

developing business **counselling** skills

CODE: BC2
DURATION: 2 DAYS
CPD HOURS: 14

PROGRAMME OVERVIEW

Our core programme and highly recommended!

It enables existing and potential business advisers to gain knowledge and understanding of the business counselling skills and processes needed within the SME sector. It also allows participants to review and enhance their ability to identify clients' real needs and to respond appropriately. Our research shows that all too often, advisers place too much emphasis on technical knowledge without fully addressing the need to embed their advisory skills. This programme has been a huge success with over a thousand previous delegates.

OBJECTIVES

At the end of the programme participants will be able to:

- Identify the needs of the clients
- Conduct client sessions in a structured way in order to facilitate real progress
- Demonstrate ways of building rapport and developing client relationships
- Recognise the importance and impact of non-verbal communication
- Use appropriate techniques to gather information
- Apply techniques to preserve client ownership of both problem and solution
- Recognise areas for future personal development
- Clearly see the links to the national standards of best practice (SFEDI) and, where relevant...
- Be better prepared to undergo a formal competency-based assessment against those standards

DAY ONE

Welcome and domestic information
Getting to know each other
Hopes and concerns
Ground rules and objectives
Advice v Consultancy v Counselling
The effective Business Adviser
Practical exercise
Business Counselling: A model
Identifying client needs and wants
Building rapport
Questioning skills
Listening skills

DAY TWO

Day one summary / learning points
The networking cycle
Non verbal communication
Preparing an action plan with a client
Your counselling style inventory
Video
Practical exercises
Keeping up to date
The SFEDI standards
Tricky situations
Where do we go from here?
Summing it up and taking it away!

"It was truly one of the most rewarding courses I have been on. Thanks you very much"

"Extremely useful"

*"Very good indeed...
thank you"*

"Very enjoyable experience"

*"A blueprint for
daily practice"*

"Excellent"

"would recommend the course to others"

general features

TARGET AUDIENCE

Basically anybody involved with Business Support whether that be actively involved, involved on the periphery or just interested in becoming involved. Examples include business advisers, consultants, counsellors, mentors, coaches, trainers, network brokers, skills brokers, specialist advisers and intermediaries (e.g. accountants and solicitors). Delegates come from host organisations such as the Business Link network, local Learning & Skills Councils, regional development agencies (RDAs), enterprise agencies, chambers of commerce, training organisations, local authorities, economic development units (EDUs), banks and of course independent practitioners. You are all welcome!

START AND FINISH TIMES

We kick off with the essential tea and coffee (caffeine!!) available from 9.15 for a prompt start at 9.30. Programmes finish around 16.00 to 16.30 but actual times may vary depending on circumstances on the day.

CONTENT

Programmes are designed to be interactive, memorable and enjoyable. Consequently content comprises a mix of presentations, case studies, self assessment, group syndicate exercises, open discussion, videos, role play simulations, live internet feeds, best practice documentation and more. Actual content used varies from programme to programme and depends on the subject concerned. There is no pre-work to do but please let us know your background and if there is anything specific you want to achieve - we'll always do our best to help.

WHAT'S INCLUDED?

All food and refreshments, training materials and Institute certification. We don't build rafts and paddle across rivers so no need for a wetsuit. Just bring yourself!

STANDARDS MAPPING

All of our programmes are closely mapped to the requirements set out in the national occupational standards (SFEDI) for Business Support.

CPD AND CERTIFICATION.

Each full day counts as 7 hours of continual professional development (CPD) which is certificated by the Institute of Business Consulting. Your personalised Institute training certificate is laminated for safe keeping and then sent directly to the person who made the original booking.

ACCREDITATION

Each programme is available as a stand alone item or as a module of "the 5 Star Adviser", our unique Business Adviser development, assessment and accreditation programme (see page 24/25).

PRICING

Members of the Institute of Business Consulting benefit from reduced programme rates. Please see our separate list of dates and venues for details of pricing, discounts and special offers. Prices quoted are exclusive of VAT.