



Northern Ireland
Chamber of Commerce
and Industry

LEARN GROW EXCEL⁷



Learn Grow Excel Training Academy

COURSE TIMETABLE 2022

We grow together.



LEARN GROW EXCEL⁷

OVER
200 DELEGATES TOOK PART IN
THIS TRAINING ACADEMY
IN THE LAST 18 MONTHS

90%
SAID TRAINING
FULFILLED THEIR
OBJECTIVES

92%
FOUND NEW WAYS
OF WORKING
THROUGH THIS
TRAINING



Why train with NI Chamber?

NI Chamber has been at the epicentre of innovation and enterprise since 1783. We sit at the heart of business, helping members to help each other. We're on the ground with companies right across Northern Ireland and deeply understand the challenges and opportunities they face right now.

You can rely on us and our partners for quality course content and learning. NI Chamber is a CPD Accredited training provider. We are a globally connected business support organisation, drawing on connections from across the worldwide Chambers Network. We're also accredited by British Chambers of Commerce and members of the Chambers Ireland Network.

Find the course that's right for you

Our 2022 training programme has been designed to meet training needs which have become significantly more important to businesses across Northern Ireland. So, whether your challenge is boosting sales, digital marketing, personal communication or developing your people, NI Chamber can help.

In-house options

If you are interested in providing training for a large number of your team, any of the training programmes provided by NI Chamber can be tailored to your organisation for bespoke, in-house delivery. If this is of interest, please get in touch so we can discuss your specific requirements.

Quality Assured and Globally Connected



northernirelandchamber.com

For more information

Every business is unique and we recognise that your training needs might be too. NI Chamber is available to provide bespoke training solutions, tailored specifically to your requirements.

To discuss this flexible option further, please contact Catriona Henry
Catriona.Henry@northernirelandchamber.com

Powerful Presentations

A presentations skills course

TUES 27 SEPT 2022

Become a brilliant public speaker.
Communicate with charisma, clarity and credibility.

NI Chamber and Bespoke Communications have developed a presentations skills course to help you develop your presentation skills whether in-person or online. At this in-person training course attendees will benefit from experienced facilitators who have worked with thousands of presenters to help them to win business, influence stakeholders and build confidence for presentations, TED Talks, TV appearances, webinars and meetings. Together, they will help you to structure your message for impact and uncover what it takes to influence others with your words.

This training is CPD Accredited, which means it has reached the required Continuing Professional Development standards and benchmarks. It is assurance that the learning value has been scrutinised to ensure integrity and quality. The CPD Certification Service provides recognised independent CPD accreditation compatible with global CPD requirements.

Course date

Tuesday 27 September 2022 | 09.30 – 16.00
NI Chamber, 40 Linenhall Street, Belfast

How does this course work?

- Delivered in-person, this course will help you to deliver the most impactful presentation you'll ever give, with the opportunity to build up your skills step-by-step as you progress through the day.
- Small group size to make sure that you benefit from individualised attention.
- You'll have the opportunity to practice a range of techniques in a safe, supportive space allowing you to stretch your abilities beyond the classroom.
- You will have access to your personal Online Learning Experience with detailed resources and videos to guide you through everything you need to know. You'll get access to this learning experience for 12 months after you attend the course.

What will you learn?

- Get insights into the techniques top speakers use to prepare and perform and discover the tiny tweaks you can make for a great connection with your audience.
- Learn strategies for controlling nerves before and during a presentation.
- Find out how to create an impact with PowerPoint slides and visuals.
- Get feedback and support to help you to develop your personal communication style.
- Find out how to build rapport with your audience and keep their attention.
- Learn how to answer questions with confidence.

Who is this course for?

Business Development, Sales, HR, Operations, Marketing, Communications or Commercial roles.

Cost

NI Chamber members £295 + VAT
Non-members £345 + VAT

Testimonials

"The trainers were very professional and accomplished. They provided useful tips and advice which I will be able to use in my career."

"The course gave tools which can be applied to many types of public speaking. I feel more confident in my ability to successfully communicate on behalf of my company in an engaging and meaningful way."

Booking + More Info

For more information please contact Catriona Henry
Catriona.Henry@northernirelandchamber.com

This course can be tailored to your organisation if you have group requirements. Please get in touch with a member of the team to discuss your needs.

Delegate Feedback



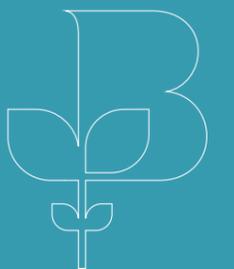
92%
fully satisfied with
the training



100%
of delegates would
recommend this
training



100%
said the training
met their objectives



Mastering B2B Sales

THU 29 SEPT + FRI 30 SEPT 2022

Develop your B2B Sales Strategy - Create effective leads and prospects, identify needs and create solutions, work with customers and close the sale.

NI Chamber and Kieron Kent, experienced sales trainer, have developed a sales training programme to help you develop your B2B Sales Strategy. This in-person training course is delivered across five modules and covers every stage in the sales process from sales prospecting, including the role of social media, proposing a solution and creating a value proposition as well as understanding your buyer and closing the sale.

This training is CPD Accredited, which means it has reached the required Continuing Professional Development standards and benchmarks. It is assurance that the learning value has been scrutinised to ensure integrity and quality. The CPD Certification Service provides recognised independent CPD accreditation compatible with global CPD requirements.

Course dates

Thursday 29 September 2022 | 10.00 - 16.00 &
Friday 30 September 2022 | 10.00 - 16.00
NI Chamber, 40 Linenhall Street, Belfast

How does this course work?

- Five modules delivered in-person over 2 days at NI Chamber offices.
- Access to in-depth resources for use during and after the programme, with exercises to help you apply learnings to your business.
- Fully interactive sessions with group sizes of no more than 14 delegates.
- The opportunity to practice your selling skills in a safe, group environment.

Who is this course for?

Business Development and Sales personnel operating in B2B sales.

Cost

NI Chamber members £600 + VAT
Non-members £850 + VAT



Course content

Module 1

Before the Sale Begins

How do you begin the sales process? What role does social media have in the sales process? What is a sales funnel and how does it work? Learn about prospecting, including LinkedIn prospecting, data and company assessment.

Module 2

Identifying Needs

Understand the importance of research, questioning, digital prospecting and data driven sales.

Module 3

Proposing a Solution

Discover the key components of a proposal and the importance of listening skills.

Module 4

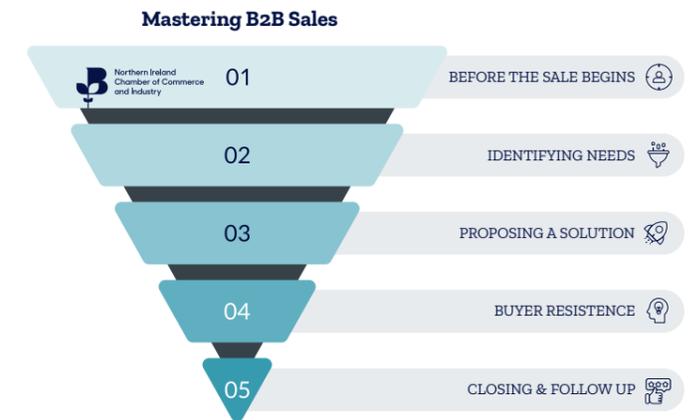
Buyer Resistance

What does buyer resistance look like? What is good questioning? What is common, what is false and how to overcome it?

Module 5

Closing & Follow Up

How to close and follow up professionally and successfully. Why most salespeople fail in this area.



Testimonials

“This training has encouraged me to think more about the preparation stage of the sales cycle, which will help to make a better first impression with a new customer.”

“The course was highly informative and gave a different perspective of thinking about the sales process. Kieron made it a very fun and memorable experience.”

“Kieron was brilliant, really knowledgeable and helped tailor responses for each different organisation.”

Booking + More Info

For more information please contact Catherine Crilly
Catherine.Crilly@northernirelandchamber.com

This course can be tailored to your organisation if you have group requirements. Please get in touch with a member of the team to discuss your needs.

Delegate Feedback



100%

felt increased confidence working within sales roles



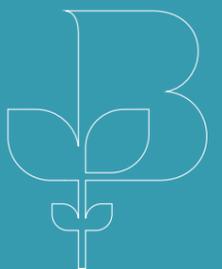
100%

of previous participants would recommend this course



87%

respondents said that the training met their objectives



LinkedIn and Video Content Training

TUES 4 OCT 2022

Stand out in a crowded social media environment and create engaging video content for your business.

LinkedIn is one of the most powerful platforms for business and it has become a key tool for generating new sales leads. Strategically developing your own LinkedIn presence will help build and maintain new and current business relationships within the network.

NI Chamber and award winning content marketing agency, ProfileTree, have developed a new LinkedIn training course tailored to provide insight and strategy on how to fully harness the power of the social network for business, use videos to increase engagement and to unlock your professional presence online.

Online Course date

Tuesday 4 October 2022 | 10.00 – 12.00
& 14.00 – 15.30

How does this course work?

- Delivered in one day broken up into two sessions.
- Start with a morning session on LinkedIn covering key areas to make this platform work for your business.
- In the afternoon learn about video marketing and how this can create engaging content for your business.
- Small group training with the opportunity for interaction and to ask questions.
- Programme delivered virtually via zoom.

Who is this course for?

This course is ideal for Sales and Commercial teams seeking to develop their online presence, utilise LinkedIn to identify future sales leads and create impactful video content.

Cost

NI Chamber members £200 + VAT

Non-members £250 + VAT

What will you learn?

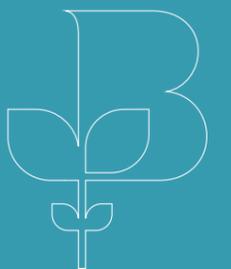
- LinkedIn profile optimisation - optimise your profile for inbound leads and learn what is important in a very noisy space.
- How to plan the conversation - learn how to stand out from the crowd and ensure your organisation's profile and work is visible with meaningful content.
- Understand market research - discover how you can monitor and engage with new and existing customers.
- How campaigns work - how to generate sales or recruit effectively through LinkedIn.
- How to create engaging content - understand the resources that you have to develop relevant and interesting video content to be utilised on platforms such as LinkedIn, Instagram and TikTok to enhance your company's profile.



Booking + More Info

For more information please contact Phil Murray
Phil.Murray@northernirelandchamber.com

This course can be tailored to your organisation if you have group requirements. Please get in touch with a member of the team to discuss your needs.



Sustainability Reporting

OCTOBER - NOVEMBER 2022

Understand sustainability disclosure regulations and get started with your ESG reporting.

Understand how to monitor, record and report your business' sustainability efforts and create a roadmap specific to your business.

NI Chamber and Janice Daly CFA, Director Sustainable Finance and Investment at Grant Thornton, have developed an environmental, social and governance (ESG) reporting training course to help SMEs understand ESG reporting and disclosure requirements and how to apply these to their business.

Organisations of all sizes and across all sectors are more conscious than ever of their impact and dependence on the environment and society and are increasingly scrutinised on how they are integrating ESG considerations into their operations.

ESG training will help you decode current and upcoming sustainability disclosure regulations, understand the ESG reporting landscape and apply this to your business and create an ESG reporting map specific to your business under expert guidance.

Course dates

Module 1

Wednesday 19 October | 10.00 - 11.00
Online

Module 2

Wednesday 26 October | 10.00 - 12.00
Online

Module 3

Wednesday 2 November | 10.00 - 12.00
or 14.00 - 16.00
In-person

Who is this course for?

Business Owners, Sustainability Managers, Finance Directors, Compliance Managers and General Managers.

Cost

NI Chamber members £350 + VAT

Non-members £400 + VAT

How does this course work?

- Three modules delivered over 3 weeks in a blend of virtual and in-person.
- Small group training with the opportunity for interaction and to ask questions.
- Kick off with an interactive introduction to sustainability and ESG reporting delivered virtually.
- Get to grips with ESG reporting and during module 2 through an interactive session delivered online.
- Come together in-person in small groups at the final module and work to create an ESG reporting roadmap specific to your business under the expert guidance of the workshop trainer.

What will you learn?

Module 1

Introduction to Sustainability and ESG Reporting

- Introductions and course objectives.
- Decoding sustainability related initiatives and disclosure regulations.
- An overview of ESG Factors.
- An introduction to Sustainability Reporting and Disclosure Regulation.

Module 2

ESG Reporting and your business

- Sustainability and your business.
- Why ESG reporting and disclosure? - Drivers, impacts and benefits.
- Materiality and sustainability.
- Getting started with sustainability integration.
- Best practice case study.

Module 3

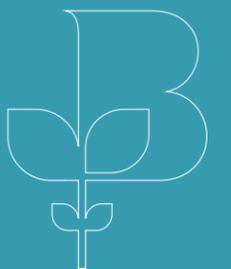
Mapping out your ESG reporting and disclosures - In small groups of 5 attendees

- Map out ESG reporting for your business.
- Communicating your ESG procedures internally and externally.

Booking + More Info

For more information please contact Catriona Henry
Catriona.Henry@northernirelandchamber.com

This course can be tailored to your organisation if you have group requirements. Please get in touch with a member of the team to discuss your needs.



Digital Strategy Training

WED 9 NOV 2022

Create your 12-month Digital Marketing Roadmap - learn how to create a successful and comprehensive digital strategy for your business.

NI Chamber and content marketing experts, ProfileTree, have developed digital strategy training to provide you with the perfect opportunity to enhance your digital skills and build an up-to-date digital strategy for your business.

Digital Marketing has never been so important for businesses in all sectors. This training will provide you with the resources to help create a 12-month digital strategy and to learn how to create a successful and comprehensive digital strategy for your business.

This training is CPD Accredited, which means it has reached the required Continuing Professional Development standards and benchmarks. It is assurance that the learning value has been scrutinised to ensure integrity and quality. The CPD Certification Service provides recognised independent CPD accreditation compatible with global CPD requirements.

Online Course date

Wednesday 9 November 2022 | 10.00 - 12.00
& 14.00 - 16.00

Book a follow up one-hour bespoke consultancy session at a time that suits you.

How does this course work?

- Delivered in one day broken up into two x 2 hour sessions.
- One hour 1-2-1 session with the workshop trainer included. This will provide specialist guidance and support specific to your own business and help refine your 12-month plan.
- Small group training with opportunity for interaction and to ask questions.
- Programme delivered virtually via Zoom.

Who is this course for?

Business leaders and personnel working in Business Development and Marketing.

Cost

NI Chamber members £300 + VAT

Non-members £350 + VAT



What will you learn?

- How to audit your own digital position and that of your competition - identify your strengths and weaknesses and focus on the biggest opportunities.
- How you can take advantage of your competitors' weaknesses or a gap in the market, even with limited resources.
- How to measure results, including how you can tweak and improve tactics if necessary.
- 1-2-1 review of your 12-month strategy, with a deep dive into key areas for your business.
- How to be strategic in delivering the digital plan and effectively use social media, SEO and more.

Testimonials

"Ciaran at ProfileTree provided great insight into SEO. I definitely appreciated the effort to tailor the training to my business area."

"It was very useful training which I enjoyed a lot. It comprehensively covers various aspects without going into too much technical detail. I would highly recommend this course."

Booking + More Info

For more information please contact Phil Murray
Phil.Murray@northernirelandchamber.com

This course can be tailored to your organisation if you have group requirements. Please get in touch with a member of the team to discuss your needs.

Delegate Feedback



90%

fully satisfied with
the training



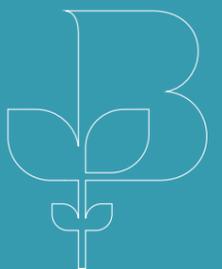
100%

found new ways of
working with this
training



90%

said the training
met their objectives



In-House Training

NI Chamber has an additional range of training opportunities, exclusively for in-house delivery. This training has been designed to help teams grow to their full potential.

Exceptional Executive Presence

Delivered by Bespoke Communications

In-house training requires a minimum of 10 delegates.

Executive presence is about your ability to inspire confidence in those around you. It's how you respond in conditions of stress and uncertainty and aligning who you are with how you communicate. Your executive presence is a skill, not a personality trait, and like any other skill, it can be learned.

Testimonials

"MJM Marine employees very much benefited from Executive Presence Training. The trainer structured the training to suit our business needs and objectives. We would recommend this training to other companies as it has very much assisted employees to improve their presentation, negotiation and listening skills."

MJM Marine



100%

found new ways of working with this training



100%

would recommend the training to a colleague



80%

respondents agreed the training fulfilled their objectives

How does it work?

This course can be delivered in one day in-person or virtually on zoom over four x 2-hour sessions. It is supported by an enterprise-grade learning experience platform, giving participants access to a wealth of resources for use during and after the training.

Who is this course for?

This course has been designed for emerging leaders in all sectors. It is delivered in groups of 10-12 people.

What will the group learn?

- Develop a leadership mind-set and build the habits that help individuals to grow as leaders.
- Build emotional intelligence skills that help develop self-awareness and the ability to regulate behaviours in different contexts.
- Develop a negotiator's approach to successful conversations.
- Build a toolbox of practical skills to help attendees to communicate with clarity, charisma and confidence.

Cost

NI Chamber members £295 + VAT

Non-members £345 + VAT



Powerful Resilience Skills

Delivered by Bespoke Communications

In-house training requires a minimum of 10 delegates.

We're faced with constant pressures at home and at work that hijack well-being and drain morale. They are often the reason that colleagues turn down a promotion or ignore the opportunity to change role. But with the right mind-set, adversity becomes opportunity.

Testimonials

"The Resilience Skills course delivered in-house was really helpful and it made me change the way I thought about aspects of my work. The training was challenging at times, but it provided me with excellent tools to address my inner critic. The course was excellent and I would recommend it to anyone who wants to become more resilient at work."



90%

found new ways of working with this training



100%

would recommend the training to a colleague



100%

respondents agreed the training fulfilled their objectives

How does it work?

This course can be delivered in one day in-person or virtually on zoom over four x 2-hour sessions.

Who is this course for?

This course is an ideal team-building opportunity for those open to growth at any stage of their careers. It is delivered in groups of 10-12 people.

What will the group learn?

- Explore sources of resilience and look at practical changes individuals can make to help face life and work challenges.
- Develop self-awareness and relationships with others.
- With practical take-aways and learning actions to implement after each session, attendees will find ways to unlock lasting change in how they view themselves and their roles at work.

Cost

NI Chamber members £295 + VAT

Non-members £345 + VAT

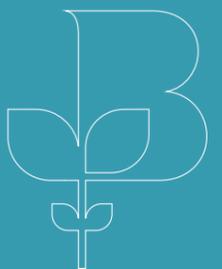
Booking + More Info

To find out more about any of the group training packages or bespoke options please contact Catriona Henry Catriona.Henry@northernirelandchamber.com

Exclusive Offer

Exclusive offer – 2 free places

Book 10 employees onto these training courses and avail of 2 additional places free of charge.





Northern Ireland
Chamber of Commerce
and Industry

NI Chamber's vision is a vibrant and prosperous Northern Ireland where all businesses can thrive. It's our mission to champion a prosperous Northern Ireland where all businesses can reach their full potential. To do that, we sit at the heart of business, helping our members to help each other.

The Learn Grow Excel Training Academy was established in 2021 to help businesses in Northern Ireland meet emerging skills needs. It is an extension of the already very successful SME business support programme, delivered by NI Chamber and private sector partners.

In addition to training, Learn Grow Excel facilitates a suite of programmes including:

- Driving Digital with Ulster Bank
- Successful Sustainability with AIB
- Grow with Danske Bank
- Business Breakfast Series with Bank of Ireland
- Winning Business with Bank of Ireland
- The Sector Club with Barclays

To find out more about how these programmes could benefit you, please visit our website or contact a member of the team directly.

Learn Grow Excel in partnership with



Northern Ireland Chamber
of Commerce and Industry
40 Linenhall Street
Belfast BT2 8BA

T +44 (0)28 9024 4113
mail@northernirelandchamber.com
www.northernirelandchamber.com



northernirelandchamber.com