



## The BLA Programme

### Breakfast-Lunch-Afternoon Tea

The BLA programme is a partnership between Debi Beattie of POP and Robert Allan of Plus. POP and Plus are leading learning and coaching providers which specialise in delivering short, sharp and to the point learning sessions which deliver real impacts to every participant.

- † Impact based learning
- † Increasing confidence
- † Reducing down time
- † Improving sales and profit
- † Practical based learning
- † Providing solutions (tools/techniques)



## What is it?

The BLA programme is our unique breakfast, lunch and afternoon tea learning sessions. They are designed to provide short, sharp and practical solutions to live issues within your organisation. These sessions last for 1.5 to 2 hours and are highly participative and highly memorable. Reduce your down time from attending full day learning programmes and get even more benefit.

## Who is it for?

Designed for all – each participant will have a chance to network, gain learning and implement improvements the minute they are back in the office.

## What does it cost?

Time is the biggest cost within any learning event. Therefore, these sessions are designed to give you maximum benefit. Each session costs £58+vat per delegate per session – so come along and join us for breakfast, lunch or afternoon teas or all three. All refreshments will be provided to suit the time of day.

## Time and Venue

Venue - TBA



Breakfast 9.30am-11.00am



Lunch 12.00noon-2.00pm



Afternoon 3.00pm-4.30pm

## Content Overview

Each session is highly participative and high energy and very practical therefore these sessions go very quickly.

Dates		Course Title	Content	Outcome
<b>Thursday 28<sup>th</sup> January Venue -</b>	<b>Breakfast</b> – 9.30- 11am	<b>What is communication</b>	<ul style="list-style-type: none"> <li>✚ The difference between communication and information</li> <li>✚ How do we improve performance through how we communicate</li> <li>✚ Are you a pusher or are you a puller?</li> <li>✚ When should we use pull or push</li> <li>✚ Getting it right for the audience</li> </ul>	<ul style="list-style-type: none"> <li>✚ Gain new confidence</li> <li>✚ Be more capable</li> <li>✚ Improved use of push and pull as a technique</li> </ul>
	<b>Lunch –</b> 12.00noon- 2.00pm	<b>Effective Listening</b>	<ul style="list-style-type: none"> <li>✚ What is listening</li> <li>✚ The difference between listening and hearing</li> <li>✚ How do we know we are listening</li> <li>✚ How do others know we are listening</li> <li>✚ How to stop talking over people and interrupting</li> </ul>	<ul style="list-style-type: none"> <li>✚ More self aware</li> <li>✚ New tools and techniques</li> <li>✚ Understanding the true power of listening</li> </ul>
	<b>Afternoon Tea –</b> 3.00pm- 4.30pm	<b>Effective Questioning</b>	<ul style="list-style-type: none"> <li>✚ Open questions don't work!</li> <li>✚ What questions do work in different scenarios</li> <li>✚ What is a question, what is a good question</li> <li>✚ How to gain the upper hand in conversations</li> </ul>	<ul style="list-style-type: none"> <li>✚ Improve your productivity</li> <li>✚ Improve your questioning abilities</li> <li>✚ Gain new tools and techniques</li> </ul>

Dates	Course Title	Content	Outcome	Dates
<b>Thursday 11<sup>th</sup> February</b>	<b>Breakfast</b> – 9.30- 11am	Selling – telephone	<ul style="list-style-type: none"> <li>✚ How to gain commitment</li> <li>✚ How build rapport and relationship over the telephone</li> <li>✚ Understanding emotional intelligence</li> <li>✚ Aidca selling process - closing</li> </ul>	<ul style="list-style-type: none"> <li>✚ Improved customer feedback</li> <li>✚ Improved gathering of quality information</li> </ul>
	<b>Lunch –</b> 12.00noon- 2.00pm	Selling – face to face	<ul style="list-style-type: none"> <li>✚ How to buy people into you</li> <li>✚ Quality questioning</li> <li>✚ The words, body language and the closing</li> <li>✚ Proper consultative selling</li> <li>✚ The different options for selling face to face – knowing and reading your customer</li> </ul>	<ul style="list-style-type: none"> <li>✚ Improved sales results</li> <li>✚ Improved sales activity</li> <li>✚ Quality information gathering</li> </ul>
	<b>Afternoon Tea –</b> 3.00pm- 4.30pm	Selling - pitching	<ul style="list-style-type: none"> <li>✚ Why did you not win that pitch?</li> <li>✚ How do you come across during a pitch?</li> <li>✚ Do you actually pitch?</li> <li>✚ How can we win that pitch?</li> <li>✚ How do we deliver who we are and what our value proposition is?</li> </ul>	<ul style="list-style-type: none"> <li>✚ Confidence</li> <li>✚ Reassurance</li> <li>✚ Winning pitches</li> <li>✚ New tips and techniques</li> </ul>

Dates	Course Title	Content	Outcome	Dates
<b>Thursday 25<sup>th</sup> February</b>	<b>Breakfast</b> – 9.30- 11am	Performance Leadership	<ul style="list-style-type: none"> <li>✚ Are you a leader or are you a manager?</li> <li>✚ What does it mean to be a leader?</li> <li>✚ Proactive leadership versus 'back foot' management</li> <li>✚ The key to communicating as a leader</li> <li>✚ Facilitation skills using questioning and listening</li> </ul>	<ul style="list-style-type: none"> <li>✚ Gain more trust, respect</li> <li>✚ Get more from your people</li> <li>✚ Improve your people's capability</li> </ul>
	<b>Lunch</b> – 12.00noon- 2.00pm	Performance Management	<ul style="list-style-type: none"> <li>✚ What are people measures?</li> <li>✚ How do we carry out performance reviews?</li> <li>✚ How do we get the best from our people?</li> <li>✚ Motivation and what works</li> <li>✚ How should we carry out the best 1to1 reviews</li> </ul>	<ul style="list-style-type: none"> <li>✚ Increased confidence in managing performance</li> <li>✚ Increased performance of people and teams</li> </ul>
	<b>Afternoon Tea</b> – 3.00pm- 4.30pm	Performance Coaching	<ul style="list-style-type: none"> <li>✚ Understand what coaching is</li> <li>✚ Review and understand the basics of the STEER and GROW models</li> <li>✚ Practice using the GROW model of coaching</li> <li>✚ Adopt the GROW model in order to improve the capability of their respective teams</li> <li>✚ Increase the key skills of questioning and listening through using the GROW model</li> </ul>	<ul style="list-style-type: none"> <li>✚ Increased capability of your people</li> <li>✚ More efficient manager</li> <li>✚ More efficient teams</li> </ul>