

# FREE TRAINING COURSES by WeAreWaterloo

Waterloo Business Summer School  
26 June – 7 July



London  
South Bank  
University



# NEW SKILLS FOR YOUR STAFF

WeAreWaterloo has arranged a series of courses for members, based on what you told us you needed most.

These 2-3 hour training sessions delivered by London South Bank University and Morley College are designed to provide your staff with new skills to use in the workplace. They are delivered locally, and are completely free to all staff working in the Waterloo BID area.

## SESSIONS INCLUDE

- 1 PRESENTATION SKILLS
- 2 SOCIAL MEDIA FOR BUSINESS
- 3 BUSINESS WRITING
- 4 COPYWRITING
- 5 BASIC BOOKKEEPING
- 6 MANAGEMENT ACCOUNTING
- 7 PERSONAL DEVELOPMENT IN ENTREPRENEURSHIP & TEAMWORK
- 8 SALES TECHNIQUES AND SKILLS
- 9 YOUR BUSINESS AND YOU
- 10 HR RISK ASSESTMENT
- 11 PUBLIC SPEAKING
- 12 FOLLOW THE MONEY



## BOOKING

Courses are easy to book on EventBrite and all the details will be sent at the time of booking. There are limited places so members should book as early as possible to avoid disappointment. There will be a maximum of three places in each session per business.

→ For further details see our website:  
[www.wearewaterloo.co.uk/summerschool](http://www.wearewaterloo.co.uk/summerschool)

→ Book your sessions here:  
[www.waterloosummerschool.eventbrite.com](http://www.waterloosummerschool.eventbrite.com)

**IT'S YOUR  
WATERLOO  
BE PART OF IT.**

# Course 1 PRESENTATION SKILLS



The workshop will focus on key skills and techniques required to present with confidence and conviction.

Topics covered will include constructing your presentation, taming PowerPoint, managing nerves, dealing with questions, and sense and nonsense about body language.

The session will be interactive with many opportunities to practise the skills covered.

### WHERE?

Morley College

### WHEN?

Thursday 6th July

### WHAT TIME?

10am-12pm



## Course 2

# SOCIAL MEDIA FOR BUSINESS

The digital world changes constantly. One of the most important things you can do to build your digital brand is to keep a close eye on what's working and be quick to capitalise on successes and change things that are failing.

This workshop will break down the jargon and give you important bitesized advice on how to get to grips with social media platforms and apply SEO techniques to Facebook pages and websites to achieve organic growth.

### WHERE?

Morley College

### WHEN?

Thursday 29th June

### WHAT TIME?

10am-12pm



## Course 3

# BUSINESS WRITING



The Business Writing workshop will help learners gain knowledge, grow in confidence and develop practical skills in everyday business interactions.

You will learn to produce business documents, using appropriate language, structure and tone. You will also get to understand useful terminology and practise getting the right register (formal/informal).

### WHERE?

Morley College

### WHEN?

Wednesday 28th June

### WHAT TIME?

10am-12pm



## Course 4

# COPYWRITING

A practical workshop that will provide you with everything you need to write clear and concise promotional material.

You will learn techniques that can be applied to all of your marketing and communication, from websites and leaflets, to newsletters and e-mails.

You will also be introduced to a number of "cheat" software applications that can help writers whatever their level of experience.

### OUR PROGRAMME

- Clearly articulate your sales proposition
- A scientific approach to writing for your audience
- Common copywriting techniques
- Emotive and powerful lexis
- Attention grabbing headlines
- Software to analyse and edit convoluted copy



### WHERE?

Clarence Centre for Enterprise and Innovation

### WHEN?

Tuesday 27th June

### WHAT TIME?

10am-1pm

## Course 5

# BASIC BOOKKEEPING



Session content: Manual bookkeeping underpins all accountancy and finance roles.

This two-hour workshop will give you the flavour of the knowledge and skills needed to undertake the double-entry bookkeeping system and understand associated documents and processes.

### WHERE?

Morley College

### WHEN?

Monday 26th June

### WHAT TIME?

10am-12pm



## Course 6

# MANAGEMENT ACCOUNTING

### OUR PROGRAMME

- The terminology of management accounts
- Effective budgeting
- Capital budgeting
- How to use analysis to inform strategy

Accurate accounting is the cornerstone of any continued business success.

Yes, financial accounting will give you a picture of your business' past and present, but management accounting will allow you to collate, analyse, and interpret a variety of information so that you can make strategic decisions that will ensure your long - term success.

WHERE?	WHEN?	WHAT TIME?
Morley College	Thursday 29th June	10am-12pm

## Course 7

# PERSONAL DEVELOPMENT IN ENTREPRENEURSHIP & TEAMWORK



Do you want to understand how people behave at work? Do you want to refine your communication and management style?

Whether you are good at sales, at financial control or design, this workshop will answer many of your questions related to behaviour at work, personality, communication styles and teamwork, offering concrete advice on how to respond effectively to 'difficult' situations and people as well as on how to create and manage an effective team.

We will also look at the various management challenges an entrepreneur goes through and we will design our own personal/ business development plan looking at how to use our skills to the best advantage, managing our weaknesses.

→ *Worksheets will be provided during the workshop.*

### OUR FOCUS

We will use the renowned Belbin® methodology - [www.belbin.com](http://www.belbin.com) - to discuss the various work behaviours at the workplace, how behaviour is developed and shaped and how effective and ineffective teams are formed.

At a second stage, we will discuss how synergies or 'dislikes' between people develop so as to know why we are attracted -or not- to work with certain individuals, what to avoid and how to use this knowledge to manage our affairs effectively. This is important not only to manage your people better (if you have employees) but towards understanding your customer profile too! Then, communication skills can be enhanced.

### WHERE?

Clarence Centre for Enterprise and Innovation

### WHEN?

Wednesday 28th June

### WHAT TIME?

10am-1pm



## Course 8

# SALES TECHNIQUES AND SKILLS

This workshop is about how to structure your sales function regarding targeting, presenting and closing a deal with your prospective clients.

However, it is equally useful if you already run your business but somehow your results are lower than your expectations. A great opportunity for a thorough audit of how well you have structured your sales function and what you need to increase your sales.

### OUR FOCUS

To sell or better to motivate a potential customer to buy (or an existing customer to buy more), is not easy. It requires a lot of planning, effort and focus even if the environment is discouraging.

- Worksheets will be provided during the workshop.
- You are invited to bring in your sales / marketing material for use during our exercises.

### OUR PROGRAMME

- Customer buying behaviour
- Defining what you do and sell correctly
- Creating your sales targets after a good market analysis
- Building up your skills in presentation and negotiations
- Selling and closing the deal techniques

### WHERE?

Clarence Centre for Enterprise and Innovation

### WHEN?

Thursday 29th June

### WHAT TIME?

10am-1pm

## Course 9

# YOUR BUSINESS AND YOU



This provides an introduction to a more detailed planning session. It also provides a stand alone course for those running their own business.

It will cover Vision & Values for the business and the founder. What do they want to achieve and why? There will be a number of exercises to help delegates to evaluate if a business is the way forward for them. It will consider money, time, operations and management on small budgets.

The session will also consider goal setting and conflicts between work / life balance.

### WHERE?

Clarence Centre for Enterprise and Innovation

### WHEN?

Friday 30th June

### WHAT TIME?

10am-1pm



# Course 10

## HR RISK ASSESSMENT

→ *Suitable when an SME employs people.*

Managing and developing the people at work is very important.

SMEs are usually less prepared regarding HR Policies, Operations, Techniques and Metrics than the bigger companies and this workshop aims at informing SME owners and managers of the most important HRM and HRD practices as well as the methods used to assess and improve HR Policies and Operations for an effective organisation that develops, trusts and supports its people towards common goals.

### OUR FOCUS

To understand the context and the benefits of HRM and HRD, acknowledge all the associated risks (when best practices are not followed) and set the frame of a well organised, open, friendly and efficient work environment where people want to use and develop their skills to set goals and objectives.

→ *Worksheets will be provided during the workshop.*

WHERE?	WHEN?	WHAT TIME?
LSBU, K2 Building	Monday 3rd July	10am-1pm

### OUR PROGRAMME

- The context of HRM and HRD
- Motivation, Control and Development
- HR Functions and Operations (legal – best practices)
- The work Environment / Health and Safety – Diversity – Work Life Balance – Fair pay
- The HR Assessment – Risk management frame / Advertising, Recruitment, Induction, Performance Appraisal, Career Development, Redundancy
- Assessing how well we do – Preparing our improvement plan

# Course 11

## PUBLIC SPEAKING

**Have you ever felt the fear of what to say and how to say it in public?**

In today's business competitive environment, public speaking is one of the main tools to get you and your work known. It is therefore important that you get as ready as you can!

We will work on the rules of public speaking, looking at content, preparation, style, posture and voice as well as some basic (but important) guidelines for PowerPoint presentations.

### OUR FOCUS

To capture the audience's interest with a useful content and presentation, without omitting your call to action. As fear is always a factor, we shall also discuss some techniques to overcome it (usually good preparation!) At the end of our workshop, we shall speak about our chosen subject, noting down our 'to improve' points.

### OUR PROGRAMME

- Setting your public speaking targets
- Acknowledging your audience and you as a speaker
- Preparing your speech: Topic, content, case studies, examples, outcomes
- Building your arguments and call to action
- A convincing presentation: style, posture, timing



WHERE?	WHEN?	WHAT TIME?
LSBU, K2 Building	Wednesday 5th July	10am-1pm

# Course 12

## FOLLOW THE MONEY

This workshop will cover both costs and revenue.

### IT WILL CONSIDER:

- The costs of setting up a new business and how to finance a start-up
- Pricing strategy for products and services
- What you should charge and why
- The dangers of going bankrupt with a large order
- Issues of cash flow and sunk costs

### WHERE?

Clarence Centre for Enterprise and Innovation

### WHEN?

Friday 7th July

### WHAT TIME?

Friday 7th July



## KEY MAP



01

### Morley College

61 Westminster Bridge Rd, London SE1 7HT

02

### Clarence Centre for Enterprise and Innovation

6 St George's Circus, London SE1 6FE

03

### LSBU, K2 Building

Keyworth Street, London SE1 6NG

**WeAreWaterloo exists to support the Waterloo economy by promoting businesses, enhancing the environment and connecting people. Services include:**



- STAR CARD REWARDS SCHEME
- STAFF RECRUITMENT THROUGH EMPLOY SE1
- NETWORKING AND SOCIAL EVENTS
- BUSINESS BRIEFINGS AND TRAINING
- FREE RECYCLING
- SUBSIDISED REMOVAL OF GENERAL WASTE AND GLASS
- LIGHTING
- ENVIRONMENTAL IMPROVEMENTS AND GREENING
- LOWER MARSH MARKET
- SECURITY IMPROVEMENTS



**London  
South Bank  
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EST 1892

## **CONTACT US**

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