

### ON-LINE COURSES NOW AVAILABLE...

We are branching out! We know there is increasing demand for on-line courses, and so we're responding to that. There are two routes to our on-line courses: Finger-Tips (a joint venture between Arnie and Dawn), and our own Effective courses. We have chosen Udemy as our platform (www.udemy.com), and we already have two courses there – **Maximising Your Motivation** and **Managing Your Memory** - just type in the course title.

As a special introductory offer we are offering both courses at a **significant discount**:

#### **Maximising your Motivation**

The normal price for this course is £24.99, but if you quote this code:

**FINGER-TIPS02**

you will be able to purchase it for **£9.99**.

#### **Manage your Memory**

Again, the normal price for this course is £24.99, but if you quote this code:

**MEMORY01**

you will be able to purchase it for **£9.99**.

You can preview each course, and have access to 10 minutes of related material, free. So have a look, and if you purchase either course, please leave a rating and feedback.

### OUR FIRST OPEN COURSE...!

We are running an **NLP Practitioner programme**, which will be our first open course – available to anyone. It's a 6-day course, based in Manchester, which will provide the qualification of NLP Practitioner (certified by Arnie on behalf of the Society of NLP). Arnie will be running the course, **at total fee of £300 per person + VAT** (plus a one-off licensing fee of £150, charged by the Society, once you have qualified, to allow you to train as a Practitioner in their name). This is amazing value – similar courses elsewhere cost anything from £850 upwards. The course will be running as a series of individual weekdays from November 2018 to February 2019. Due to this low-cost, high value offer, demand is expected to be high, and places are limited, so if you are interested, **please contact Arnie** for further details, including dates and venue, as soon as you can...

### EFFECTIVE RESOURCES ON THE TES SITE

Go to the TES (Times Educational Supplement) site, and search for any of the following, all created by Effective:

- Slideas (entertaining and informative slide shows) (all free)
- Emotions in Children: It's OK (17 poems and related activities: small charge)
- After a visit to Auschwitz (7 poems - free)
- Progress v perfection (1-minute video: £5)

If you access or download any of the above, please leave a positive comment on the site!

## LATEST DEVELOPMENTS

Recent assignments have included:

- a 9-day in-house **Management Development Programme** which proved so popular and effective that it has been rebooked for another 29 staff...
- a suite of 1-day **leadership** courses, focused on change, resilience and challenging conversations, which have again been rebooked because the recent series sold out...
- a launch of our flagship course '**Creating Successful Change**' for one of our private sector clients...
- **guest speaking** (for free) at regional and national conferences...
- helping our two most recent '**No Win No Fee**' clients get the jobs they were applying for...
- completing two one-day **mystery shopping** assignments, which the client rated as 'excellent'...

## LONGER TERM ASSIGNMENTS

Arnie has recently had two longer-term assignments with clients: one for two days a week over 10 months, and another for 1 day a week over 6 months. The assignments have been very varied: a mix of in-house training and development, coaching, facilitation, consultancy, document review and production, copywriting, and general problem solving and support. Arnie says: "these are real shifts in my work from the usual '1-day course' provision. It gives me chance to work over a longer period on issues that are often raised in training programmes, and then need on-going support to really deliver. It also appears that, because I've been in this business quite a while, I seem to have 'been there, done that', and have the right amount of t-shirts to be of help to a lot of people."

## ARNIE'S ARTICLES

Arnie has been writing a series of monthly articles for FE News. To read any of them, go to FE News and search for 'Arnie Skelton', and you'll get the list. The 11 articles written to date are:

1. FE Future – but not as we know it
2. Top 10 tips for making money in FE Colleges
3. 12 little things for Christmas
4. What humans need most...
5. Tooling up...
6. Entrepreneurial learning and CRATE
7. A radical approach to meetings
8. Learning facilitation
9. Motivation matters
10. College induction
11. Improving memory (part 1)

## 15 MANAGEMENT & PERSONAL DEVELOPMENT VIDEOS

- Do you have a reduced, and reducing, L&D budget?
- Do staff struggle to find the time to attend any courses?
- Do you want relevant, easy to understand and practical guidance
- Accessible anytime, anywhere, by all staff?

If the answer is yes, consider our suite of 15 management and personal development videos. Each lasts no longer than 5 minutes; they are designed specifically with the above needs in mind; and each is accompanied by a workbook written to reflect your particular company. For full details, contact Arnie or Caroline.

## **DID YOU KNOW...**

- We provide over 60 1-day courses?
- We offer substantial discount for volume and early payment?
- We can be paid in instalments?
- We devise specific programmes tailored to a client's specific needs?
- We can write or review policies, procedures and workflows?
- We provide a comprehensive and popular mystery shopping service?
- We use 'Nudge Theory' ideas to help improve written and other communications with external customers and internal staff?
- We are increasingly seen as 'problem solving' specialists...we'd call it 'trouble shooting'

For more details of any of the above, contact Arnie or Caroline.

## **REVAMPED WEBSITE**

If you haven't had a look recently, visit our revamped website, where you'll find a list of our 1-day courses, our 'No Win, No Fee' offer for anyone looking for a new job, participant feedback, breaking news, and any special offers...

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