

# Capworth Training E-learning Brochure



[capworthtraining.com](http://capworthtraining.com)



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# Who We Are?

## Our Mission Statement

***“Our goal is simply to build a professional firm focused on challenging attitudes whilst creating value for our clients and stakeholders.”***

Capworth Consulting is an international team of professionals with operations in London, Africa and the Middle East. We help clients find business solutions through business Consulting, Accounting Advisory, Corporate Events Management and Corporate Training.

Expertise and attention to detail are foundational principles of our business culture, and our experience across various sectors allows us to bring a wealth of knowledge and expertise to solve the complex problems facing our clients in their local context. Our clients vary in size, including indigenous companies and MNCs; state owned and government agencies.

## Our Goal

Capworth consulting aims to enhance the quality of the candidate learning experience and maintain quality assurance that ensures that the delivery of all our services and training materials are of the highest standards comparable to best international practice associated with the field.



## E-learning Solutions →

### Swift E - Learning

*This programme is designed for professionals who wish to sharpen their skills for career progression, or to increase employability.*

*Small businesses can also benefit from this route, who need to train staff on compliance issues or build key soft skills to enhance productivity in the business.*

### Modify E - Learning

*The Capworth training team brings the expertise of our faculty and the professionalism of our training team to our corporate e-learning clients by integrating our training services with our e-learning offering. Corporate clients may choose to deploy our compliance related courses as they are, or request industry and/or company specific customisations. Clients can purchase as many licenses they need.*

### Bespoke E - Learning

*The capworth training team also offers a bespoke service to clients who wish to have courses designed specifically and uniquely for your company. We will work in tandem with your talent development team to conduct training needs assessments, in order to determine the best training solution for your organisation, and create a course that meets the specific learning needs of your employees.*

*This route is best choice for clients who wish to design on boarding or graduate induction programmes.*



# Our Cloud Based Learning Management System (LMS)

E-learning has the edge over traditional training methods due to its many benefits of being cost effective, time efficient and user friendly, by putting control for learning in the end users hands, whilst enabling close monitoring by supervisors and training managers. Nigeria in the African market is particularly poised to gain the competitive edge in emerging markets by building capacity in a workforce that is highly capable and efficient.

Technology and the digital web is shaping the future of learning in Nigeria. Capworth offers new and exciting ways to learn and share knowledge online, using our cloud based e-learning platform designed for clients who wish to benefit from the convenience of e-learning without the expense and hassle of major software and IT infrastructure overhauls.

Our cloud based LMS is user friendly, elegantly designed and powerful, allowing users to simply log in and learn at their desk or on the go. This encourages engagement, with self paced learning, and ultimately, knowledge retention. Our system includes all the functionality you need to deploy, manage and execute corporate e-learning programs efficiently.

We have designed e-learning solutions to suit our client's needs - whether from large corporate clients to SMEs and individuals, our e-learning packages are flexible enough to suit all types of learners.

**Our E-Learning Solutions Include A Complementary Offering Of...**



# Our Courses



## Our Unique Offering

We offer course packages designed by our knowledgeable and experienced course faculty and partners to meet the highest international standards. In an increasingly competitive global environment, business in Africa must keep up with international and local compliance standards.

Currently, a major pitfall of existing e-learning programmes in Nigeria is the lack of high quality content applicable in the local context - where content is available, it is usually not up to best standards and practices.

Capworth aims to fill the current gap that exists in the corporate e-learning field in Nigeria providing courses with high quality content valued by businesses across the world; which are applicable and can be tailored to suit local best practices.



## Quality Learning

All our courses are designed to ensure we offer the best value to our clients, they are frequently monitored against changing best practices to keep them up to date.

With instructional design to keep maintain user engagement for maximum knowledge retention and transferability to the day to day work environment.

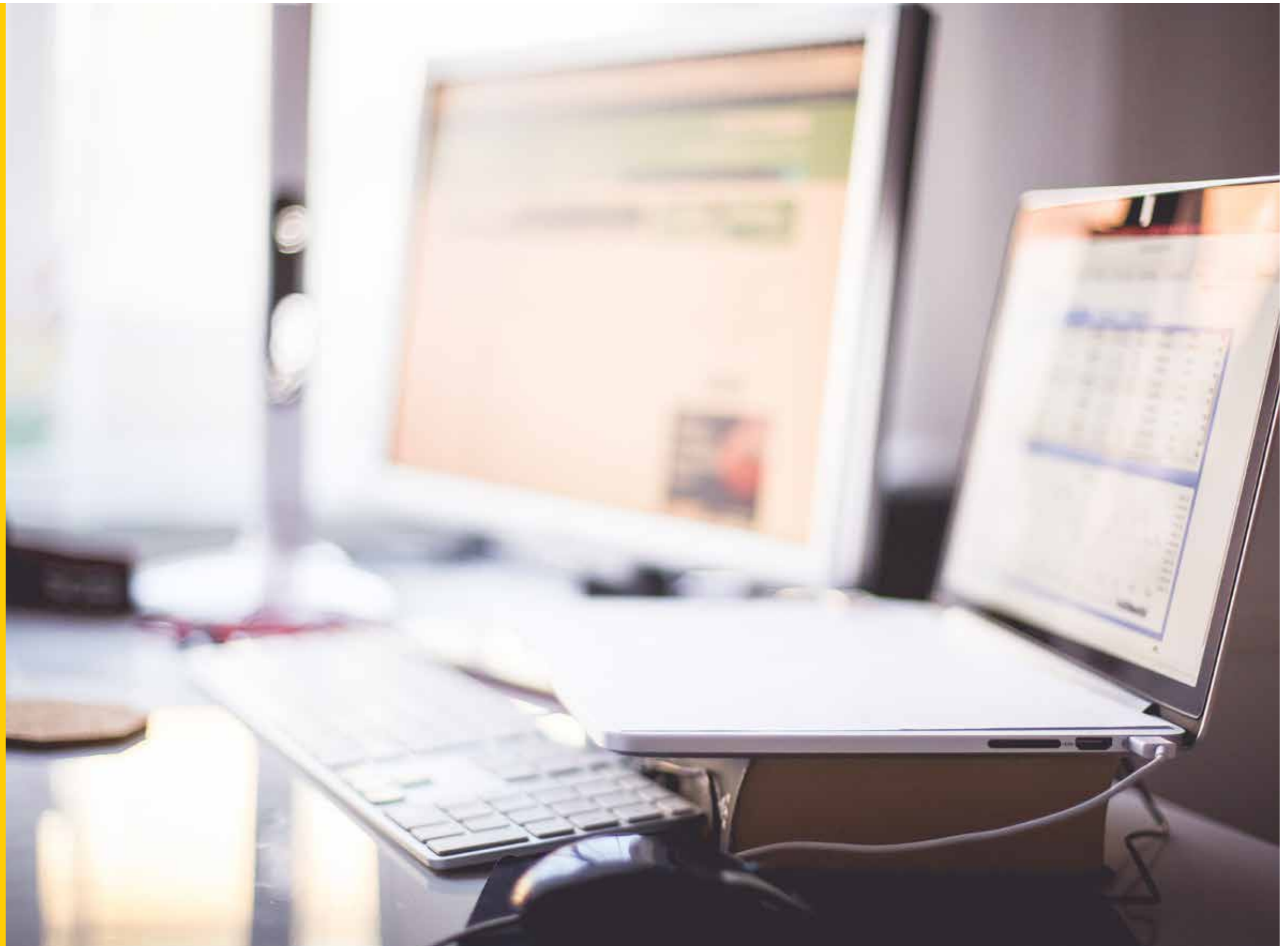
Learners are not simply expected to read what's on the screen, rather the courses are intuitively designed to ensure that learning actually takes place.

They have been carefully arranged into essentials packages, to ensure cost effectiveness for clients who wish to purchase more than one course pack.

*Quality Courses Assured*

# Our Courses

- 12.  
Business Essentials
- 22.  
Leadership & Management
- 32.  
Customer Service
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Support Services
- 44.  
IT Proficiency Fundamentals



# Business Essentials Pack

Every employer in Nigeria owes a general duty of care under employment contract to provide a safe system and place of work in addition to taking reasonable care of employee safety. Employers in the manufacturing sector are obligated by law to ensure that the factory comply with health and safety regulations.

The following health and safety courses are designed to help business meet their obligations as well as reduce risk by training staff on health and safety procedures and documenting same.

We also have two courses designed to ensure that employees are aware of data handling rules.

This includes the Freedom of information act and data protection issues.



## Health & Safety Essentials

*Keeping your employees healthy and safe should be a major consideration for your organisation; to comply with the Health and Safety legislations and to make sure you have happy and healthy employees. All incidents and injuries in the workplace affect the well-being of your employees and the productivity of your organisation.*

*There are many measures you could put in place to protect the physical and mental well-being of staff.*

*This course discusses these measures and stresses the importance of health and safety to keep employees safe and healthy at work and at home.*

*It uses interactions and specifically designed content to maximise learning outcomes.*

### Objectives

*After completing this course, learners will be able to:*

- Recognise why health and safety is important for individuals, employers and society as a whole
- Understand the frameworks of health and safety legislation
- Recognise the responsibilities your employer has for your health and safety
- Use a range of health and safety techniques and good practice to help keep yourself safe at work (and at home!)

### Modules

*Topics explored in this course:*

- Health and safety problems
- Health and Safety at Work Act

- Government's responsibilities
- Risk assessment and reduction
- Safe systems of work
- Accident reporting
- Lifting and carrying
- Personal safety
- Aggressive behaviour
- Working with computers



**Who Should Attend?**  
All employees



**Duration**  
45 Minutes

## Personal Safety Essentials

*Personal Safety Awareness training is very effective in reducing violent and aggressive incidents in the workplace and beyond.*

*Staff can benefit from this course's advice at work and in everyday situations.*

*Throughout the course there are tips and strategies to be more safety conscious, to help employees minimise their vulnerability and enable them to avoid situations and environments that might place them at greater risk.*

## Objectives

*After completing this course, learners will be able to:*

- Recognise that confidence and preparation are important elements of helping to stay safe
- Avoid situations and environments that may place you at greater risk
- Follow safe behaviour practices at work, at home, in public, and abroad
- Know what to do if you feel you are unsafe or if you have been a victim of crime

## Modules

*Topics explored in this course:*

- Best defence against crime
- Personal safety at work
- Lone working risks and safety measures
- Travelling for work and pleasure
- Home security
- Staying safe in public spaces
- Dealing with incidents



### Who Should Attend?

All those that think they can benefit from being more aware of their surroundings and potential dangers.



**Duration**  
45 Minutes

# Fire Safety Essentials

*The risk of fire and the resulting threat to human life is very real. You will no doubt be aware of the devastating consequences fire can have, but do you know how to prevent fires and what to do in the event of a fire?*

*This course aims to change the way you think about fire. It will help you to recognise and reduce fire hazards in your workplace, and will explain what you need to do in the unlikely event of a fire. The risks of a fire occurring is lowered by having knowledgeable staff.*

## Objectives

*After completing this course, learners will be able to:*

- Understand employers' responsibilities under fire safety laws
- Prevent fires by using the fire triangle theory
- Recognise fire safety equipment and signs and know what to do with them
- Recognise the need to periodically check fire safety procedures for updates
- Carry out the fire safety procedures that are in place in your organisation

## Modules

*Topics explored in this course:*

- Fire theory
- Fire procedures
- Fire equipment
- Fire signs

## Objectives

*After completing this course, learners will be able to:*

- Understand the importance of DSE workstation assessments
- Identify whether you are a high, medium or low-risk user
- Recognise the effects of poor posture
- Adjust your posture so you have a good posture while working
- Adjust your workstation to suit you
- Carry out a DSE risk assessment

## Modules

*Topics explored in this course:*

- Health and Safety DSE Regulations
- DSE user risk levels
- Good and poor posture
- Step-by-step adjustments to workstations
- Workplace assessment



### Who Should Attend?

Anybody that works behind a computer for two or more hours a day.



**Duration**  
35 Minutes



### Who Should Attend?

Employers and employees from all levels of the organisation.



**Duration**  
35 Minutes

# DSE Workstation Assessment

*Organisations with 5 or more desk-based employees need to analyse workstations, assess and reduce risks. This course ensures organisations comply with the Display Screen Equipment (DSE) Health and Safety Regulations. It will also help reduce absenteeism and injuries in employees, and improve staff well-being and performance.*

*Much more than just another DSE course, this course also includes extensive all-embracing information about posture. It provides learners with fundamentals on posture, as well as a practical manual on making adjustments to their workstation.*

*The course was designed in cooperation with leading expert Rachel Stevens from Optimum Performance Training Ltd, who has over 25 years' experience of providing posture training, DSE workstation assessments and musculoskeletal advice.*



# Data Protection Essentials

The Data Protection Act plays a crucial role in protecting individual rights and gives guidance on how to work responsibly with data. This legislation outlines the eight data principles that should be put in practice when handling data. Ensuring that data practice is fair, secure, and transparent is a responsibility for both individuals and organisations. Both individuals and organisations can be held responsible for breaching data protection laws.

This highly interactive course ensures you and your employees comply with the Data Protection Act. Using powerful real life examples, this course effectively conveys rules which organisations and individuals must follow.

## Objectives

*After completing this course, learners will be able to:*

- Recognise why fair and effective data management is important to individuals and to society as a whole
- Understand the provisions of the Data Protection Act and the penalties for breaching these
- Work with information in a way that doesn't breach the eight data protection principles
- Respond to requests for information from individuals in a way that is legal and effective

## Modules

*Topics explored in this course:*

- Main provisions of the Data Protection Act
- The eight principles of the DPA

- Penalties under the DPA
- Personal data and personal sensitive data
- Processing, managing, and using data
- Responding to subject access requests



### Who Should Attend?

Employers and employees working with data and/or affected by the Data Protection Act.



**Duration**  
45 Minutes

# Freedom of Information Act

*Being able to access information held by public authorities is an important right in an open society.*

*The Freedom of Information (FOI) Act gives a structure to the way information is accessed and disclosed in the public domain. Public authorities have to adhere to the Act and publish information correctly and deal with requests for information as outlined in the Act.*

*This highly interactive course effectively demonstrates the provisions of the FOI act using engaging case studies throughout. Both publishing information and requests for information are explained and discussed in-depth with examples and detailed case studies.*

## Objectives

*After completing this course, learners will be able to:*

- Recognise when and where the main provisions of the Freedom of Information Act apply
- Understand the types of information that will be shared in an organisation's publication scheme
- Make or handle requests for information in an appropriate way
- Understand the rights of individuals under the Act and the consequences of not complying with the legislation

## Modules

*Topics explored in this course:*

- Main provisions for the Freedom of Information Act
- Types of information covered under the Act
- Public authority duties
- Publishing information
- Dealing with requests for information
- Providing information and refusing a request



### Who Should Attend?

Employees at public authorities and other organisations working with information that falls under the Freedom of Information Act.



**Duration**  
45 Minutes

# Business Writing

*Writing is a key method of communication for most people, and it's one that many people struggle with.*

*This workshop will give participants a refresher on basic writing concepts such as spelling, grammar, and punctuation. It will also provide an overview of the most common business documents such as proposals, reports, and agendas. All of this will provide that extra edge in the workplace.*

## Objectives

*At the end of this course, participants will be able to:*

- Gain better awareness of common spelling and grammar issues in business writing.
- Review basic concepts in sentence and paragraph construction.
- Know the basic structure of agendas, email messages, business letters, business proposals, and business reports.
- Know tips and techniques to use when deciding the most appropriate format to use for agendas, email messages, business letters, business proposals, and business reports.
- Know tips and techniques in writing agendas, email messages, business letters, business proposals, and business reports.
- Gain an overview of Request for Proposals, Projections, Executive Summaries, and Business Cases.
- Define proofreading and understand techniques in improving proofreading skills.
- Define peer review and list ways peer review can help improve business writing skills.
- List guidelines in printing and publishing business writing.

## Modules

- Working with words
- Constructing sentences
- Creating paragraphs
- Writing meeting agendas
- Writing emails
- Writing business letters
- Writing proposals
- Other type of documents
- Proofreading and finishing
- Wrapping up



### Who Should Attend?

All those required to create and edit business documents as part of their role.



### Duration

45 Minutes

# Effective Communication Skills

*For the better part of every day, we are communicating to and with others. Whether it's the speech you deliver in the boardroom, the level of attention you give your spouse when they are talking to you, or the look you give the cat, it all means something.*

*The Effective Communication workshop will help participants understand the different methods of communication and how to make the most of each of them.*

*These strategies will provide a great benefit for any organization and its employees. They will trickle down throughout the organization and positively impact everyone involved.*

## Objectives

*After completing this course, learners will be able to:*

- Understand what communication is
- Identify ways that communication can happen
- Identify barriers to communication and how to overcome them
- Develop their non-verbal and paraverbal communication skills
- Use the STAR method to speak on the spot
- Listen actively and effectively
- Ask good questions
- Use appreciative inquiry as a communication tool
- Adeptly converse and network with others
- Identify and mitigate precipitating factors
- Establish common ground with others
- Use "I" messages

## Modules

*Topics explored in this course:*

- Overcoming Procrastination
- Four P's of goal setting
- Improving Motivation
- Wise time management
- Tips for completing tasks
- Increasing your productivity
- Effective Todo Lists
- Smart Goals
- Handling Mistakes



### Who Should Attend?

Professionals who would like to develop effective communication skills and strategies.



### Duration

50 Minutes

# Time Management

*Personal time management skills are essential for professional success in any workplace. Those able to successfully implement time management strategies are able to control their workload rather than spend each day in a frenzy of activity reacting to crisis after crisis - stress declines and personal productivity soars!*

*These highly effective individuals are able to focus on the tasks with the greatest impact to them and their organization.*

*The Time Management workshop will cover strategies to help participants learn these crucial strategies.*

*Your participants will be given a skill set that include personal motivation, delegation skills, organization tools, and crisis management. We'll cover all this and more during this workshop.*

## Objectives

*After completing this course, learners will be able to:*

- Plan and prioritize each day's activities in a more efficient, productive manner
- Overcome procrastination quickly and easily
- Handle crises effectively and quickly
- Organize your workspace and workflow to make better use of time
- Delegate more efficiently
- Use rituals to make your life run smoother
- Plan meetings more appropriately and effectively

## Modules

### Topics explored in this course:

- Setting Smart Goals
- Prioritising
- Planning your time
- Procrastination
- Crisis Management
- Organising your Workspace
- Delegation
- Rituals and Routines
- Meeting Management



### Who Should Attend?

All those who wish to develop techniques to manage their time better, in order to be more productive.



**Duration**  
45 Minutes

# Telephone Etiquette

*Phone skills are a highly valuable tool to have in an employee's skill-set, and Telephone Etiquette Training will help provide those skills.*

*This course will help your participants improve their phone skills which will make them more confident, improve sales, and help gain new customers while retaining your current cliental.*

*A more confident employee is also one that is happier, and happier employees will produce happier customers.*

*Telephone Etiquette training will lower costs as it can reduce turnover. Participants will learn the skills to improve productivity and performance.*

*This will produce a positive environment throughout your company and help influence the organization as a whole. Evaluating metrics and coaching are also used to make sure the participants are reaching their potential, and to keep their skill-set at a high level.*

## Objectives

### After completing this course, learners will be able to:

- Define and understand call center strategies.
- Identify different types of buying motivations.
- Create SMART Goals.
- Familiarize myself with strategies that sharpen effective communication.
- Use proper phone etiquette.
- Set benchmarks.

## Modules

### Topics explored in this course:

- Establishing a Call Strategy
- Controlling the Call
- Etiquette
- Tools
- Speaking like a star
- Asking and Answering Questions
- Benchmarking
- Goal Setting
- Key Steps
- Closing



### Who Should Attend?

Personal and Executive Assistants, Customer Service representatives, front desk staff, receptionists, business development officers, and all those who work in a corporate environment requiring telephone skills.



**Duration**  
30 Minutes

Coming in  
**Quarter 4 2015:**

- Presentation Skills
- Repetitive Strain Injury (RSI)

# Leadership & Management Essentials



## Leading A Team

*They say that leaders are born, not made. While it is true that some people are born leaders, some leaders are born in the midst of adversity. Often, simple people who have never had a leadership role will stand up and take the lead when a situation they care about requires it. A simple example is parenting. When a child arrives, many parents discover leadership abilities they never knew existed in order to guide and protect their offspring.*

*Once you learn the techniques of true Leadership And Influence, you will be able to build the confidence it takes to take the lead. The more experience you have acting as a genuine leader, the easier it will be for you. It is never easy to take the lead, as you will need to make decisions and face challenges, but it can become natural and rewarding.*

### Objectives

*After completing this course, learners will be able to:*

- Define "leadership"
- Explain the Great Man Theory
- Explain the Trait Theory
- Understand Transformational Leadership
- Understand the people you lead and how to adapt your leadership styles
- Explain leading by Directing
- Explain leading by Participating
- Explain leading by Delegating
- Kouzes and Posner
- Conduct a personal inventory
- Create an action plan
- Establish personal goals

### Modules

*Topics explored in this course:*

- Introduction
- The Evolution of Leadership
- Situational Leadership
- Personal Inventory
- Leadership by example
- Inspiring and Influencing Others



#### Who Should Attend?

New Managers and Supervisors who need to apply leadership principles quickly.



#### Duration

50 Minutes

## Virtual Team Management

*There are an estimated one billion virtual workers in 2012, and the number is expected to continue climbing well into the future. With a global workforce you are provided with a cost effective and talented pool of employees to draw from. With a virtual team you are given a Follow the Sun production environment.*

*With a virtual team you have the normal issues of a localized team, with the additional challenges of distance and cultural differences. Virtual Team Building and Management will give you participants the knowledge to work with these challenges and succeed in a growing global workforce.*

## Objectives

*After completing this course, learners will be able to:*

- Know the keys to establishing a virtual team
- Learn how to hold effective meetings and group sessions
- Learn effective ways to communicate with team members
- Use tools to build trust and confidence among employees
- Know how to handle poor performing employees
- Know how to manage a virtual team during any project

## Modules

*Topics explored in this course:*

- Introduction to the course
- Setting up your virtual team
- Virtual Team Meetings
- Communication
- Building Trust among team members
- Team Culture
- Managing Conflict
- Choosing the right tools



### Who Should Attend?

Managers and members of virtual teams



**Duration**  
50 Minutes

# Time Management

*Personal time management skills are essential for professional success in any workplace. Those able to successfully implement time management strategies are able to control their workload rather than spend each day in a frenzy of activity reacting to crisis after crisis - stress declines and personal productivity soars! These highly effective individuals are able to focus on the tasks with the greatest impact to them and their organization.*

*The Time Management workshop will cover strategies to help participants learn these crucial strategies. Your participants will be given a skill set that include personal motivation, delegation skills, organization tools, and crisis management. We'll cover all this and more during this workshop.*

## Objectives

*After completing this course, learners will be able to:*

- Plan and prioritize each day's activities in a more efficient, productive manner
- Overcome procrastination quickly and easily
- Handle crises effectively and quickly
- Organize your workspace and workflow to make better use of time
- Delegate more efficiently
- Use rituals to make your life run smoother
- Plan meetings more appropriately and effectively

## Modules

*Topics explored in this course:*

- Setting Smart Goals
- Prioritising

- Planning your time
- Procrastination
- Crisis Management
- Organising your Workspace
- Delegation
- Rituals and Routines
- Meeting Management



### Who Should Attend?

All those who wish to develop techniques to manage their time better, in order to be more productive.



**Duration**  
45 Minutes

# Performance Management

*Performance Management is making sure the employee and the organization are focused on the same priorities. It touches on the organization itself by improving production and reducing waste. It helps the employee or individual set and meet their goals and improves the employee manager relationship. The key in keeping an organization and employee aligned, which improves performance and productivity, is Performance Management.*

*When changes occur Performance Management helps the transition to be smoother and less hectic. It helps the organization and employee have a stream-lined relationship which improves communication and interactions between the two groups. It will help close any gaps that exist in an*

*employee's skill-set and make them a more valuable employee through feedback and coaching.*

## Objectives

*After completing this course, learners will be able to:*

- Define performance management.
- Understand how performance management works and the tools to make it work.
- Learn the three phases of project management and how to assess it.
- Discuss effective goal-setting.
- Learn how to give feedback on performance management.
- Identify Kolb's Learning Cycle.
- Recognize the importance of motivation.
- Develop a performance journal and performance plan.

## Modules

*Topics explored in this course:*

- The Basics of Performance Management
- Target Setting
- Establishing Performance Goals
- 360 Degree Feedback
- Competency Assessment
- Kolb's Learning Cycle
- Motivation
- The Performance Journal
- Creating a Performance Plan



### Who Should Attend?

Managers, Supervisors and HR persons responsible for managing the performance of their team members.



**Duration**  
50 Minutes

# Giving Constructive Feedback

Delivering Constructive Criticism is one of the most challenging things for anyone. Through this workshop your participants will gain valuable knowledge and skills that will assist them with this challenging task. When an employee commits an action that requires feedback or criticism it needs to be handled in a very specific way.

Constructive Criticism if done correctly will provide great benefits to your organization. It provides the ability for management to nullify problematic behaviors and develop well rounded and productive employees. Constructive feedback shows an employee that management cares about them and will invest time and effort into their careers.

## Objectives

*After completing this course, learners will be able to:*

- Understand when feedback should take place
- Learn how to prepare and plan to deliver constructive criticism
- Determine the appropriate atmosphere in which it should take place
- Identify the proper steps to be taken during the session
- Know how emotions and certain actions can negatively impact the effects of the session
- Recognize the importance of setting goals and the method used to set them
- Uncover the best techniques for following up with the employee after the session

## Modules

*Topics explored in this course:*

- When Should Feedback Occur?
- Preparing and Planning
- Choosing a time and place
- During the Session
- Setting Goals
- Diffusing Anger or Negative Emotions
- What not to do
- Following up



### Who Should Attend?

Managers, Supervisors and all those who perform reviews regularly.



**Duration**  
30 Minutes

# Goal Setting & Getting Things Done

Goal Setting is one of the most basic and essential skills someone can develop. What makes a good goal? We touch on goal characteristics, time management, making a to do list, and what to do when setbacks occur. This workshop will provide the knowledge and skills for your participants to complete more tasks and get things done.

Our Goal Setting and Getting Things Done workshop will cover strategies to help your participants overcome procrastination. These skills will translate into increased

satisfaction in their professional and personal lives. Your participants will learn the Goal Setting characteristics of successful people and in turn will become happier and more productive individuals.

## Objectives

*After completing this course, learners will be able to:*

- Overcome procrastination
- Manage time effectively
- Accomplish important tasks
- Self-motivate
- Create SMART goals

## Modules

*Topics explored in this course:*

- Overcoming Procrastination
- Four P's of goal setting
- Improving Motivation
- Wise time management
- Tips for completing tasks
- Increasing your productivity
- Effective Todo Lists
- Smart Goals
- Handling Mistakes



### Who Should Attend?

Everyone who wants to learn to be more productive with the time they have.



**Duration**  
30 Minutes

# Manager Management

With this course you will be able to provide the skills, guidance, and empowerment to your team of managers. They will then be better suited in leading and motivating their team and thus produce fantastic results.

To be a successful manager means having a wide range of skills. Through this workshop you will be able to disperse your knowledge and experience throughout your leadership team. Manager Management takes a special type of leader. This workshop will expand your participant's knowledge and provide a way for them to teach and lead new and experienced managers. As every manager knows that learning never stops, this workshop will have something for everyone.

## Objectives

*After completing this course, learners will be able to:*

- Welcome and orientate new managers
- Learn ways to successfully coach and mentor
- Learn ways to measure and evaluate performance
- How to handle complications
- Communicate between employees and their managers

## Modules

*Topics explored in this course:*

- Grooming a new manager
- Coaching and mentoring new managers
- Measuring Performance
- Motivating Managers

- Signs of poor management
- Trust your team of managers
- When an employee complains about their manager
- When to step in
- Basic Qualities of a manager



#### Who Should Attend?

Middle to Senior Managers who have recently been tasked with managing a team of other managers.



#### Duration

30 Minutes

## Assertiveness & Self Confidence

*Self-confident and assertiveness are two skills that are crucial for success in life. If you don't feel worthy, and/or you don't know how to express your self-worth when communicating with others, life can be very painful. These skills will provide opportunities and benefits to your participants in their professional and personal lives.*

*The Assertiveness And Self-Confidence workshop will give participants an understanding of what assertiveness and self-confidence each mean (in general and to them personally) and how to develop those feelings in their day-to-day lives.*

*These skills will encompass many aspects of your participant's lives and have a positive effect on all of them.*

### Objectives

*After completing this course, learners will be able to:*

- Define assertiveness and self-confidence, and list the four styles of communication
- Describe the types of negative thinking, and how one can overcome negative thoughts
- Explain the difference between listening and hearing.
- Define the importance of goal setting, and practice setting SMART goals for assertive behavior
- Utilize methodologies for understanding your worth and the use of positive self-talk
- List reasons why a pleasing appearance and body language are critical for creating a strong first impression
- Practice sending positive communications phrased as "I-Messages"
- Practice strategies for gaining positive outcomes in difficult interpersonal situations

## Modules

*Topics explored in this course:*

- What is self-confidence?
- Obstacles to your goals
- Communication skills
- The importance of goal setting
- Feeling the part
- Looking the part
- Sounding the part
- Powerful presentations
- Coping Techniques
- Dealing with difficult behaviour



#### Who Should Attend?

Anyone who wants to build his or her confidence and assertiveness skills.



**Duration**  
45 Minutes

## Motivation

*Every employee needs to be motivated in order for performance management to be successful.*

*While employees must take some responsibility in motivating themselves, management can help motivate and develop individuals.*

*Practicing basic motivational techniques will improve performance as it boosts morale. This course will introduce learners to basic motivational techniques.*

## Objectives

*After completing this course, learners will be able to:*

- Understand need-based theories of motivation.
- Understand process-based theories of motivation.
- Describe how fairness perceptions are determined and their consequences.
- Learn to use performance appraisals in a motivational way.
- Learn to apply organizational rewards in a motivational way.
- Develop your personal motivation skills.

## Modules

*Topics explored in this course:*

- Key factors of motivation
- Identifying and adapting personal motivation methods
- Theories of motivation
- Job rotation and enrichment
- Goal setting



#### Who Should Attend?

This course will be beneficial for managers, supervisors and anyone in a team leadership role.



**Duration**  
45 Minutes

# Delegation

Delegation is a tool for developing people while also freeing up time for the manager to take on new responsibilities and to develop himself or herself.

In corporations, delegation is often the first step toward electing a successor. This technique allows the successor to slowly learn the job and enables the manager to move on to a higher position. In addition, effective delegation is essential to developing high quality leaders.

By delegating work, managers are able to coach, train, and develop competent employees, making them more valuable to the organization.

## Objectives

*By the end of this course, learners will understand:*

- how to delegate
- when to delegate
- who to delegate to

## Modules

*Topics explored in this course:*

- Concepts of delegation
- Steps to delegating effectively
- Process of delegation
- Levels of delegation



### Who Should Attend?

This course will be beneficial for managers, supervisors and anyone in a team leadership role.



### Duration

45 Minutes

# Effective Communication

For the better part of every day, we are communicating to and with others. Whether it's the speech you deliver in the boardroom, the level of attention you give your spouse when they are talking to you, or the look you give the cat, it all means something.

The Effective Communication workshop will help participants understand the different methods of communication and how to make the most of each of them. These strategies will provide a great benefit for any organization and its employees. They will trickle down throughout the organization and positively impact everyone involved.

## Objectives

*After completing this course, learners will be able to:*

- Understand what communication is
- Identify ways that communication can happen
- Identify barriers to communication and how to

- overcome them
- Develop their non-verbal and paraverbal communication skills
- Use the STAR method to speak on the spot
- Listen actively and effectively
- Ask good questions
- Use appreciative inquiry as a communication tool
- Adeptly converse and network with others
- Identify and mitigate precipitating factors
- Establish common ground with others
- Use "I" messages

## Modules

*Topics explored in this course:*

- Overcoming Procrastination
- Four P's of goal setting
- Improving Motivation
- Wise time management
- Tips for completing tasks
- Increasing your productivity
- Effective Todo Lists
- Smart Goals
- Handling Mistakes



### Who Should Attend?

Professionals who would like to develop effective communication skills and strategies.



### Duration

50 Minutes



# Customer Service, Sales & Marketing



## Introduction to Marketing

Marketing has changed dramatically over the last decade. Marketing is all about communicating, and the Internet has completely changed the way people communicate.

The Internet is a marketer's dream come true, especially with Social Media, as you have a low cost marketing tool that can reach a large audience.

### Objectives

*After completing this course, learners will be able to:*

- Know how to conduct market research
- Develop a workable internet marketing campaign
- Recognize your target market
- Understand your brand

### Modules

*Topics explored in this course:*

- SWOT Analysis in Marketing
- Marketing Research
- Real Time Marketing
- Brand Management



#### Who Should Attend?

Marketing Managers, Marketing Assistants, Social Media officers and all those responsible for the marketing management of the organisation.



**Duration**  
45 Minutes

## Internet Marketing

Internet Marketing Fundamentals will provide your participants with a great set of skills to market your business online. Content is the king of Internet marketing, and your participants will need to know how to utilise your great content. If you want your business to grow then your participants need to understand Internet Marketing Fundamentals.

### Objectives

*At the end of this course, learners will be able to:*

- Grasp SEO and website characteristics
- Find and capture leads
- Apply basic internet marketing principles

### Modules

*Topics explored in this course:*

- Social Media
- SEO Basics
- Website Characteristics
- Lead Generation and Management
- Campaign Characteristics



#### Who Should Attend?

Marketing Managers, Marketing Assistants, Social Media officers and all those responsible for the marketing management of the organisation.



**Duration**  
30 Minutes

# Customer Service

Each and every one of us serves customers, whether we realize it or not. Maybe you're on the front lines of a company, serving the people who buy your products. Perhaps you're an accountant, serving the employees by producing their paychecks and keeping the company running. Or maybe you're a company owner, serving your staff and your customers.

The Customer Service course will look at all types of customers and how we can serve them better and improve ourselves in the process.

Your participants will be provided a strong skillset including in-person and over the phone techniques, dealing with difficult customers, and generating return business.

## Objectives

*After completing this course, learners will be able to:*

- State what customer service means in relation to all your customers, both internal and external
- Recognize how your attitude affects customer service
- Identify your customers' needs
- Use outstanding customer service to generate return business
- Build good will through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal with difficult customers

## Modules

*Topics explored in this course:*

- Knowing your Customer
- Choosing your attitude
- Identifying Customer needs
- Customer Loyalty
- Dealing with Customers In - person
- Telephone Etiquette
- Email and Internet Etiquette
- Difficult Customers
- Escalating Queries



### Who Should Attend?

Receptionists, Administrative Assistants, Customer Service Representatives, and all those in a customer-facing role.



### Duration

30 Minutes

# Sales Fundamentals

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something for them in making their interest concrete – something that merits spending some of their hard-earned money.

The Sales Fundamentals workshop will give participants a basic sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale.

Participants will become more confident, learn to handle objections, and how to be a great closer.

## Objectives

*At the end of this course, participants will be able to:*

- Understand the language of sales
- Prepare for a sales opportunity
- Begin the discussion on the right foot
- Make an effective pitch
- Handle objections
- Seal the deal
- Follow up on sales
- Set sales goals
- Manage sales data
- Use a prospect board

## Modules

*Topics explored in this course:*

- Introduction and Sales talk
- Making cold calls
- Creative Openings
- Making successful pitches
- Handling Objections
- Sealing Deals
- Following Up
- Setting goals
- Managing Data
- Using a prospect board



### Who Should Attend?

Employees new to sales, and experienced sales professionals seeking to refresh their skills.



### Duration

45 Minutes

# Call Center Training

Phone skills are a highly valuable tool to have in an employee's skill-set, and the Call Center training course will help provide those skills.

This course will help participants improve their phone skills which will make them more confident, improve sales, and help gain new customers while retaining your current cliental. A more confident employee is also one that is happier, and happier employees will produce happier customers.

Call Center Training will lower costs as it can reduce turnover. Participants will learn the skills to improve productivity and performance.

This will produce a positive environment throughout your company and help influence the organization as a whole. Evaluating metrics and coaching are also used to make sure the participants are reaching their potential, and to keep their skill-set at a high level.

## Objectives

*At the end of this course, participants will be able to:*

- Define and understand call center strategies.
- Identify different types of buying motivations.
- Create SMART Goals.
- Familiarize myself with strategies that sharpen effective communication.
- Use proper phone etiquette.
- Set benchmarks.

## Modules

*Topics explored in this course:*

- The basics
- Phone etiquette
- Tools
- Speaking like a star
- Types of questions
- Benchmarking
- Goal setting
- Key steps
- Closing
- Wrapping up



### Who Should Attend?

Client facing staff, business development officers, and all those in client interaction roles.



### Duration

45 Minutes

Coming in  
**Quarter 4 2015:**

- Social Media marketing
  - Internet Marketing
    - SEO Essentials
    - Email Marketing
- Data Driven Digital Marketing & Sales

## Support Services



## Employee Onboarding

*Employee Onboarding is an important and vital part of any companies hiring procedure. Hiring, training, and bringing new employees on board cost a lot of money and are major investments. Onboarding is a secure investment that will assist newly hired employees in developing and keeping their skills, knowledge, and value within the company. It will stop highly skilled workers from being lured to a competitor, which makes your company stronger within the market.*

*Through Employee Onboarding you will find it lowers costs related to employee turnover. It will increase productivity and produce a happier and more skilled workforce. The new hire phase is a critical time for the employee and company and having a structured set of procedures will make this time run smoother and produce a greater chance of success.*

### Objectives

*After completing this course, learners will be able to:*

- Define onboarding.
- Understanding the benefits and purpose of onboarding
- Recognize how to prepare for an onboarding program
- Identify ways to engage and follow up with employees
- Create expectations
- Discover the importance of resiliency and flexibility

### Modules

*Topics explored in this course:*

- Introduction - Understanding Onboarding
- Planning an Induction programme

- Engaging Induction Programmes
- Flexibility
- Assigning Mentors and Work
- Feedback and Performance Review
- Accident reporting
- Lifting and carrying
- Personal safety
- Aggressive behaviour
- Working with computers



#### Who Should Attend?

HR managers, business partners and managers and supervisors who have to design, or be engaged in the induction and on boarding of new employees.



**Duration**  
45 Minutes

## Talent Management

*Talent Management is an investment. Every company wants to have the best and brightest employees, and with Talent Management that can be achieved. The item that usually accounts for the highest cost for a company is its work force. With a company's workforce being the highest cost to it, does it not make sense to invest in it? With Talent Management you are developing a more skilled workforce and attracting a higher caliber of new employee.*

*We all know that training and retraining costs money and Talent Management can reduce these costs. Recruiting*

the correct people, and keeping a talented workforce is a priority in today's business environment. Having a talented group of employees has always been a key to success; it will translate into cost savings and higher productivity. Talent Management is the investment that will pay dividends over the course of its use.

## Objectives

**After completing this course, learners will be able to:**

- Define talent and talent management.
- Understand the benefits of talent management.
- Recognize performance management and ways to review talent.
- Identify employee engagement.
- Create assessments and training programs.
- Learn how to improve employee retention.

## Modules

**Topics explored in this course:**

- Understanding Talent Management
- Performance Management
- Talent Reviews
- Succession and Career Planning
- Engaging Employees
- Competency Assessment
- Best Practice in Talent Management
- Employee Retention



### Who Should Attend?

HR Managers, Supervisors and HR Business Partners responsible for managing the talent and training of their colleagues.



**Duration**  
45 Minutes

# Executive & Personal Assistants Training

Being an Executive or Personal Assistant is a unique position that requires a variety of skills. Whether you are updating schedules, making travel arrangements, minute taking, or creating important documents all must be done with a high degree of confidentiality. Confidentiality is one of the most important characteristics for every assistant.

Our Executive and Personal Assistants workshop will show your participants what it takes to be a successful assistant. Participants will learn what it takes to effectively manage a schedule, organize a meeting, and even how to be a successful gatekeeper. Being an Executive or Personal Assistant takes a special skill set and this workshop will provide your participants with the necessary tools.

## Objectives

**After completing this course, learners will be able to:**

- Adapt to the needs and styles of management
- Communicate through written, verbal, and nonverbal methods
- Improve time management skills
- Manage meetings effectively
- Act as a gatekeeper
- Use the tools of the trade effectively

## Modules

**Topics explored in this course:**

- Adapting to your manager's style
- Administrative soft skills

- Effective Time Management
- Meeting Management
- Administrative tools
- Effective Gate Keeping
- Organisational Skills
- Confidentiality
- Specialist Tasks



### Who Should Attend?

New administrative, executive and personal assistants, or those who would simply like to update their skills.



**Duration**  
50 Minutes

# Telephone Etiquette

Phone skills are a highly valuable tool to have in an employee's skill-set, and Telephone Etiquette Training will help provide those skills. This course will help your participants improve their phone skills which will make them more confident, improve sales, and help gain new customers while retaining your current cliental. A more confident employee is also one that is happier, and happier employees will produce happier customers.

Telephone Etiquette training will lower costs as it can reduce turnover. Participants will learn the skills to improve productivity and performance. This will produce a positive environment throughout your company and help influence the organization as a whole. Evaluating metrics and coaching are also used to

make sure the participants are reaching their potential, and to keep their skill-set at a high level.

## Objectives

**After completing this course, learners will be able to:**

- Define and understand call center strategies.
- Identify different types of buying motivations.
- Create SMART Goals.
- Familiarize myself with strategies that sharpen effective communication.
- Use proper phone etiquette.
- Set benchmarks.

## Modules

**Topics explored in this course:**

- Establishing a Call Strategy
- Controlling the Call
- Etiquette
- Tools
- Speaking like a star
- Asking and Answering Questions
- Benchmarking
- Goal Setting
- Key Steps
- Closing



### Who Should Attend?

Personal and Executive Assistants, Customer Service representatives, front desk staff, receptionists, business development officers, and all those who work in a corporate environment requiring telephone skills.



**Duration**  
30 Minutes

# Introduction to Project Management

Welcome to the Project Management workshop. In the past few decades, organizations have discovered something incredible: principles that have been used to create enormous successes in large projects can be applied to projects of any size to create amazing success. As a result, many employees are expected to understand project management techniques and how to apply them to projects of any size.

This workshop will give participants an overview of the entire project management process, as well as key project management tools that they can use every day.

## Objectives

*At the end of this course, participants will be able to:*

- Define projects, project management, and project managers
- Identify the importance of the PMBOK and PMI
- Identify the five process groups and nine knowledge areas as defined by the PMI
- Describe the triple constraint
- Perform a project needs assessment and write goals, requirements, and deliverables
- Create key project documents, including the statement of work, project planning worksheet, and project charter
- Build a project schedule by estimating time, costs, and resources
- Understand and use the work breakdown structure

- Create project planning documents, such as a schedule, risk management plan, and communication plan
- Use planning tools, including the Gantt chart, network diagram, and RACI chart
- Establish and use baselines
- Monitor and maintain the project
- Perform basic management tasks, including leading status meetings and ensuring all documents are complete at the end of the project

## Modules

*Topics explored in this course:*

- Key concepts
- Initiation
- Planning
- Planning tools
- Executing the project
- Maintaining and controlling the project
- Closing out
- Wrapping up



### Who Should Attend?

Small business owners and entrepreneurs, Employees required to manage projects of any size.



### Duration

45 Minutes

# IT Proficiency Fundamentals



## Microsoft Office

Microsoft Word 2007 - Basic  
Microsoft Word 2007 - Intermediate  
Microsoft Word 2007 - Advanced

Microsoft Word 2013 - Basic  
Microsoft Word 2013 - Intermediate  
Microsoft Word 2013 - Advanced

## Microsoft Powerpoint

Microsoft Powerpoint 2007 - Basic  
Microsoft Powerpoint 2007 - Intermediate  
Microsoft Powerpoint 2007 - Advanced

Microsoft Powerpoint 2013 - Basic  
Microsoft Powerpoint 2013 - Intermediate  
Microsoft Powerpoint 2013 - Advanced

## Microsoft Excel

Microsoft Excel 2007 - Basic  
Microsoft Excel 2007 - Intermediate  
Microsoft Excel 2007 - Advanced

Microsoft Excel 2013 - Basic  
Microsoft Excel 2013 - Intermediate  
Microsoft Excel 2013 - Advanced

## Microsoft Access

Microsoft Access 2007 - Basic  
Microsoft Access 2007 - Intermediate  
Microsoft Access 2007 - Advanced

Microsoft Access 2013 - Basic  
Microsoft Access 2013 - Intermediate  
Microsoft Access 2013 - Advanced



If you're interested in our fundamental IT Skills courses, contact our learning team on: **02083201080**, or email: **info@capworthtraining.com**.

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