



Northern Ireland  
Chamber of Commerce  
and Industry

LEARN GROW EXCEL<sup>7</sup>



# Learn Grow Excel Training Academy

COURSE TIMETABLE 2023

We grow together.



# LEARN GROW EXCEL<sup>7</sup>

OVER  
**192** DELEGATES TOOK PART IN  
THIS TRAINING ACADEMY  
IN THE LAST 12 MONTHS

**90%**  
SAID TRAINING  
FULFILLED THEIR  
OBJECTIVES

**96%**  
FOUND NEW WAYS  
OF WORKING  
THROUGH THIS  
TRAINING

**93%** WOULD RECOMMEND  
THIS TRAINING TO A  
COLLEAGUE



## 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 2023 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](http://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 Marta Gajewska  
[Marta.Gajewska@northernirelandchamber.com](mailto:Marta.Gajewska@northernirelandchamber.com)



# Mastering B2B Sales

**WED 1 MAR + THU 2 MAR 2023**  
**WED 20 SEP + THU 21 SEP 2023**

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 scrutinized to ensure integrity and quality. The CPD Certification Service provides recognised independent CPD accreditation compatible with global CPD requirements.**

## Course dates

Wed 1 Mar & Thu 2 Mar | 10.00 - 16.00  
Wed 20 Sep & Thu 21 Sep | 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

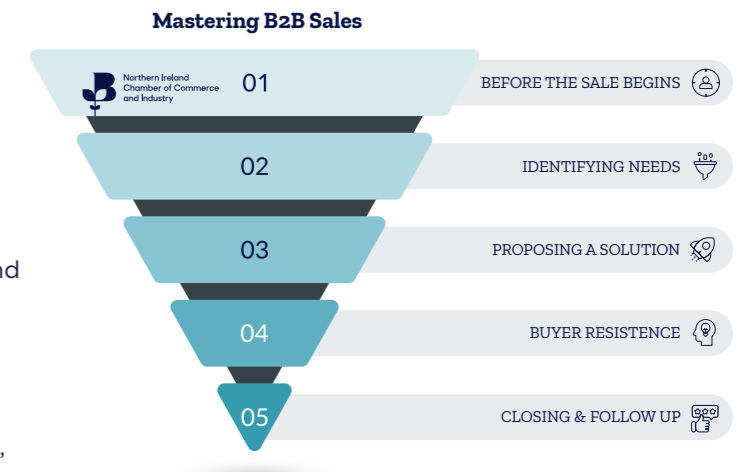
#### Buyer Resistance

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 Marta Gajewska  
[Marta.Gajewska@northernirelandchamber.com](mailto:Marta.Gajewska@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



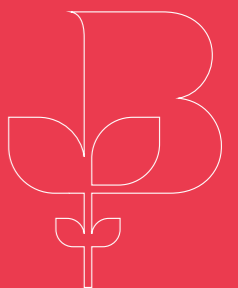
**100%**

of previous participants would recommend this course



**89%**

respondents said that the training met their objectives



# Digital Marketing Through a Cost Cutting Lens

**TUE 21 MAR 2023 | WED 11 OCT 2023**



Over 80% of companies use digital marketing as a way of creating brand awareness and, with increased accessibility through smartphones and an array of media applications, it is a marketing tool which will continue to grow in importance. Digital marketing encompasses tools from email marketing, search engine optimisation and social media marketing to pay-per-click, content marketing and mobile marketing.

Given the cost pressures facing business in 2023, more and more companies are now looking to up skill their teams to take control of their marketing spend whilst continuing to deliver effective marketing campaigns to drive business growth.

NI Chamber and content marketing experts, ProfileTree, have developed this digital marketing training to support in building a digital roadmap to develop an effective marketing strategy with limited resources and time.

## Course dates

Tue 21 Mar | 10.00 – 12.00 & 14.00 – 16.00 or

Wed 11 Oct | 10.00 – 12.00 & 14.00 – 16.00

NI Chamber, 40 Linenhall Street, Belfast

Book a one-hour follow up bespoke consultancy session at a time that suits you. This session will be delivered virtually via Zoom.

## How does this course work?

This course is delivered in one day, in-person at NI Chamber offices in Belfast with a follow up “check in” after 1 month for each participant to discuss progress and any challenges they are facing.

## Who is this course for?

This training is designed for business owners, marketing managers and anyone looking to scale their marketing, improve marketing ROI without breaking the bank and achieve more through saving time.

## Cost

**NI Chamber members** £350 + VAT

**Non-members** £400 + VAT

## What will you learn?

Delegates will learn a variety of proven techniques for cutting costs in your digital marketing efforts while still achieving maximum impact. Topics covered include:

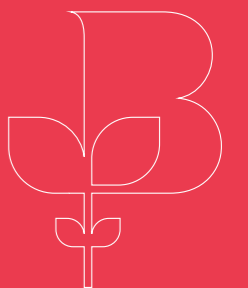
- How to identify and eliminate wasteful spending in your current marketing budget
- The most cost-effective marketing channels and how to use them to your advantage
- Strategies for creating high-quality, engaging content on a budget
- Techniques for measuring and optimising the ROI of your marketing efforts
- Cost effective software to use to help scale your marketing efforts
- How to evaluate in-house resources and skills, apply these to maximum effectiveness and fill any skills gaps in a cost effective manner
- Develop a practical roadmap outlining key digital marketing tasks and milestones achievable within current resource and timescales

By the end of this training, you will have a solid understanding of how to minimise your marketing costs while maximising results. You'll be able to create or update your marketing plan so it is both cost-effective and effective in reaching your target audience.

## Booking + More Info

For more information please contact Marta Gajewska  
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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.



# Dynamic Presentation Skills

**TUE 28 MAR 2023 | WED 6 SEP 2023**

Improve your public speaking skills – Communicate with confidence, clarity and charisma. Discover your authentic voice.

NI Chamber and Channel56 offer you an opportunity to develop presentation and communication skills. At this in-person training workshop we will share tips and techniques so you can deliver effective and fluent presentations. You will practice presentations on camera and see yourself on screen.

## Course dates

Tue 28 Mar | 09.30 – 12.30 OR 14.00 – 17.00 or

Wed 6 Sep | 09.30 – 12.30 OR 14.00 – 17.00

NI Chamber, 40 Linenhall Street, Belfast

## How does this course work?

- Initial assessment and pre-course questionnaire to focus the session
- Small group, practical session delivered by professional trainers and an experienced cameraperson
- Attendees will deliver an initial presentation on camera which is recorded and played back with supportive and constructive feedback offered
- Discussion on preparation, structure, objectives and audience as well as advice on nonverbal communication
- Afterwards participants will have an improved ability to handle nerves, speak confidently and clearly and present in a much more fluent manner adjusting the language and content for the audience

## Who is this course for?

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

## Cost

**NI Chamber members** £350 + VAT

**Non-members** £400 + VAT

## What will you learn?

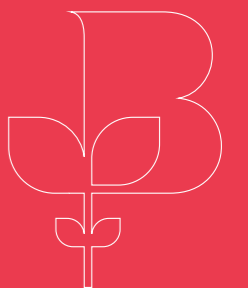
- The elements of good communication
- How to put the audience at the heart of a presentation
- Tips and techniques for preparing a presentation
- How to structure a presentation
- Understand non-verbal communication
- Recognise the importance of pace and tone
- How to handle nerves and stage fright
- The best use of visual aids
- How to speak confidently and fluently even in the face of robust questions from an audience



## Booking + More Info

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# Middle Management Training

**TUE 4 APR 2023 | TUE 7 NOV 2023**

From technical skills to leadership role:  
professional development for middle managers.

The biggest challenge for middle managers is to transition from functional manager to business leader. They need to learn the workings of the business outside of their functional area to be effective problem-solvers and decision-makers, create united accountable teams and become braver and comfortable in their roles as leaders.

## Course dates

Tue 4 Apr | 09.30 - 16.00 or  
Tue 7 Nov | 09.30 - 16.00  
NI Chamber, 40 Linenhall Street, Belfast

## How does this course work?

This course is delivered in one day, in-person and is supported by a comprehensive resource pack giving participants access to a wealth of tools, techniques and references to use during and after learning.

## Who is this course for?

This course has been designed for emerging leaders within your organisation and is delivered in small groups of 10-12 people. It is suitable for:

- Those new to a middle management role
- Those middle managers who have been in post for some time and would like a fresh approach to leading others

## Cost

**NI Chamber members** £350 + VAT  
**Non-members** £400 + VAT

## What will you learn?

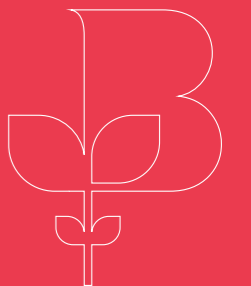
- Build emotional intelligence skills to develop self-awareness and the ability to influence upwards and downwards in your organisation
- Develop the habits that help individuals to grow as leaders of more collaborative and authentic teams
- Develop a negotiators approach to successful conversations
- Build a toolbox of practical skills to transform middle managers, so that they can be inspirational and credible



## Booking + More Info

For more information please contact Marta Gajewska  
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# Sustainability Reporting

APR 2023 | OCT 2023

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 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.

**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 scrutinized to ensure integrity and quality. The CPD Certification Service provides recognised independent CPD accreditation compatible with global CPD requirements.**

## Course dates

### April

#### Module 1

Wed 5 Apr 10.00 - 12.00 | Online

#### Module 2

Wed 19 Apr | 10.00 - 12.00 or 14.00 - 16.00 | In-person

### October

#### Module 1

Wed 18 Oct | 10.00 - 12.00 | Online

#### Module 2

Wed 25 Oct | 10.00 - 12.00 or 14.00 - 16.00 | In-person

NI Chamber, 40 Linenhall Street, Belfast

## Who is this course for?

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



## Cost

NI Chamber members £400 + VAT

Non-members £450 + VAT

## How does this course work?

- Two 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
- 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

## Testimonials

"We are at the beginning of our sustainability journey, so it has highlighted a number of things that we need to do...the frameworks we will need to follow and how to disclose information."

"This course provided us with a very good understanding of the reporting that we should be following."

## What will you learn?

### Module 1

#### Sustainability, ESG Reporting and your business

- Introductions and course objectives
- Decoding sustainability related initiatives and disclosure regulations
- An overview of ESG Factors
- An introduction to Sustainability Reporting and Disclosure Regulation
- 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 2

#### 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 Marta Gajewska  
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## Delegate Feedback



**82%**

fully satisfied with the training



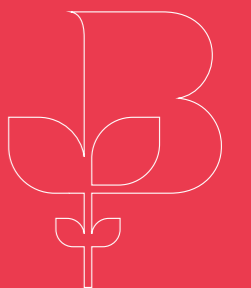
**100%**

found new ways of working with this training



**71%**

said the training met their objectives



# Managing in Times of Change

**FRI 5 MAY 2023 | TUE 3 OCT 2023**

Professional development for managers and management teams.

Change is inevitable and ongoing, impacting an organisation's focus, structure and the resources required to successfully respond. Change often comes from events outside of our control and the inability to respond effectively can cause significant upheaval for business. However, with change comes opportunity and with the right mindset and tools the chance to drive growth within your organisation.

## Course dates

Fri 5 May | 09.30 - 16.00 or

Tue 3 Oct | 09.30 - 16.00

NI Chamber, 40 Linenhall Street, Belfast

## How does this course work?

This course is delivered in one day, in-person and is supported by a comprehensive resource pack giving participants access to a wealth of tools, techniques and references to use during and after learning.

## Who is this course for?

This course has been designed for management teams and managers who are dealing with change and driving the growth of their organisation.

## Cost

**NI Chamber members** £350 + VAT

**Non-members** £400 + VAT

## What will you learn?

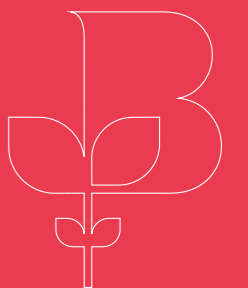
- How individuals can develop creative solutions and innovative responses to deal with change
- Develop persistence and tenacity to deal with evolving circumstances
- The importance of developing self-awareness and effective relationships with both internal and external teams to successfully adapt in a time of change
- Build a toolbox of practical skills to support management teams as they navigate and leverage value through change



## Booking + More Info

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This course can be tailored to your organisation if you have group requirements.  
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# LinkedIn and Video Content Training

WED 21 JUN 2023

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. Alongside this, video content has become the most effective way to secure the attention of your target market whether through LinkedIn videos, YouTube shorts or even TikTok.

NI Chamber and award winning content marketing agency, ProfileTree, have developed a LinkedIn and video content training course to provide insight and tools 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.

This is a comprehensive programme designed to help professionals and business owners take their online presence to the next level.

In this course, you will learn how to effectively leverage LinkedIn to expand your network, increase visibility, and generate leads for your business. You will also learn how to create engaging video content to showcase your expertise and build trust with your audience.

**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 scrutinized to ensure integrity and quality. The CPD Certification Service provides recognised independent CPD accreditation compatible with global CPD requirements.**

## Course date

Wed 21 Jun 2023 | 10.00 - 12.00 & 14.00 - 15.30  
NI Chamber, 40 Linenhall Street, Belfast

## How does this course work?

- Delivered in one day, in-person at NI Chamber offices in Belfast, broken up into two 2-hour sessions
- The morning session will cover LinkedIn and the key areas to make this platform work for your business
- The afternoon session will focus on video marketing and creation and how this can create engaging content for your business
- Small group training with the opportunity for interaction and to ask questions



## Who is this course for?

The course is ideal for marketing individuals through to business owners who want to improve their online presence and expand their reach on LinkedIn. Whether you're a salesperson, entrepreneur or part of the marketing team, this practical course will provide you with the knowledge and skills you need to stand out on the world's largest professional networking platform.

## Cost

**NI Chamber members** £250 + VAT  
**Non-members** £300 + VAT

## Testimonials

"Ciaran was a great trainer and explained everything clearly."

"The trainer was clearly very knowledgeable and enthusiastic about his field."

## What will you learn?

- Optimise your LinkedIn profile to attract more views and connections, enhance your profile for inbound leads and learn what is important in a very noisy space
- Utilise LinkedIn's advanced search and targeting features to find the right prospects and customers
- Create engaging video content that showcases your expertise and builds trust with your audience, understand the resources that you have to develop relevant and interesting video content to enhance your company's profile and generate new leads and sales
- Use video to generate leads and drive sales for your business
- Understand market research - discover how you can monitor and engage with new and existing customers
- 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

## Booking + More Info

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## Delegate Feedback



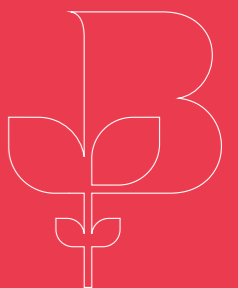
**90%**  
fully satisfied with  
the training



**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 mindset 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** £350 + VAT

**Non-members** £400 + 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 wellbeing 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 mindset, 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."



**89%**

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 takeaways 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** £350 + VAT

**Non-members** £400 + VAT

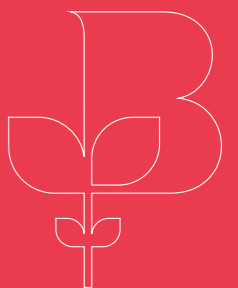
**Booking + More Info**

To find out more about any of the group training packages or bespoke options please contact Marta Gajewska [Marta.Gajewska@northernirelandchamber.com](mailto:Marta.Gajewska@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:

- Successful Sustainability with AIB
- Grow with Danske Bank
- Business Breakfast Series with Bank of Ireland
- Winning Business with Bank of Ireland

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



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[northernirelandchamber.com](http://northernirelandchamber.com)