



BACK2BASICS

Business Communication Training

The only Business Communication Course specifically for school leavers, designed to take them to the next level in their career.

Who should attend?

This course is appropriate for anyone who wants to take an active role in business leadership, use communication directly in sales, negotiation, or has a vision for a wider role in our society. Whether your outcomes are to be self employed, corporate or organizational, communication is at the heart of all success.

Our experience and training covers corporate and leadership communication.

5 Days of Learning and Exploration

Powerful, practical and effective tools:

- Calibrating to someone's Internal Map
- The Five Stages of Preparation
- Active listening techniques
- Constructive Questioning
- Using Body Language to Communicate
- Leading with Language
- Communication for Influence
- Systemic Thinking in Business
- Using Metaphor as a Leadership Tool
- Selling Magically
- Using Advanced Language Patterns
- Time Management
- Communication Psychology
- Internal Dialogue and Coaching
- Your Personal Branding
- Designing your Social Media Profile
- Vision and Trust

The Back2Basics Approach

You'll learn theory, and experience everything we teach.

Our trainings are based upon an understanding that all communication has an underlying structure. We call this the Back2Basics Approach.

Using our experiential training method, all participants are actively involved in communication exercises relevant to business, coaching and leadership. Our topics are selected to replicate real life issues and are combined with engaging examples and humour.

Investing in the Future

Communication is the number one soft skill at the top of every employer's list. Technical skills are only part of the requirement for employment now; having the flexibility to move roles, change jobs and work using excellent teamwork are essential for young people entering the employment market now.

Having confidence to use good verbal and written communication with effective presentation skills are essential and so the benefits of taking the Back2Basics Business Communication Course increase over time.

Experience five opportunities to learn:

- By learning Back2Basics Models of Thinking
- By example
- By watching others
- By doing related activities and using the skills
- From video analysis and expert coaching

Advanced Skills

The Back2Basics Business Communication Course is the only communication skills development course designed to match the requirements of young people leaving school with ambitions to succeed.

The Back2Basics course provides participants with core skills needed to communicate confidently in a professional, ethical and competent manner.

Back2Basics Timetable

In a typical day's training, participants take part in team discussion and theory exercises in the morning. After lunch we use a range of outdoor experiences and creative work, to challenge and develop working models of thinking. There is free time to relax over dinner and in the evening we engage in discussions, films and reflections to frame the day's experiences.

Morning 10:00am to 12:30pm
Afternoon 2:00pm to 5:00pm
After Dinner 7:00pm to 8:30pm

This duration and intensity gives plenty of practice applying new skills. We've found it is the best way to deliver lasting change.

Coaching Success

The course provides group discussion sessions on the topics covered. These sessions are vital because it is here that any feelings, difficulties and questions can be debated and resolved within a group setting. Group facilitation is a valuable tool to experience and participants can also acquire a good methodology for conducting and attending meetings.

Back2Basics Framework

Our residential courses take place in beautiful locations in the South East of the UK. There are 12 places on each course.

The course is run over five days from 5pm Sunday night to 6pm Friday evening (accommodation and dinner on Friday night is included if required).

To maintain balance and focus we run male and female participant courses separately. We find this allows for disclosure in group discussions about male - female working behaviors and better practical outcomes for the participants.

Visit <http://www.parkfarmpartnership.co.uk> for upcoming dates.

Creating Future Options

Back2Basics is the only Business Communication Skills Course for this age group to be validated by the Institute of Leadership and Management (ILM), Europe's foremost Leadership and Management body.

We believe that by giving young people business tools normally taught in upper management we are enabling them to develop careers with a strong foundation of skills under them. Our trainers embrace the ILM framework of 'Knowing-Being-Doing' which believes leadership and management are practical skills that can be taught and developed.

Upon successfully completing the course participants will receive a certificate from the Institute of Leadership and Management confirming that they have completed a Development Award Course as well as six months student membership of the ILM.

After completing our course our students can design a career route and benefit from professional support and resources from the ILM. They will have a set of flexible skills to apply anywhere and a recognized award to add to their C.V.

Their next step in life

Contact us to discuss your young person's needs and see if our course is the right option for them to take now. Imagine how far could they go, starting with the right tools to begin their career.

We are **Park Farm Partnership**.
We are training young people with a vision of their potential.

Contact us to find out more:

Call: 07762 126465

Email: info@parkfarmpartnership.co.uk

Visit www.parkfarmpartnership.co.uk