



Summer 2008 Newsletter

In the news

- Feedback from our customers
- What is Facilitation ?
- Developing a Marketing Strategy and Plan
- Accredited Training & Development Programmes
- Dealing with Difficult People on the Telephone
- Training Tips
- Is Diversity an 'Ideal' or a 'Fad' ?
- Community & Customer Engagement Techniques
- Stress Modules Bite Size Chunks
- New Team Leader Programme



View our latest
case studies at
www.dagonservices.co.uk

Feedback is the Breakfast of Champions

What our recent customers say about us and our programmes :

"Really enjoyed it – range of activities good – nothing went on too long – didn't get bored, good facilitation and Wendy helped us work as a team. Really liked the style - Inclusiveness and her pace is great." Cumbria County Council

"Very interesting – found something about myself that I did not know – or should I say did not want to acknowledge." University of Cumbria :

"Very useful informative booklet to work in and keep for future reference." Health Authority

*"Force field analysis helped me to identify my own strengths and weaknesses
Challenging the blindspots – excellent."* Capita Symonds

Our customers are important to us – if you haven't tried our services then telephone us today to find out how we can help you. Telephone 01228 535957.

Training and Development Consultancy for Organisations, Groups and Individuals

Dagon Services, 15 Whiteclosegate, Carlisle, Cumbria, CA3 0JA

Telephone number : 01228 535957

Email : wendy.aldred@dagonservices.co.uk

www.dagonservices.co.uk



Dagon Services

What is facilitation ? - Wendy Aldred of Dagon Services shares her thoughts :

We hear so many versions of what a facilitator is. One of our customers informed me that I would be working with their facilitator. I was confused until I realised they meant the person who arranges the 'domestics' on a training programme.



Wikipedia provides another definition : *A facilitator is a person who helps a group of people understand their common objectives and assists them to plan to achieve them without taking a particular position in the discussion.*



In a nutshell it helps groups find their own answer to issues. I think it is more than that though. This is not always an easy process, some groups don't want to work together because of difference and it can be painful. In addition the skilled facilitator will allow and support individualism if that is what is required. The outcomes include genuine and lasting learning because people are empowered to improve performance as a result of their contributions.

Do you need a facilitator ? Then contact us for an informal discussion. Wendy Aldred, Principal Consultant is trained in Facilitation Skills using the Process Iceberg Methodology © and a variety of other advanced facilitation tools.

Developing a Marketing Strategy and Plan

The internet is full of guidance about how to develop an effective Marketing Strategy. Whether your marketing strategy is effective is another matter. The 7 Ps of marketing are :

Product and Services	Place	Performance
People	Promotion	Price
	Personal Selling	

The 'P' that organisations often fail at is Personal Selling. Yes that personal contact or conversation is all important. Everyone in an organisation is involved in selling whether directly or indirectly. For example the member of staff talking to a customer on the phone suddenly hearing that a customer is looking for another product or service. The staff member doesn't know if their employer provides this. What do they do ? Well we all know what they should do – but

Marketing and Personal Selling covers networking, good communication, knowing your customers and knowing what product or services your employer provides – whoever you are.

We have recently been working with two organisations – one in the voluntary sector the other from the corporate sector to support their marketing. Our voluntary sector organisation has put together a cross-departmental Marketing Group and we supported them to develop a Strategy and a SMART Plan. Between our sessions the group undertook research not in their workplace, with their service users and the general public. One of the advantages of this will be ownership by the organisation, employees and volunteers. This will aid the 7th P - Personal Selling.

Dagon Services

Accredited Programmes through the Open College Network



The Open College Networks mission is ' to support learning and widen opportunity by recognising achievement through credit-based courses and qualifications'

OCNNWR of which Dagon Services is a member is one of 11 Open College Networks covering the whole of England, Wales and Northern Ireland. Open College Networks (OCNs) are licensed by the National Open College Network (NOCN) to award NOCN Qualifications and other locally developed courses of learning.

Choose an accredited programme

Our accredited programmes are all at Level 3 :

- Equality & Diversity – piloted with the Scottish Fire Services College
- Mentoring in the Workplace – piloted with Capita Symonds
- Managing People (Team Leader level) – currently being piloted in a North West local authority



We are always keen to work with our customers to develop their particular needs and that will meet a nationally accredited standard.

Dealing with Difficult People – Popular Programme

Wendy really kept us interested in the course - the day went really fast ! - SL, Local Authority

Do we really have difficult people ?
When do you become a difficult person ?

We have been running a 'Dealing with Difficult People on the Telephone' workshop for one of our customers for over 6 years. It is well received, thought provoking and delegates learn lots of skills on dealing with difficult, distressed or angry callers.

Really well put together and presented - got me thinking - I learned.
SB, Local Authority

Training Tip ☺ ☺ ☺

Get delegates hooked into the training before they even arrive. It's always great when delegates think about what they want out of attending the programme before they arrive but this doesn't always happen. Why not set them a small but relevant task to complete beforehand eg a SWOT analysis for a management programme, design a poster about selling their services for a customer services programme.

Dagon Services

Bite Size News

Is Diversity an 'ideal' or a 'fad' ?

Delivering diversity programmes into organisations can be a complex task. We are currently working with a customer to put together a toolkit for them to provide effective learning opportunities for their employees. It will be a toolkit that uses different and innovative approaches that in turn will engage, challenge and support learners.

The toolkit will cover areas such as culture, community cohesion, prejudice, respect and tolerance, being involved in majority and minority groups and understanding the associated behaviours of that group. Just as the majority group may have its awareness raised about their behaviour in respect of the minority group, it should be remembered that this is a two way process as well.

At a time when equality and human rights is high on the government's agenda, diversity is an important issue that is not going to go away.

Contact us today to discuss how we may support you in dealing with these very important issues.

Stress Modules in Bite Size Chunks

Do you have time to attend a one day workshop ? If not let us deliver Bite Size training of 1 and 2 hours to your organisation. Modules include :

- Stress Awareness for Managers
- Dealing with 'Stressed' Staff
- Talking to Staff who are experiencing Stress
- Management Responsibilities
- Stress Awareness for Staff
- Working Styles
- Teams Juggling the Pressures
- Looking after Yourself



Community & Customer Engagement Techniques

We can introduce you to some innovative, fun and useful community engagement techniques. These will help you whether a statutory or voluntary sector organisation or even from the corporate sector.

We all need to engage with our customers.



New Team Leader Programme

Employees are our most valuable resources so why do we promote them into management posts but forget to provide them with the skills, knowledge and general expertise to be managers and leaders ? We have just developed an accredited programme specifically tailored to one of our customers requirements which will help develop their team leaders to be the managers of the future. The programme covers workshops, peer days and relevant work based assignments that will provide an effective learning process.