working lives. This intense NLP based two or three day event metaphorically 'strips' each participant down to each fundamental element of delivering an outstanding presentation.

The course includes the following:

- Instantly gaining and maintaining rapport with the audience
- How to use your entire physical presence to make an impact
- How to construct a compelling and persuasive message
- How to use the voice and language patterns to deliver a memorable presentation
- Creative use of visual aids to emphasise key points
- Use of the stage

### **Problem solving, decision making and assessing risk**

Name a day when the busy manager or business professional doesn't have a problem to solve, a decision to make or an assessment of the consequences of a decision to consider. Successful business professionals have the ability to seek out the root causes of problems using both logic and creativity. They also make decisions based on due consideration of a series of options based on the pros and cons of each. With bigger decisions the risks are greater and have a large bearing on GO/NO GO decisions.

This course applies a structured way of thinking and working through each of these critical management disciplines. It combines both creative techniques and step-by-step logic to ease the process of solving problems, making decisions and managing risk. This course is particularly useful when a group of people need to adopt the same process and disciplined way of thinking.

### **Recruitment and selection interviewing**

A critical process that underpins the success of any business is recruiting the right people for a position. Getting it wrong is expensive in wasted time, money and effort. Any recruitment process can only be a predictor of success and no system is perfect. However approaching recruitment in a systematic manner will significantly improve the chances of success. The process begins by defining the qualities (skills, knowledge and attitude) required of the successful candidate and then deciding the most effective way to test for these in a recruitment process.

There are many ways the qualities can be tested (e.g. the very popular BBC series 'The Apprentice'). You will also know that one of the most effective ways is a structured interview. Interviewing can be laced with challenges e.g. knowing what questions to ask and how to record the answers, understanding whether the candidate is answering truthfully or saying what you want to hear, knowing when to listen and when to dig deeper to search for the facts behind a piece of information that the candidate has disclosed.

This course covers the following:

- How to decide, once a position has become vacant to recruit/not recruit
- How to define the competencies required for the job
- How to prepare for an interview by examining the evidence of future performance you already have e.g. CVs, testimonials, output from any other parts of the recruitment process
- Structuring the interview process and journey to uncover the information you need to base any recruitment decision on
- Preparing insightful questions
- Listening hard and noticing the responses and the meaning behind them
- How to work well together when setting up an interview panel

### **Train-the-trainer (Part 1) – Training design workshop**

Business professionals with a technical expertise are often invited to pass on their experience to others. Whilst it is impossible to transfer experience, it is easy to create a training event or series of training activities that captivates the participants and seamlessly transfers knowledge and skills experience. This course leads the participants through a rigorous process breaking down their skills into manageable and teachable chunks. This then forms the basis of activities to inspire, educate and train others.

The event will cover the following:

- Defining Knowledge, Skills and Attitude (KSA)
- Breaking down a subject into teachable activities
- Creative techniques to bring dry subjects alive
- Methods to check the participants' progress and embed the learning

### **Train-the-trainer (Part 2) – Training delivery**

Once a training programme has been developed it is crucial that the tutor is equipped with the skills of an accomplished trainer. During this highly participative event the participants will learn how to build on their existing presentation ability to facilitate a stimulating learning experience.

The event will cover the following:

- The 12 essential facilitation skills
- Asking the right questions
- Handling challenging participants
- Injecting and maintaining humour, pace, enthusiasm and energy

## **Managing people in the way they want to be managed**

The most effective man managers are those who have the behavioural flexibility to change their management style to match each of their direct reports. This event is delivered over two combined half-day workshops.

In part 1 the participants undergo the SDI **Strength Deployment Index**. This is a robust psychometric instrument to help the participants understand their own and others' personal drivers i.e. the activities that both motivate and potentially deflate them.

The SDI also demonstrates how people perform under pressure. This understanding enables the manager to understand what buttons turn people on and off!

In part 2 the participants immerse themselves in the popular management model **Situational Leadership**. This enables the manager to flex his/her approach to match the needs of the direct report dependent on his/her requirement for a balance of supportive and directive behaviour and her level of commitment and competence to do the job.

During the event the participants will spend time considering the individual approach they will take with specific individuals in their charge when they return to work.

## **Working with different and 'difficult' people – I'm not crazy I'm just not you!**

Have you ever wondered why people are so different, what makes a personality, why people see the world in a different way, why you get on with some people and not with others, why some people endear themselves to you and why others are so frustrating?

Wouldn't life be great if everybody was easy to work with? Of course the answer is no it wouldn't! One of life's riches is the wide diversity of people's backgrounds, history, emotions, vocabulary, personality, aspirations, beliefs and habits. Everyone is unique although some might say some are more unique than others!

There will be those that you easily align with and those that may send you nuts! As you read this no doubt some names will already spring to mind of people who fall into both camps.

To be able to work with a variety of people you need to have three distinct qualities:

- A belief system that allows you to suspend judgement about others
- An understanding of why people are so different, what drives them and how they perform under a variety of situations especially when they are under pressure
- Behavioural flexibility which means responding in a manner that creates rapport with people who are different rather than expecting them to be like you

This course is based on SDI (Strength Deployment Index). This tool will explain, with uncanny accuracy, what your preferences for the way you work are, how you respond to particular situations especially when you are under pressure and how the people around you differ. A fascinating insight into human nature!

### **Write to the top! – Writing executive reports**

Peter Drucker the legendary business guru suggests that the three skills every manager and professional must master are the ability to present, run/participate in a meeting and write accurately and concisely. This one-day event primarily teaches the participants how to write letters and reports designed to persuade the reader to take a preferred course of action. It covers how to structure a document, write a compelling series of arguments, communicate in clear English and write words and sentences that grab the reader's attention.

*"You are one of the very few [coaches] who can light the lamp in the mind of the student and make it clear."*

**Alan**  
**Senior Engineer**  
**Rolls-Royce Aerospace**

*"Always keep a positive attitude even if things do not go the way you expect. Analyse the outcome and identify where things went wrong and what you could have done differently. Don't continue to do something that has a negative effect on others. Keep your eye on your goal, alter your course to keep on track. Do not allow anybody to burst your bubble and equally **do not become a bubble burster!**"*

**James** (during participation in Breakthrough!)  
**Technical specialist**  
**Computer consultancy**

## MINDSET (ATTITUDE)

### Breakthrough!

Ask the majority of decision makers in business what they would like to see happen to deliver greater results through their people and invariably somewhere the word '**attitude**' will be mentioned. Ask them what resources they are investing to train their people in having a better or the 'right' attitude and you will often be met with a quizzical look.

There have been outstanding advances in mindset training in recent years, much of it based on **Neuro Linguistic Programming (NLP)**. This is often cited as the 'science of excellence'. Rather a grand claim and over the top in the author's opinion but there is no doubt that the application of these proven tools swiftly delivers outstanding results as people learn to recondition their thoughts and consequently rapidly develop powerful habits.

**Breakthrough!** is a highly participative NLP-based programme designed to equip the participants with the tools necessary to deliver exceptional results. The participants will be given access and time to master a series of powerful mindset tools designed to ensure any disempowering habits and beliefs that are preventing success are uncovered and permanently eradicated.

Subjects covered in this outstanding and intense series of three one-day workshops include:

- An introduction to NLP
- Adopting the beliefs of outstanding people
- Asking outstanding questions to direct focus
- Maintaining a peak emotional state
- Creating and maintaining purpose and direction
- Setting compelling goals
- Responding to setbacks

*"My new positive approach at life has helped me in so many other ways that you wouldn't believe. For example, 3 days before Xmas my shower blew up on me! I would have been really depressed this time last year if that had happened then but now I just feel it doesn't matter as much. I just get on with life and look at things in a more positive manner. Again, thank you very much for your course which has helped me in various areas of my life".*

**Sharon McMartin**  
**Telebusiness Advisor**  
**Jobcentreplus**

## **SALES**

### **Lead generation**

Anyone who has sales targets will tell you that often the most important yet potentially difficult challenge is to open the doors of influential people who hold budgets or can persuade those that do.

Many struggle despite the greatest of intentions and aspirations. The primary reason is that they do not build an **efficient marketing engine**.

The purpose of this workshop is to explore and help you decide which pistons you need in your marketing engine i.e. the marketing processes that will deliver a consistent stream of decision makers you want to do business with.

The course covers 33 proven (and sometimes unconventional) strategies for engaging potential new clients. The participants choose 6 or more to apply to their own business.

### **Persuading powerful people**

This intense two-day event is essential for any salesperson who wishes to develop major accounts. The participants learn how to identify key influencers in the organisation, assess the political strengths and weaknesses of their contacts and allocate sales time accordingly, complete the course by designing tailor-made strategies for selling more to their major accounts.

The event covers the following:

- Strategies to open doors
- Up-selling and cross-selling products and services
- Building consensus in an account

### **Sales management**

This two-day course examines the role of the high-performing sales manager with an emphasis on bringing the best out of your sales team.

The event covers the following :

- Understanding the competencies of high-performing salespeople
- The difference between inspiration and motivation
- Maintaining the salesperson's focus and drive
- Conducting one-to-ones and inspiring sales meetings
- How to coach a salesperson before, during and after a customer meeting / presentation

## **Selling for technical non-sales professionals**

Business people in many disciplines find themselves having to sell. The technical specialist to the client, the accountant to an FD, the business owner wishing to win new business. This course has been designed for people with no previous training or experience in selling who need to gain practical skills fast. If the idea of wanting to sell makes you shudder in fear but you know you have to do it then this is for you.

The course covers the following:

- What is the role of the technical expert in the sales process
- Why people often resist selling and why selling can be extremely rewarding!
- The beliefs of top-performing salespeople
- How and why buyers buy
- The key to selling, asking the right questions
- Working alongside sales professionals

## **Telesales – Making outbound calls**

Making outbound calls to people you have never met before is, for many, a challenge yet it is the fastest way to open a door to talk business with your next prospect. This unique training event offers you the product of thousands of hours research into the most effective way to make outbound calls into the '**Master Telephone Path**'.

During the day the participants will learn the **Master Telephone Path** and make live calls to prospects. Not only will you learn new and proven techniques you will also leave the day with a hatful of contacts. Result!

The course covers the following:

- The perfect way to ensure that making an outbound call to someone you have never met is an enjoyable and motivating experience
- Proven (and sometimes unconventional) ways to engage potential new clients
- The power of setting realistic outbound call outcomes
- How to construct a powerful verbal presentation that engages the prospect
- The power of follow-up
- How to maintain energy, pace and quality

## The sales meeting

Once a door is opened to a prospect the next crucial stage is to conduct an outstanding sales meeting. This two-day event covers preparation, setting the scene and then steering the meeting so that both parties reach their desired outcomes. The course covers the following:

- Preparation - setting sales meeting outcomes
- Using the 4 Ps opening to build rapport and set the scene
- Why questions are so critical and understanding the purpose behind every question
- The S.P.P.E.V. question formula
- How to present your product or service using features, potential benefits and true benefits
- The principles of negotiating
- Closing the meeting and closing the business!

## Writing copy – composing powerful sales letters

Writing sales copy is a critical talent for salespeople and marketing professionals. This one-day event teaches the participants how to write letters that persuade the reader to take action. Critical elements of any sales letter are a compelling headline followed by one or two sentences that inspire the reader. During the day the participants will compose a draft sales letter and/or promotional document for their organisation.

## The Accomplished Networker – Personal introductions by design not by chance

Without doubt in today's difficult economic climate it is essential for sales professionals to consistently build rock-solid relationships with advocates who become a source of high quality personal introductions to the people they want to talk business with. This course covers both personal/relationship skills and a step-by-step strategy to build a powerful network. Studies indicate that **only 3% of business professionals actively network**. If you are one of the 97% then you will want to learn these skills:

- How to design the network of people you would like to build high quality relationships with
- How to leverage existing relationships and inspire advocates to offer you high-quality referrals
- How to make the most of formal and informal networking events including initiating conversations with people you have not met before, working a room and the all important post-event follow up
- How to apply one or more of 20 specific strategies for generating predictable referred business

## Some more kind words from current and previous clients

*“What impresses me about Simon is his ability to take a seed of an idea and through careful listening and application of his wealth of experience grow it into a detailed, easy to understand and above all practical plan of action that everyone can sign up to. He is at ease working at with all people in my business from the front-line to the management team.*

*Business conversations with Simon are always challenging, stimulating and, at times, inspiring. As a business we are continually evolving and I am delighted that Simon has been and will continue to be a valuable business partner.*

*If you would like to contact me to discuss the work Simon has done for us in detail then I would be delighted to receive your call.”*

**Andrew Leese**  
**Managing Director**  
**Trent Direct**

*“Simon brings just the right balance of structure, pace and freedom of expression whilst maintaining the participant’s focus on achieving the outcomes which, in every case, were achieved and often exceeded. What was noticeable, myself included, was the dramatic increase in our employee’s self- belief throughout his engagement with NIIT-Technologies.*

*Simon’s gift is the ability to inspire people to ‘cut through the clutter,’ create clarity and commit themselves to simple yet challenging goals that stretch both themselves and their colleagues in their pursuit of both business and personal aspirations. From a personal perspective I learned a great deal more about bringing the best out of people and now consistently use techniques from the Bozeat Consulting facilitation and major account development toolkit.”*

**Carl Stadler**  
**Marketing Director**  
**NIIT Technologies**

*“In business you tend to meet a lot of people who promise to deliver to take you to the sky, but you only get as high as a two story house, hence they don’t deliver what you expected them to. With Bozeat Consulting we got what we paid for and much more, we cut out the first two years of any new business getting noticed.”*

**Vimal Chauhan**  
**Director**  
**DriveMyCarHome.co.uk**

*"We had seen over ten training companies and individuals in the last ten months, we chose you for a number of reasons. Firstly because of your very professional approach, you took the time to listen. Also because of your strong sales background you could fully understand our issues. Finally we were impressed by your ability to hold the audience in the palm of your hand."*

**Keith London**  
**Managing Director**  
**ACT**

*"Simon is unbelievably incredible. I am in awe watching him during delivery and amazed at how far he has moved the team on during the short time he has worked with them"*

**Julie Laporta**  
**Human Resources Manager**  
**Corporate Express**

*"In just 6 weeks I have decreased my working week by 25% and increased my income by 33%!"*

**Noreen Vines**  
**Medical Specialist**

*"The session really did make me think about my ability to impose unnecessary limitations on myself. I now have some strategies to take home with me."*

**Anne Billington**  
**HR Partner**  
**Cooper Parry**

*"As a result of your coaching this month I beat my target of £1.6 million with a week to spare!"*

**Tony**  
**Credit control specialist**  
**Telecommunications**

*"I was mesmerised by Simon's speech on leadership and change"*

**Russell**  
**Group MD - National logistics company**