



i-define training overview

The i-define™ training courses are designed to maximise employers and employees credibility within their organisation as well as within their industry and marketplace.

training services

Today we need to learn new tools and strategies to communicate effectively in an information-technology rich and time-poor world.

The unique training programmes developed by Dawn Winder use the latest business communication tools including personal branding, self promotion and coaching strategies. Dawn teaches clients how to quickly engage in mutually valuable conversations, pitch ideas, and to present with impact, relevance and confidence.

approach and delivery

Dawn Winder delivers fresh creative, practical content in an engaging and inspiring manner. Her approach is based on an interactive style to encourage learning and development of new skills and techniques that can be used within the workplace.

Our training sessions are typically run as ½ day accelerated learning courses. We focus on creating content that is practical and easily integrated into the workplace.

All our training courses are designed to be combined, we recommend booking a minimum of two ½ day i-define courses to be run in close proximity to each other. This helps participants practice their new found knowledge while gaining new related skills and gaining more confidence.

in house training courses

We have a selection of standard topics for companies and their employees; we can also bespoke courses to meet your needs

typical course programme format

The i-define training courses take participants through a linear 4 step process which is a proven creative approach to learning.

Our training sessions comprise of a mixture of practical skills based activities including:

- Pre-course preparation
- Group exercises
- Individual self assessment
- Role play
- Case studies
- Group discussion
- Practical action planning
- Brainstorming

Participants leave the training sessions motivated and inspired with strategies and tools for practical application.

testimonials

client comments

"Dawn was astute, sympathetic and convincing as a presenter and made a huge impact on those that were present. She has an approachable, confident style that opens up participants and allows real learning to take place. Her approach is straightforward but totally convincing and really has the power to change lives. She comes highly recommended."

Nigel Paine - Head of People Development - BBC

"We have thoroughly enjoyed a two year relationship with Dawn Winder, that has helped transform our departmental brand image and provided the tools for successful relationship management with our customers and industry partners."

Group Internal Audit - Friends Provident plc

"It was the first time the team had done a group session and also one that focused purely on personal branding. I see the sessions as part of an ongoing program... A couple of the guys are now more aware of attributes in their behaviour that may inhibit them from meeting their career goals"

Kelli Hunter - Client Services Director - Square One Publishing

participant comments

"In a world awash with mediocre business support, i-define is a shining example of how it should be done."

Tim Jones

"I found it particularly useful to be essentially forced to do the thing I dread most - presenting! I know i don't just speak for myself when I say you raised issues that on our own we would never of considered"

Rachel Bayly

"I appreciate the quality of your work, but most importantly the 'digestible' manner in which important subjects were treated."

Charles DaCosta

clients include:

Friends Provident
BBC
London Mayor
Diageo
handbag.com with Barclays Bank
Camden Council
Skillset
Sungard Availability Services
HDA - Human Resource Consultancy.
Square One Publishing

contact us today on +44 (0) 845 225 2923 or e-mail: enquiries@i-define.co.uk

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personal brand career management skills revolutionising career management with personal branding tools

Executives from all levels can benefit from developing a broad understanding of what new tools and strategies are available to them, so they are seen as credible experts within their field. Participants will learn to communicate their personal assets in a style that enhances their credibility and visibility within the workplace and industry.

training course outcomes:

- Learn new strategies for working in a competitive environment
- Develop skills to help promote their skills and attributes effectively
- Understand how to build a solid reputation as an expert
- Learn why diversity is crucial for growth and retention

professional presentation skills natural way of presenting with a personal style

Client facing employees will be able to create a presentation that holds an audience's attention for the right reasons. This course fits alongside traditional 'presentation skills' training or can be used as a substitute. They will learn to deliver relevant, engaging presentations that cut through the marketing noise and establish a relevance to the audience. Participants will develop strategies that enable them to deliver in a natural yet professional style.

training course outcomes:

- Increase impact by retaining natural style and personality
- Develop techniques for delivering professional presentations
- Discover new tools and strategies for dealing with nerves
- Develop a simple plan and format for presenting

business networking skills maximising the organisations visibility through its employees

Senior associates, partners and executives will learn how to connect with people who have influence within their marketplace, enabling them to raise the profile of their organisation and understand that it is not what you know, but 'who knows you' that helps build a far reaching business brand. Participants will learn how to create new opportunities for their organisation, team and career.

training course outcomes:

- Discover key tools and techniques needed to network effectively
- Learn to how to build a strong devoted network
- Develop strategies to follow up from networking meetings/events
- Understand how to increase credibility and raise profile

business communication skills making communications simple and effective

Developed for any team of executives or managers who want to engage others and improve working relationships. Participants will develop an understanding of how perceptions are formed and how to use a combination of communication skills and personal branding strategies to effectively manage relationships within the workplace.

training course outcomes:

- Develop a confident and natural style of communicating
- Understand ways of asserting oneself with ease
- Discover natural and easy ways to build a rapport with others
- Articulate and express yourself with confidence

career management and talent development maximise the talent in staff and new recruits

New recruits and growing staff will learn ways of interacting with colleagues and managers without feeling uncomfortable or intimidated. They will learn how to combine their talents, values and passions with the organisation's needs, discovering how they can make a difference to their team and organisation. Participants will be able to gain more self-confidence and create a positive impact within the workplace and industry.

training course outcomes:

- Develop strategies to maximise individuals' contribution
- Learn to communicate strengths and abilities within the team
- Increase understanding of value they offer the organisation
- Develop personal plan for professional development

leadership skills using personal branding creating leaders with credible interactions

Designed specifically for customer or client facing employees who need to present a compelling and cohesive brand message during client interaction. They will discover how to create and communicate a clear brand message to internal and external clients. Participants will discover how to leverage natural communication style while still expressing the corporate brand and image.

training course outcomes:

- Be aligned more strongly with the company brand
- Learn to identify values that are visible to the target audience
- Understand values; how they relate to performance
- Discover how to express company brand values

contact us today on +44 (0) 845 225 2923 or e-mail: enquiries@i-define.co.uk