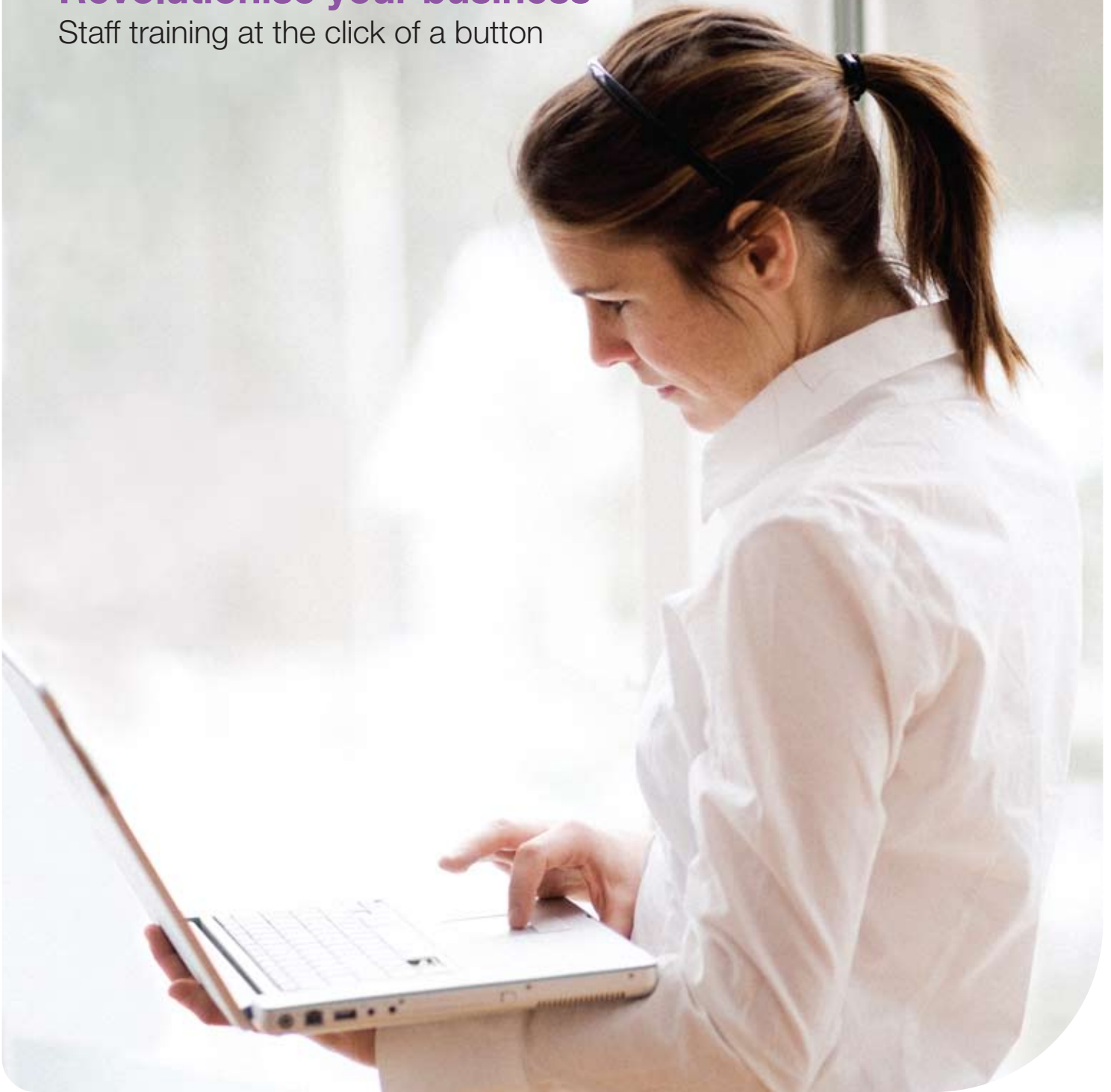


eCourses

Revolutionise your business

Staff training at the click of a button



learndirect-business.co.uk
0800 101 901

Nothing can stop you when you learndirect



Contents

Revolutionise your staff training programme	Page 3
Computers and Software	Page 4
Professional IT and Web Development	Page 5
Starting, Growing and Developing Your Business	Page 6
Sales and Marketing	Page 7
Financial Management	Page 8
Leadership	Page 9
Coaching and Managing People	Page 10
Time Management and Delegation	Page 11
Recruitment, Appraisal and Feedback	Page 12
Communication Skills	Page 13
Customer Service	Page 14
Health, Safety and Hygiene	Page 15
Employment Law	Page 16



Revolutionise your staff training programme

Managing staff training can be challenging. Sometimes it's a struggle to find the time – or resources – to invest in training, even though 65% of businesses believe effective training quickly translates into tangible business benefits.* Take the time to increase the knowledge and skills of your staff and reap the rewards.

As an approved **learndirect** Business eCourses delivery partner, we can offer the full eCourses portfolio, a flavour of which you'll find here.

eCourses are online and CD/DVD-ROM based courses that can give your employees the skills they need, quickly and easily. All the areas that are vital to the success of your business are covered, including Computers and Software, Health, Safety and Hygiene, Sales and Marketing and Financial Management – the benefits to your business are clear:

- **You get value for money**
eCourses are competitively priced. And because learning takes place on site, employees avoid wasting time and money travelling to external training.
- **Start straight away**
eCourses are ideal if you need new skills urgently. They are easy to use and we can get you up and running in minutes.

- **Training at a time to suit**
Learn at a time to suit the employee and the business, fitting courses into the working day. eCourses are broken down into bite-sized chunks, so can be picked up where you last left off.
- **Training at a pace to suit**
Work on the course at an appropriate pace and level. The learner controls the learning – go over things as many times as is needed, or skip over familiar ground and focus on filling in knowledge gaps.

*Source: Research carried out by BMG on behalf of **learndirect** Business 2005

Computers and Software

Powerful tools in the modern office save time and money, helping you to operate a successful business.

But misuse or reluctance to use technology wastes 48 minutes a day of your employees' time.* Give your people the skills and confidence to make the most of office technology. Outlined below are just two courses from our comprehensive range, which includes both generic skills and specific training in popular Microsoft Office software.

*Source: www.smallbusiness.co.uk



ECDL

The European Computer Driving Licence is an internationally recognised qualification that improves computer skills, increases IT user speed and effectiveness and removes the stress and frustration of not being able to use a computer efficiently. Our suite of seven courses can be used to work towards formal assessment for the ECDL qualification.

Duration: 80 hours

Keyboard A-Z

Employees with poor keyboard and typing skills can cost your business time and money, while errors and inaccurate documents look unprofessional. This course helps anyone taking it to gain confidence in using a keyboard. Typing speed and accuracy will be improved in just 90 minutes, and the new skills can be put to work instantly.

Duration: 3 hours

Professional IT and Web Development

A well maintained infrastructure and the expertise to fix problems quickly mean that your business systems can run smoothly.

Giving relevant staff effective training in professional IT skills eliminates the need for outside help. Our short online courses develop a range of specialist skills through industry certification. Below are just two samples of the learning possibilities on offer.



CompTIA courses

As the leading IT industry association, the Computing Technology Industry Association (CompTIA) provides an array of courses to develop knowledge and competence. They build practical IT skills for support technicians, including installation, configuration, diagnostics, preventive maintenance, basic networking, safety and security. We offer several certified courses, from A+ Remote Support Technician to Network +.

Web Publishing and Design with HTML 4.01 and XHTML

In today's competitive environment, it's never been more important for businesses to have a professional online presence. But increasingly, websites are required to present complex information and fulfil many different functions. Equipping your staff with the skills to create effective websites can eliminate the need for external agencies. This course teaches website design using HTML 4.01, XHTML and cascading style sheets.

Starting, Growing and Developing Your Business

Establishing a business and making it successful raises many challenges.

We can guide you through the business start-up process, giving you the skills to manage problems and plan your future path. Every aspect is covered by our collection of courses – see the samples below – from drawing up a business plan to minimising the risks of expansion.



Make or Break 1: Starting your Business

This course helps you understand the risks involved in starting a business, providing the knowledge needed to deal with the most common problems and pitfalls that cause new businesses to fail. It includes all aspects of the start-up process, from business planning to selling and marketing, financing and business law and regulation.

Duration: 5 hours

Winning the Contract

The public sector represents a huge opportunity for small businesses, specifically those that can provide quality cost-effective products and services. This course gives practical advice to help your business find out about public sector opportunities and provides a step-by-step guide to the bidding process, helping you respond effectively and tender successfully.

Duration: 4 hours

Sales and Marketing

Attract and retain loyal customers. Boost your profitability and reputation.

Give your customers what they want at the right price and the right time. Convenient online training from our wide selection can help your business develop, promote and deliver products and services that are shaped by your customers' needs. Example courses are highlighted below.



e-Marketing

Build your understanding of e-marketing processes and technologies, including the legal implications of selling online. This course explains how to market a product or service online and includes expert opinion and content from Google and the Interactive Media in Retail Group (IMRG), the industry body for e-retail.

Duration: 45 minutes

The Art of Selling: Sales with Service

Useful for many sales situations, this course gives a straightforward introduction to successful face-to-face selling. It explores the four key stages in the sales process and delivers new techniques to help win a customer's confidence, discover their needs and use first-class product knowledge to close the sale.

Duration: 2 hours

Financial Management

According to recent research, over 50% of managers lack confidence in financial decision making.*

Developing your employees' skills helps them to assess their financial environment, improve their understanding of systems and concepts, and prepare and manage budgets. Below is just one example from our extensive range of online courses.

*Source: YouGov/Intellexis survey of 650 managers 2006



The Balance Sheet Barrier: The Basics of Business Finance

Accountancy is the language of business and those who do not understand it are at a serious disadvantage. This course is a helpful introduction for non-financial managers to the main features of a balance sheet, a profit and loss account and a cashflow forecast.

It demystifies financial jargon, enhancing business decision making by improving the interpretation of financial information. Using everyday scenarios acted out by well-known faces, the course explains key financial

documents and complex concepts in a simple and easy-to-understand dialogue.

Knowing the basics of financial management gives any business professional a more informed view of the company's performance, allowing them to play a more active role in shaping its strategy.

Duration: 2 hours

Leadership

One of five key areas most likely to impact on future financial performance, according to the Chartered Management Institute.

learndirect's broad portfolio of short online courses improve leadership skills, helping your managers to motivate their team and develop techniques for effective delegation and problem solving. See the course outlines below for a taste of what you can expect.



Leadership

People are the most valuable resource in most businesses. This course will help managers to identify, understand and develop more effective skills in leading people in the workplace. Theory and a practical case study are used to examine the qualities that good leaders demonstrate, and suggest ways to develop them to motivate individuals and teams.

Duration: 3 hours

Planning Change

Every organisation needs to adapt to survive and grow, but many are not fully prepared for change. This course offers a thorough grounding in different theories and concepts of change management, helping to develop an understanding of planning to help the process of change run more smoothly and improve results.

Duration: 3 hours

Coaching and Managing People

Improve day-to-day performance, motivation and problem resolution with better people management skills.

Our many online courses equip managers with the tools to create a productive working environment. They cover a range of topics from managing absenteeism to training techniques and everything in between.



Harvard ManageMentor

Ideal for managers at all levels who face a wide variety of business challenges on a daily basis, this practical, engaging resource is built around learning materials drawn from leading practitioners, experts and business leaders. Based around key management topics, the course will improve the way managers approach their day-to-day responsibilities, from recruitment to time management, delegation and crisis handling.

Pass It On: Coaching Skills for Managers

With the right approach, coaching can disseminate knowledge, motivate both coach and learner and boost performance within a business. This course outlines effective techniques for one-to-one coaching, including identifying goals, setting targets, active listening and delivering constructive criticism. Managers will learn skills that will help them pass on their valuable experience to those they lead.

Duration: 2 hours

Time Management and Delegation

There aren't enough hours in the day as it is, so why lose valuable time through poor planning?

Our diverse online courses build skills in recruiting and appraising employees – a couple are featured below. Learn the techniques to attract the right candidates, and retain staff by giving feedback on performance and identifying development needs.



Time Management

Use time at work more effectively with the practical guidance given in this course. Employees will analyse how they spend their time at work, and will be shown ways to free up time through delegation or rescheduling. By prioritising work effectively, time can be spent more efficiently leading to increased productivity.

Duration: 2 hours 30 minutes

Project Management: Leading a Project Team

By developing modern project management skills, your employees can improve the way they tackle projects and ensure business objectives are met. This course introduces a step-by-step guide to defining, planning, implementing and evaluating a project, to ensure your projects deliver results on time, on budget and on brief.

Duration: 2 hours

Recruitment, Appraisal and Feedback

Poor recruitment and ineffective interviews waste time and money, costing British business £12 billion annually.*

Our diverse online courses build skills in recruiting and appraising employees – a couple are featured below. Learn the techniques to attract the right candidates, and retain staff by giving feedback on performance and identifying development needs.

*Source: SHL 2004



The Dreaded Appraisal: Both Sides of the Appraisal Interview

By following this step-by-step guide to conducting an appraisal interview, managers will be better placed to use the appraisal process to increase motivation, develop potential and improve performance. Using realistic everyday situations, well-known performers demonstrate different techniques to make appraisals positive and productive, benefitting both the individual and the business.

Duration: 2 hours

I'd Like a Word with You: The Discipline Interview

This course provides a useful introduction to the techniques used in a successful discipline interview, changing it into a motivating and constructive experience. It will give managers new skills so that they can use the process to improve poor performance without damaging morale, causing unrest or falling foul of legislation.

Duration: 2 hours

Communication Skills

Good communicators are good for your business, helping to build excellent relationships with colleagues, customers and suppliers.

Our courses can enhance an array of communication skills, from listening to negotiating. Take a look at the examples below to get an idea of how your employees could improve how they interact with others.



Put it in Writing: The Complete Communicator –the Art of Influence

Explore the techniques used to get your point across by writing clearly and persuasively. The course takes you through planning, drafting and producing written documents intended to obtain a response. Business staff will have valuable new skills to help them write more professional letters, emails, memos, reports, proposals and minutes.

Duration: 2 hours

Assert Yourself: Learning to be Assertive

There are three key principles to help strike the right balance between aggressive and passive behaviour. From overcoming the fear of being honest, to being able to say 'no', this course uses famous faces and real-life situations to build assertiveness skills. These lead to increased positivity, creativity and effectiveness.

Duration: 2 hours

Customer Service

Poor customer service can lose you business. Half of consumers say it's why they use a competitor instead.*

We can help you improve the customer focus of your business with our collection of online courses, leading to increased sales and customer loyalty. The course descriptions below give you a taste of what's on offer.

*Source: Successful Direct Marketing Methods, 7th edition, Bob Stone and Ron Jacobs



Steps to Success: Professional Customer Service

High quality customer service can give your business a competitive edge. This course explores all aspects of customer service, from identifying expectations and building relationships to addressing customer concerns and solving problems. It helps you refresh and develop your customer service skills to ensure the needs of your customers are being met.

Duration: 7 hours

Demanding Customers: Customer Care Made PERFECT

Through role play and real-life situations this course introduces the problems that demanding customers create and the expectations they have. Using the P.E.R.F.E.C.T. model – Polite, Efficient, Respectful, Friendly, Enthusiastic, Cheerful and Tactful – employees can deliver an outstanding customer service experience to even the most difficult of characters.

Duration: 2 hours

Health, Safety and Hygiene

In 2007/08, 34 million working days were lost to work-related ill health and injury. That's 1.4 days per worker.*

Our courses cover every essential area, from introductory overviews to more specialist areas. Improve knowledge in areas such as hygiene, manual handling, risk assessment and stress – below are two examples.

*Source: Health and Safety Executive



Introduction to Health and Safety at Work

Employees need a basic understanding of the Health and Safety Act 1974. This course provides an overview of the responsibilities of individuals, managers and employers. The knowledge gained will make it easier to implement health and safety policies and procedures in the workplace, leading to an improved health and safety record.

Duration: 40 minutes

Basic Food Hygiene

Establishing and maintaining a high standard of food hygiene will keep your business and your customers safe. This course covers how to store, serve and handle food safely, including the rules for chilling and cooking food and the dangers of cross-contamination and poor personal hygiene. This knowledge forms the basis of Royal Society of Public Health (RSPH) qualifications.

Duration: 8 hours

Employment Law

There are more than 100,000 employment tribunals in the UK each year, costing British business more than £250 million.*

Understand the key legislation operating in the UK workplace with our assortment of accessible and straightforward courses, just two of which are outlined below. Choose from general courses or focus on specific areas, depending on your needs.

*Source: The Forum of Private Businesses



Disability Confident

Developed in partnership with the Employers' Forum on Disability, this course will give your employees the skills and knowledge they need to work confidently and appropriately with colleagues or customers who have disabilities. It provides guidance on current best practice to make it easier for businesses to employ and serve people with disabilities.

Duration: 2 hours 30 minutes

Valuing Diversity: Equal Opportunities for All

Respecting the differences of employees, partners, suppliers and customers leads to improved customer service, better recruitment opportunities and an enhanced business image. This course explores the dangers of stereotypes, encouraging employees to question their assumptions, leading to greater confidence when dealing with people whose values, opinions or culture differ from their own.

Duration: 2 hours

© January 2009 Ufi Ltd. All rights reserved. **learndirect** is a registered trademark of Ufi Ltd. All information correct at time of going to press. LB/000/V01

