

## **The DCU Ryan Academy**

### **Professional Development Training Courses 2010**

“Confidence within inspires self assurance and the motivation to succeed in all areas of life. Both individuals and organisations benefit when employees are aware of their full potential and can use their interpersonal skills to achieve successful communications in all dealings with other people”.

**Course Locations will depend on demand and will take place in one of the following venues – Citywest or Ballymun:**

**Course Administrator:  
The DCU Ryan Academy  
3013 Lake Drive  
Citywest Business Campus  
Dublin 24**

**T: +353(1) 7006786  
F: +353(1) 4133543  
E: [info@ryanacademy.dcu.ie](mailto:info@ryanacademy.dcu.ie)  
W: [www.ryanacademy.ie](http://www.ryanacademy.ie)**

## 'Career Skills Development' Courses

### IT & Internet Marketing Skills Training Course

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#### Day 1:

Proficiency in IT Packages:

- Word
- Excel
- Powerpoint
- Intranet

#### Day 2:

Proficiency in Internet Marketing:

- Setting up a website (basics)
- Search Engine Optimisation (how to search properly)
- Google Ad Words
- Twitter – Facebook – Social Networking

#### The trainers business and training experience:

The trainer for this course has many years experience in this field, having coached and trained thousands of adults in IT skills to great success. He is also qualified as a Master Trainer and is a FAS registered management trainer.

#### Training approach:

The course is designed to be practical, relevant and participative with the emphasis focused on improving Skills, Knowledge and Motivation in a safe relaxed atmosphere.

All of our training courses are highly participative, our feedback is second to none and our trainers are all fully qualified with immense practical experience in the chosen topic

#### Training methods:

We are full members of the training competency network and therefore all of our training methods are based on best practice for the most appropriate transfer of knowledge and learning

- Trainer presentation
- Training exercises
- Syndicate workshop
- Skill practice/Role play
- Group Discussion

**Beginners Group:** 1<sup>st</sup> & 2<sup>nd</sup> March 2010

**Intermediate Group:** 12<sup>th</sup> & 13<sup>th</sup> April 2010

<b>Duration:</b>	<b>Venue:</b>	<b>Date:</b>
2 Days, 9.30 – 4.30	All Hallows, Drumcondra	1 <sup>st</sup> & 2 <sup>nd</sup> March 2010
2 Days, 9.30 – 4.30	All Hallows, Drumcondra	12 <sup>th</sup> & 13 <sup>th</sup> April 2010

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## 'Career Skills Development' Courses

### Presentation & Communication Skills Training

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*'Discover the secrets to presenting like a professional – learn to create, plan and deliver presentations guaranteed to get you the results you want'.*

#### Course Objective:

The aim of the course is to deliver the Skills and Knowledge necessary for planning and delivering effective communications to a group or on a one-to-one. Delegates will learn how to design the communication in a way that ensures that key messages are delivered.

If you need to make your business presentations, more engaging, more powerful, more structured, more interesting, more persuasive and more concise whilst at the same time need to make it less fearful for you, then this 2 day course will deliver everything you need.

This highly interactive proven and tested course will guarantee you the skills, knowledge and tools to plan, design and deliver effective memorable presentations, time after time.

It will enable you to make your presentations with less fear knowing you have everything under your control and have the skills you need to ensure that you have the audience on your side.

During this course our presentation specialists will work with you on an individual basis to ensure you have the opportunity to plan design and deliver a presentation with their assistance. Our experts will guide you through every step of the process to ensure you are confident and happy with all the skills you have learned.

You will receive individual feedback and help from our highly trained experts in a safe environment and you will practice your new learned skills having the opportunity to have your new presentation recorded on a DVD for you to keep. You will discover all the secrets of **presenting with less fear like a true professional**, with absolutely no risk to you.

#### Course Content:

- How to plan your presentation
- How to create impact
- How to structure your presentation
- How to simplify the presentation
- How to ensure your audience understand
- How people recall and remember
- How to establish the most important messages
- How to work the audience and stimulate them
- How to make boring technical presentations come to life.
- How to use your voice effectively
- How to manage the power of your voice.
- How to put effective presentations together in 5 easy steps.
- How to deliver effective support material.
- How and when to show up for the presentation
- How to manage stage fright.

## 'Career Skills Development' Courses

### Presentation & Communication Skills (continued)

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- How to free up your body language to create the right impression.
- How to know what you should and should not do in any presentation.
- How to use visual aids correctly.
- How to engage the audience with the power of stories
- How to use analogies and acronyms
- How to eliminate boredom, monotone voice and over killing presentations.
- How to develop your personal presentation style
- How to decide notes or no notes?
- How to write practice and deliver any presentation in 20 minutes
- How to stick to your key messages.
- How to use the 5 stages of successful presentation.
- How to field questions effectively.
- How to control questions and answers and difficult delegates.
- How to create a positive stage presence
- How to use 10 ways to turn the audience on
- How to use 10 ways to turn the audience off

#### Key Areas:

- Presentation Skills
- Use of Visual Aids
- Managing anxiety
- The three Vs of communicating
- Conducting effective team briefs
- Managing meetings effectively
- Reaching decisions

<b>Duration:</b>	<b>Venue:</b>	<b>Date:</b>
2 Days, 9.30 – 4.30	All Hallows, Drumcondra	8 <sup>th</sup> & 9 <sup>th</sup> March 2010
	All Hallows, Drumcondra	19 <sup>th</sup> & 20 <sup>th</sup> April 2010

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## 'Career Skills Development' Courses

### Customer Services Training Course

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#### Course Objective:

The aim of the course is to provide the delegates with the knowledge, skills and attitudes necessary to provide excellent standards of service.

It covers the three core types of communication along with the main elements of Customer Service, which are necessary to ensure that the objectives of both the customer and the organisation are met.

The course also covers the difference between face to face communication and telephone communication.

The course is interactive, fun, and full of ideas, that can be used in the workplace to enhance performance.

#### Course Content:

By the end of the course delegates will be able to:

- Handle telephone calls professionally and effectively.
- Understand the key principles of the telephone as a communication tool.
- Use a proven method for achieving quality Customer Service.
- Establish the clients needs quickly and effectively.
- Handle conflict and complaints successfully.
- Resolve problems by questioning and listening.
- Communicate clearly and effectively.
- Understand the three core areas of communication.
- Know the pitfalls to avoid.
- Demonstrate empathy.
- Calm the customer and keep focus.
- Understand the three basic types of human behaviour.
- Solve customer problems with a proven method.
- Dealing with difficult situations.

#### Key Areas:

- Customer service transaction model
- Building rapport with customers
- Communication Skills
- Dealing with difficult situations
- Perception
- First impressions
- Creating a professional image
- Resolving customer complaints
- Power of behaviour

<b>Duration:</b>	<b>Venue:</b>	<b>Date:</b>
2 Days, 9.30 – 4.30	All Hallows, Drumcondra	15 <sup>th</sup> & 16 <sup>th</sup> March 2010

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## 'Career Skills Development' Courses

### Assertiveness Skills Training Course

#### Course Objective:

The aim of the course is to develop the skills necessary to achieve more from both work and personal life by learning to say what you want, whilst understanding that the key to assertiveness is achieving what you want without violating the rights of others.

The course will clearly help those who feel that they try to avoid all types of conflict and avoid dealing with situations through fear, along with those at the other end of the spectrum who relish conflict and show little consideration for others.

#### Course Content:

By the end of the course delegates will be able to:

- Take better control of your life.
- Understand how avoiding conflict causes conflict.
- Communicate in an effective manner.
- Get your point across without upsetting others.
- Use tried and tested methods for saying 'no'.
- Provide solutions rather than problems.
- Cope with angry people effectively.
- Reach agreement and remain in control.
- Stand up for your rights without violating others.
- Express your needs, wants, opinions and feelings in a direct, honest way.
- Understand the three basic behaviour types.
- Handle conflict effectively.
- Feel good about yourself.
- Understand how beliefs and rights affect you and others.
- Be far more effective in a working environment.
- Devise strategies to become a better listener.
- Know and understand the 5 types of assertion and when to use them for results.

#### Key Areas:

- Advantages of Assertiveness.
- The difference between positive/ manipulative/ aggressive behaviour.
- Your rights and beliefs.
- Assertiveness and work.
- Assertiveness and home.
- Dealing with conflict.
- Handling fear.
- Self esteem.
- Self perception.
- Dealing with different peoples behaviours.
- Learning to say NO.

<b>Duration:</b>	<b>Venue:</b>	<b>Date:</b>
2 Days, 9.30 – 4.30	All Hallows, Drumcondra	22 <sup>nd</sup> & 23 <sup>rd</sup> March 2010

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## 'Career Skills Development' Courses

### Time Management Training Course

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*'Discover the secrets to taking control of your workday and achieve more in less time with less Stress'.*

#### Course Objective:

No matter what position you hold in your organisation, time is one of your most valuable assets. We all have the same amount of time in our day, after all we all have 24 hours in each day and sixty seconds in each minute. Yet there are people who continue to achieve more with their time.

The truth is we can not do anything about time, but we can definitely manage the activities that we have to carry out within that time. This high powered proven course will equip delegates you with all the necessary tools and skills you will need to become effective in managing your time. With the skills you learn you will soon be able to control your workday and achieve more with less stress.

#### Course Content:

- Understand the key areas of your role
- Spend more time working on your high value goals
- Schedule your work effectively
- Use effective diary control & know the secrets to managing a diary effectively
- Set effective goals
- Prioritise key tasks
- Know the difference between proactive and reactive
- Manage procrastination effectively
- Deal with unwanted guests
- Know the time management principles of important V's urgent
- Know the doable and control the controllable
- Prioritise your day for effective results
- Manage emails effectively
- Use a proven system for maximising your day and results
- Delegate effectively
- Understand prime time and make use of it
- Managing large tasks effectively
- Deal with unexpected events
- Understand the soon as trap
- Identify areas to save and create time
- Deal with all interruptions effectively
- Know the 11 key word to managing your time effectively
- Balance your life
- Control your day and achieve more

<b>Duration:</b>	<b>Venue:</b>	<b>Date:</b>
2 Days, 9.30 – 4.30	All Hallows, Drumcondra	29 <sup>th</sup> & 30 <sup>th</sup> March 2010

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## 'Career Skills Development' Courses

### First Time Manager & Supervisory Training Course

*For some people moving into management can be like 'trying to do a jigsaw without seeing the picture'.*

This course is designed to help the first time managers and supervisors 'fit the pieces together and see the bigger picture'. The aim of the course is to develop the knowledge and skills necessary to manage and supervise staff to ensure the objectives of the organisation are met, while developing the team and individuals to enhance their performance.

By providing a solid grounding in best management practices and developing effective management skills, the first time manager will make a smoother transition into their role.

#### Course Objective:

By the end of the course delegates will be able to:

- Understand the importance of your role and key result areas of performance.
- Manage the transition into management.
- Assess your leadership style and how it impacts on your team.
- Perform the different leadership styles necessary to motivate individual needs.
- Assess your team to understand their motivational needs.
- Plan, Organise and Implement tasks, to ensure workloads and deadlines are met.
- Produce a plan of action for monitoring performance.
- Set and agree goals, with a clear understanding of expectations.
- Understand the golden rules for giving and receiving feedback.
- Delegate effectively by using a proven, tried and tested system.
- Deal with poor performance in a positive manner to increase productivity.

#### Course Content:

- Role of a Manager / Supervisor.
- Leadership Styles.
- Interpersonal Communication.
- Managing Meetings/Briefings.
- 5 Stages of Effective Supervision.
- Induction of Staff.
- Effective Delegation.
- Dealing With Poor Performance.
- Employment Law.
- Understanding Motivation.
- 10 Ways to Motivate Your Team.

<b>Duration:</b>	<b>Venue:</b>	<b>Date:</b>
2 Days, 9.30 – 4.30	All Hallows, Drumcondra	26 <sup>th</sup> & 27 <sup>th</sup> April 2010

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## 'Career Skills Development' Courses

### Introduction to Sales Training Course

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#### Course Objective:

The aim of course is to equip those who have just embarked on a career in sales, or those with more experience but no formal training with a blueprint to follow in order create and close sales in today's competitive market.

The course is designed to give a clear understanding of the sales process and demonstrate the Skills, Attributes and Knowledge necessary to attain long-term success as a professional in selling.

#### Course Objectives:

By the end of the course delegates will be able to:

- Understand the sales process.
- Know the 7 steps of a sale.
- Use various methods to find people to buy your product.
- Set appointments with no fear.
- Handle the fear of rejection.
- Ask the right questions to establish the needs
- Ask relevant questions help your prospects say yes.
- Present your product properly.
- Handle objections.
- Close and consolidate more sales.

#### Key Areas:

- The sales process.
- Prospecting.
- Appointment making.
- Handling Rejection.
- Establishing the Needs.
- Presenting your case.
- Handling Objections.
- Closing the sale.
- 30 Ways to increase your sales.

<b>Duration:</b>	<b>Venue:</b>	<b>Date:</b>
2 Days, 9.30 – 4.30	All Hallows, Drumcondra	10 <sup>th</sup> & 11 <sup>th</sup> May 2010

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**Further Personal Development Courses are available**  
– please check our website [www.ryanacademy.ie](http://www.ryanacademy.ie)