

## Training Programs at SimonHaigh.com

All programs are deliverable in 1-hour online, half or whole-day interactive sessions with workbooks, breakouts & polls. Also available in 2-3 day executive education formats & other customised formats as required including across full semesters.

## BUSINESS GROWTH

### 7Ps of Deal-making

This program is based on practical and innovative methodologies for sustainable selling

- Principles
- Planning
- Power
- Players
- Performance
- Putting it all to bed
- Pay-out or post-mortem learning for the future

### Heart & Mind of the Negotiator

Chosen by global peers & ranked as the #10 best program in the world for Negotiation 2022



We focus on the core soft, human skills required for effective, ethical and efficient negotiation- Win-Win

- Applying central concepts in negotiation
- Developing a strategic plan to negotiate effectively
- Identifying the relevance of the behaviour of others
- Developing a toolkit of useful negotiation skills, strategies & approaches
- Recognising your own unique negotiating style
- Collaborating & communicating through group presentation

### First 100 Days - Keys to Success

We explore and address the main leadership failures

- Communication failures
- Low employee engagement, lack of alignment
- Cultural deficit
- Inadequate preparation/use of technology/AI
- Lack of clear vision
- Inadequate team building/leadership
- Insufficient change management capabilities

Then we explore the key organizational strategy areas of:

- Leadership
- People, measures & incentives
- Culture
- Processes, practices & systems
- Decision-making structures

### Explore-Innovate-Collaborate

- Innovation
- Collaborate to innovate
- Take time to explore
- Bring it all together for sustained success

### 7Ps of Deal-closing

We explore the 7Ps of deal-making then look at key aspects of deal-closing

- Why people are ineffective deal-closers
- Determining your deal-closer type
- Assessing your emotional & motivational style
- Lying
- Primary & secondary issues & the deal zone
- Be first to propose & be smart
- Soft ball, hard ball or pragmatic?
- Consider alternatives
- Win-win is key and don't be hard on yourself

### Managing Complex Negotiations through 7Ps Methodology

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This program is based on practical and innovative methodologies for powerful negotiation

- Prepare
- Plan
- Pros & Cons
- Propose
- Process
- Put it to Bed
- Perform

### Driving Growth through Effective Pricing

Pricing strategy refers to all various methods that small businesses use to price their goods or services. We explore 10 different pricing strategies for your business to consider

- Pricing for market penetration
- Economy pricing
- Premium pricing
- Price skimming
- Psychological pricing
- Bundle pricing
- Geographical pricing
- Promotional pricing
- Value pricing
- Captive pricing

### Navigating Change

- Understanding & dealing with change
- Managing people & resistance
- Change communication
- Sustaining change

### 7Ps of Sustainable Selling

This program is based on practical and innovative methodologies for sustainable selling

- Plan
- Pitch
- Provide value
- Personalise
- Problem-solve
- Pursue
- Persevere

### Driving Business Growth through 7Ps Methodology

- Setting the scene:
  - Focus your awareness
  - Know yourself
  - Visual storytelling
- Three Rs of winning businesses
- Risk - strong leadership & people
- Reputation - brand equity
- Revenue
- Deals qualification & identification
- Persuasive sales conversations
- Deal-making strength
- Pricing the deal
- Best practice deal-closing

### Sales Resilience in Challenging Times

Before the sale:

- Resilient mindset
- Emotional intelligence for sales growth
- Storytelling, questioning, listening & powerful communication for selling

During the sale:

- Pricing the sale
- 7 powerful sales techniques
- Online communication & sales closing techniques

After the sale & always:

- Closing out final sales issues & checking nothing is left out
- Future-proofing & continuous sales process review
- Align personal & business brand with sales

### Building a Business Case

- Business planning principles
- Business case types
- Building a business case

## Pricing & Converting for Business Growth

- Pricing strategy
- Pricing for market penetration
- Economy pricing
- Premium pricing
- Price skimming
- Psychological pricing
- Bundle pricing
- Geographical pricing
- Promotional pricing
- Value pricing
- Captive pricing
- Do's & don'ts

## Online Sales Excellence

- 7Ps of excellent sales online & sales funnel
- Powerful questioning & cold-calling online
- Scripts, influence, persuasion & trust
- Essential online questioning & listening techniques & objection handling
- Up-selling & cross-selling techniques
- Importance of follow-up & track after online
- Online sales etiquette & emotions in the new normal
- Online closing techniques & shortcomings

## Relationship-based selling

- Emotions
- Empathy
- Assertiveness
- Relationship building
- Values & win-win
- Follow up for success

## Virtual Dealmaking

- 7Ps of effective sales & power of storytelling
- Value & win-win is key
- Online closing techniques
- Online communication not perfect but sufficient
- Online deal etiquette in the new normal
- Personal brand

## Embracing Change - Business Growth

What is change?  
How to manage it?  
Have a plan  
Set the goal  
Define the change  
Celebrate the old  
Articulate challenges  
Listen carefully  
Adjust or set new objectives

## Managing Conflict

- Identify & define the common causes of workplace conflict
- Develop & apply strategies to reduce the potential risks of workplace conflict
- Develop & apply strategies for managing workplace conflict & its impact & understanding behaviours & actions that can be employed in managing conflict
- Develop conflict resolution skills including improving emotional resilience
- Understand participant's own reaction to conflict & how it can impact on their approach to conflict resolution

## Negotiating & Influencing Skills in a Remote World

Chosen by global peers & ranked as the #10 best program in the world for Negotiation 2022



- Negotiating
- Influencing
- The 7 main types of influence
- Building identity online
- Personal brand

## DEI, Inclusive Mindset & Behaviours

- Introduction to DEI in all its aspects
- Inclusive leadership & inclusive decision-making
- Building trust, gender balance & cultural awareness
- Building your organisation's DEI program

## Building Confidence to Re-balance Your Business

- Matching confidence with capability
- Connecting drive with strategy & opportunity
- Building your identity

## Dignity at Work

- Managing bullying & harassment
- Inclusion
- Preventing burnout
- Managing stress & anxiety
- Conflict management
- Hybrid working impacts & management

## Customer Service Success

- Principles of customer service
- Key features of excellent customer service
- Making a great impression
- Understanding customer perceptions
- Upselling /cross selling - sales excellence
- Meeting customer needs
- Communication skills in customer service
- Responding to customer complaints
- Handling challenging situations & customer behaviours
- Building customer loyalty

## Proofreading & Editing

- What is editing?
- What is proof reading?
- Checking tone and style
- Editing your own work
- Editing colleagues' work
- Using tools e.g., Grammarly, MS Spell-Checker
- Developmental Editing
- Line Editing
- Copy Editing
- Checking Spelling
- Checking Punctuation
- Checking Grammar

## Blended Working

- Why blended?
- Role of the manager
- Reality & challenges
- Balancing business & employer needs
- Communication issues
- Delegation benefits and challenges

## Powerful Alignment for Successful Business

- Drive, strategy & opportunity
- Resilience
- Focus
- Grit
- Growth Mindset

## Improve your Team's Growth Mindset

- Growth mindset meaning both individually & as a culture
- Achieving an environment of controlled experimentation & innovation
- The underpinning for an environment of psychological safety & in turn helps to optimise performance
- Mindset & attitudes lead to interactions & relationships which lead to performance & productivity

## LEADERSHIP GROWTH

### Impact of Technology on Deals & Leadership

We explore some key aspects of technology in relation to deal-making & driving business growth

- Deals & technology
- Technology benefits
- AI
- Dashboards
- Collaboration & document management
- Technology reports

### Marshall Goldsmith Coaching to Drive Business Growth

We explore the seven-step process of the very powerful Marshall Goldsmith coaching methodology

- Introduction (process, coachability)
- Behavioural interviews, structural assessment including debrief
- Determine leadership growth areas
- Stakeholder briefing
- Leading change involving stakeholders
- Leadership growth progress review
- Leader as coach

### Creating a Clear Purpose

- We explore the difference between purpose, goals & motivation
- We then explore how to identify your purpose & set clear goals
- We then link in with your motivation to result in positive outcomes

### Delivering On Responsibilities

- Understand responsibility and accountability within your role
- Build your personal leadership journey
- Delivering results through others
- Establishing how to build accountability within your team

## BRAND GROWTH

### Role of Brand Valuation in Driving Strategic Growth

- Value based brand management
- The difference between brand value & brand contribution
- Brand & stakeholders
- Driving performance through brand

### Managing Virtual Teams

- Define work systems
- Establish multiple communication tools & schedule regular meetings
- Have clear & detailed deliverables
- Create a professional work environment
- Choose (video) calls over chatting & emails & use technology
- Establish a meritocracy

### Role of the Supervisor

- Identifying & applying career advancement opportunities
- Helping to resolve employee disputes
- Reporting to HR & senior management
- Evaluating performance & providing feedback
- Managing workflow
- Training new hires
- Creating & managing team schedules

### Leadership Blindspots

- Avoiding difficult conversations
- Having systems & processes in place for staff communication & retention
- Focusing enough on lead generation
- Having a cash is king mentality

### Chairing Effective Meetings

- Roles of chairs, committee members and minute takers in meetings
- Recognising different behaviours in meetings
- Managing potentially difficult situations
- Effective Listening
- After the meeting
- Feedback and Close

### Putting Brand at the Heart of Your Financial Strategy

- What we mean by brand
- How brand equity impacts business value
- How brands drive superior returns
- The growth in brand valuation & evaluation industry since 1985

### Building & Growing An Effective Team

- Understanding what a great team means
- Establishing leadership
- Building connection between all team members
- Collaboration & team-building
- Monitoring

### Delegation

- Definition of delegation
- Benefits of delegation
- Challenges of delegation
- Delegation starts with your mindset
- Tools to help you select who to delegate to
- Tools to help decide what to delegate
- What to deal with in an initial delegation meeting
- What to ensure you check in on throughout the delegation
- Takeaway checklist

### Ethical Sales/Resilient & Ethical Leadership

- Emotions
- Empathy
- Assertiveness
- Relationship building
- Values & win-win
- 7Ps of sales
- Follow up

### Value Proposition Development

We explore how to create products and services that customers want

- Profiling customers & value mapping
- Prototyping possibilities
- Testing & validating
- Measuring, monitoring, & improving

## PERSONAL GROWTH

### Managing Career Success

- You are a leader at every stage of your career
- Self & situational awareness
- Questioning & listening
- Develop engaged, inclusive & strong relationships
- Leverage your power
- Commit to action

### Goal-mapping

We explore Brian Mayne's leading system for business & individuals wanting to achieve sustainable success

- Raising your awareness
- Developing possible consciousness
- Finding your balance
- Being 'on purpose'
- Becoming fully response-able
- Maintaining a positive focus
- The 7 fundamental laws of success
- The 7 steps of goal-mapping

### Gender Balance for Better Business

- Why women are under-represented in negotiating business deals
- Why it is important to increase the representation of women & the feminine in business deal negotiation
- What we can do to increase the representation of women & the feminine in business deal negotiation
- Can accessing feminine empathy & emotional intelligence offer a potential in any business deal negotiation

### Effective Communication & Trust Building

- Introduction to communication
- Listening & questioning skills
- Getting your point across clearly & powerfully
- Building trust & relationships
- Getting your point across & handling difficult conversations

### Time Management

- Time management tips
- How do you handle time?
- Top 20 tips for really effective time management
- 5 time tips to succeed online

### Generation Y, Z Skillsets

- There is growing discussion about how generation Y (also known as millennials) & generation Z - "Generation Entrepreni," is changing the business landscape through their behavioural attributes
- Is it also a coincidence that these same attributes happen to be aligned with good deal-making behaviours?
- This workshop provides an insight into this fascinating discussion

### Cultural Astuteness

- Cultural considerations impact the form & substance of work practice & influence the way people behave & interact
- They can create communication problems/make it difficult to understand each other's behaviour
- Find out about your opponent's culture; Respect differences & earn their trust; Be aware of how others may perceive your culture; Find ways to bridge the cultural gap

### Questioning & Listening

- The more open & authentic you are in your questioning the more you are likely to receive the quality of the information you require
- The use of direct questions
- Why is face-to-face questioning so valuable?
- We discuss the different types of open questions
- Never underestimate the power of seeing things through the perspective of the other side
- The best way to know what the other side wants

### Authentic Influence & Persuasion

- We explore the differences between influence & persuasion
- We then explore when it should be used, alternatives, & leveraging your own approach
- We then explore limiting beliefs & allowing your voice to be heard confidently

### Motivation & Positive Focus

- We need to focus to achieve results
- We explore the difference between the conscious & sub-conscious mind
- We then explore the need to set goals to overcome dominant thoughts

### Growth Mindset

- Growth mindset
- Mindset shift
- Alignment
- Emotions & empathy
- Know your mind
- Mindset & mindfulness
- Habits

### Resilience

- Resilience is the capacity to cope with life
- How you manage your emotional, behavioural responses to life determines your levels of resilience
- We then explore the three main types of resilience in detail:
- Self: required to successfully manage your own life
- Societal: required to interact in society
- Life: required to deal with life itself

### Connecting with Your Awareness

- Awareness helps you:
- Live more fully in present
- Seize opportunities (keep you safe)
- We explore the difference between self & situational awareness
- Self: having a clear view of what makes you - your thoughts, emotions, feelings, behaviours
- Situational: comprehending what is going on around you

### Meaningful Networking & Relationship Building

- The importance of first impressions & key messaging
- Using social media effectively
- Question & listen
- Quality over quantity
- Always follow up

### Meetings & Decision-making

- Meeting dynamics
- Communication
- Cultural impacts
- Agenda and records

## Presenting with Impact

- How to prepare for a presentation
- How to design & structure a presentation which is tailored to the audience's needs
- Tools for effectively structuring presentations
- How to portray power
- How to influence sustainably
- The critical importance of self & situational awareness

## Mindset

- What do you think?
- Wisdom
- What's important to you
- Strengths
- Emotions
- Motivation
- Knowing your mind
- Setting your mindset

## Decision-making

A critical process for making the right choices.

- Identify the decision
- Gather relevant information
- Identify alternatives
- Weigh the evidence
- Choose among alternatives
- Take action
- Review your decision and then
- Go on and build your confidence in decision-making

## Busting Burnout

- What is burnout?
- How do we identify it?
- What do our leaders need to do about it?
- What can we do about it?

## Emotional Intelligence

- What is emotional intelligence?
- How does it differ from empathy?
- How do you develop emotional intelligence?
- How to build your self-awareness

## Mediation

- Introduction to negotiation
- Anchoring
- Questioning
- Communication
- Framing

## Interview Skills

- Understanding the Job Specification
- Preparing for Interview
- Personal and Professional SWOT analysis
- Researching for the Interview, Questioning, what is the Interviewer looking for?
- The Interview – competency-based questions – STAR
- Being interviewed online
- Preparation for feeling confident

## Power & Presence

- Maximising listening
- Optimising communication
- Leveraging your networking & influencing skills
- The importance of first impressions & key messaging
- Using social media effectively

## Who Do You Want To Be

- Why you need to be aligned
- What's important to you?
- Your strengths
- Emotions
- Motivation
- Know your mind
- Mindset
- Awareness
- Resilience
- Personal brand

## Project Management

- The Nature of Project Management
- Project Planning
- Controlling the Project
- Managing Risk
- Managing Quality
- Managing the Project Team
- Closing the Project

## Problem-solving and Innovation

- What is problem-solving and how can you solve problems?
- Identifying problems and creating solutions
- Foundations of strategic decision-making
- Action for decision-making

## Managing Stress

- Stress management
- Resilience
- Growth zone
- Mindset shift
- Anxiety management
- Dealing with conflict
- Assertiveness
- Boundaries

## Mastering Powerful & Assertive Communication

- What is communication?
- Assertiveness
- Influencing
- Self & situational awareness
- Questioning & listening

## Feedback, appraisals & career dev. discussions

- Use a structured model for giving feedback in a positive, helpful & culturally appropriate way.
- Essential attitudes or mindset that leads to effective feedback
- How to avoid mistakes that may result in lack of communication or even conflict
- Understand the different uses of performance management reviews & appraisal processes
- Know the benefits of career development discussions
- Have the skills required to conduct effective performance management reviews & appraisals

## Turning Busy into Productive How to Tackle Procrastination

- Differentiate between unhealthy procrastination & smart "stalling" behaviours
- Recognize the verbal & behavioural signals of procrastination onset
- Recognize the five primary reasons why people procrastinate
- Select appropriate strategies for overcoming procrastination

## Personal effectiveness and Managing Expectations

- How to scope your own growth journey
- Getting out of your comfort zone - growth mindset, resilience & grit
- Time management and prioritisation skills
- Using assertive communication to manage expectations
- Goal-setting techniques
- Maximising your journey through the four phases of a career journey

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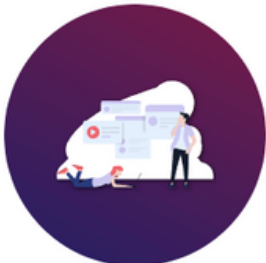
## TRAINING & COACHING PROGRAM BENEFITS



**A clear action plan of the next steps, immediately becoming an accomplished leader/entrepreneur**



**Practical, real-life examples illustrating & uncovering your own experience so you can become consciously more confident & growth-oriented**



**Gain a much better awareness & actions that you can activate immediately**



**Transfer these gains to your team in leading the growth of your business**