



People Tonic

Psychology in Business

Training for Professionals

**Training Calendar
2010**

**Bristol Birmingham Cambridge Dublin
Edinburgh London Manchester Newcastle**

The Psychology of

Client Care Excellence

Based on decades of scientific research in organisations this course looks at maximising client loyalty through client care excellence. Delivered by a Business Psychologist it provides a psychological approach to build on existing client care skills.

- Understanding human behaviour in the decision making process.
- Developing effective client relationships based on social psychology.
- The role of Emotional Intelligence in exceeding client expectations.
- Challenging presumptions of the relationship between client satisfaction and loyalty.
- Relationship marketing and loyalty development.
- Understanding what clients value and meeting their unsaid needs.
- Threats to client commitment and the psychological contract.

2010 Dates

Edinburgh	23 July
London	10 September
Dublin	1 October
Bristol	8 October
Birmingham	15 October
Newcastle	22 October
Manchester	12 November
Edinburgh	3 December
Cambridge	10 December



9.30am - 4.30pm (6 hours CPD)
Delegate fee: £299 + VAT (UK courses)
€348 (Dublin course)

If your organisation has 5-249 employees or volunteers, senior managers may be able to receive a grant from the Train to Gain scheme to cover the cost of this training. For details contact us or your local LSC skills broker. (UK only)

The Psychology of

Leadership



Based on decades of scientific research and delivered by a Business Psychologist this course gives a psychological perspective on how to get the best performance from others.

- Understanding how your actions impact on the performance of others.
- Creating a positive, productive working environment.
- An introduction to Appreciative Inquiry.
- Using Emotional Intelligence to provide effective leadership.
- Inspiring others to maximise their performance.
- Understanding motivational factors.
- The psychology of effective feedback.

2010 Dates

Newcastle	24	September
London	1	October
Manchester	8	October
Edinburgh	22	October
Dublin	29	October
Cambridge	5	November
Birmingham	19	November
Bristol	10	December

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The Psychology of **Conflict Resolution**

Based on decades of scientific research and delivered by a Business Psychologist this course gives a psychological perspective on conflict resolution. It is relevant to those who have to manage conflict as part of their professional life.

- Understanding human behaviour and the root causes of conflict
- The psychological games that conflicting parties play
- Emotional and behavioural responses to conflict
- Understanding how your behaviour impacts on the situation
- Psychological models and techniques to successfully manage conflict
- The role of Emotional Intelligence in restoring peace and stability
- Damage limitation and moving beyond the conflict

2010 Dates



London	9 July
Cambridge	10 September
Manchester	10 September
Edinburgh	24 September
Birmingham	24 September
Bristol	22 October
London	29 October
Dublin	26 November
Newcastle	26 November

Delegate fee: £299 + VAT (UK courses)
€348 (Dublin course)

9.30am - 4.30pm (6 hours CPD)

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The Psychology of

Stress Management for Leaders

This course helps leaders understand what causes stress in the workplace and how to prevent it, resulting in a happier, more productive and committed workforce.

- From a psychological perspective, illustrated with theories and research.
- The psychology of stress, how people perceive it, behavioural habits, effects of the word, stress culture, identity and the infectious nature of stress.
- The corporate cost of stress
- Stressors in the workplace and the psychological reasons behind them
- Physical and emotional effects.
- How stress affects employees work.
- Spotting stress in others.
- Managing stress in others and workplace responses.
- The importance of role modelling and culture.

2010 Dates

London

10 December

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€348 (Dublin course)

9.30am - 4.30pm (6 hours CPD)



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The Psychology of

Interview/Assessor Skills

Designed to give you an understanding of the psychology at play in the interview process, helping to ensure you get the right candidate for the job, whilst maintaining a great image.

- From a psychological perspective, illustrated with theories and research.
- Types of questions in order to differentiate between candidates and predict their behaviour once in their role.
- Awareness of bias.
- Detecting impression management from candidates
- Reliable recording during the interview.
- Decision making when more than one interviewer, including how groups think and group dynamics.
- Providing feedback to the unsuccessful candidate and maintaining a positive image for the company.

2010 Dates

London

26 November



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€348 (Dublin course)

9.30am - 4.30pm (6 hours CPD)

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The Psychology of **Coaching Skills**

This course is designed for those new to the world of coaching. It provides the basics in order for elements of coaching to be used in everyday working life to boost performance in yourself and others.

- From a psychological perspective, illustrated with theories and research.
- Understanding the meaning of coaching.
- The uses and benefits of coaching in organisations.
- A step by step guide to the coaching process based on psychological models.
- Psychological theories on learning and how these can be used to enhance the benefits of coaching.
- Looking for patterns in behaviour to help the coachee reflect more effectively on their behaviour.
- Ethical issues that arise in the coaching process.

2010 Dates

London	5 November
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€348 (Dublin course)

9.30am - 4.30pm (6 hours CPD)

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www.peopletonic.com



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Booking Form

Course Title: Venue: Date:

Delegate Name/s:

Delegate Email/s:

Employer Name:

Employer Address:

Employer Telephone:

I/We enclose a cheque payable to People Tonic for: £/€

Please tick box if you prefer an invoice

Special Requirements:

Signed: Date:

Return to: People Tonic, 36 Grace Edwards Close, Drayton, Norwich, NR8 6WB