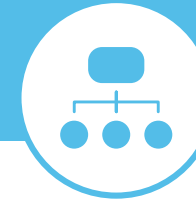




Employee  
Engagement



Leadership &  
Management



Customer  
Excellence

# BeyondTheory

business training & coaching

Transform your business performance with our training and coaching







“ There are 3 fundamental enablers of a service-orientated culture: genuine **leadership commitment** with a strong focus on purpose; a recognition that **employee engagement** is not just desirable but is a vital organisational asset; and an unwavering **focus on excellence** in everyday operational execution. ”

Joanna Causon, chief executive,  
Institute of Customer Service.



Beyond Theory is so much more than a training consultancy. We pride ourselves on our ability to understand your business and demonstrate tangible results in everything we do. We will help you to:

- Create a strategy to motivate and engage your team.
- Improve leadership skills within your business so your teams feel inspired and enthused.
- Increase business growth by delivering Wow! moments to your customers so they come back for more and tell others to do the same.

If you want to improve your business and you like what we offer, then we'd love to hear from you.



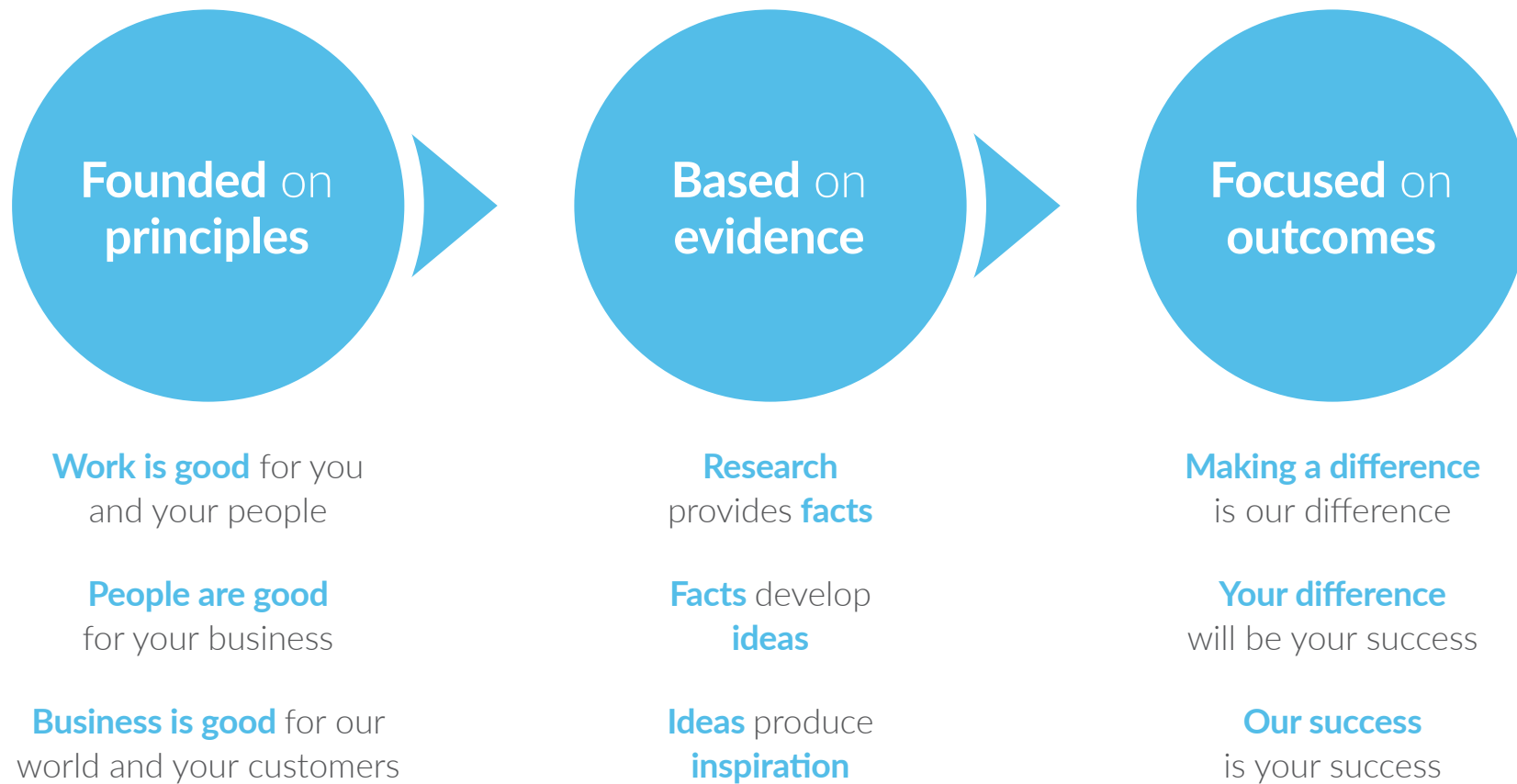
**Paul Beesley,**  
director and  
senior consultant,  
Beyond Theory



**Beyond** (*noun*): Something that lies outside the scope of the ordinary experience.

**Theory** (*noun*): A set of ideas, based on evidence and careful reasoning which offers an explanation of how things work or why things happen.

# Our values and beliefs





"Beyond Theory...took time to understand our challenges and our requirements, and worked hard to drive the project through with our senior leadership team..."

Ana Ferguson  
Birmingham Museums Trust



"...Our customer service has gone through the roof since the Customer Excellence training. We've implemented mystery customers and team goals on the back of it and the fantastic results keep coming in. The team is smashing their goal every month :) We are keen to work with Beyond Theory again..."

Petra Rinne Lovelock  
Depot



"Beyond Theory carried out a programme of training sessions for our supervisory staff in the factory over a period of several months. Without exception, each person stated categorically that they had benefited significantly. They now understand their own management style, which allows them to better play to their strengths and minimise their weaknesses. Universally their morale and sense of team-spirit has soared."

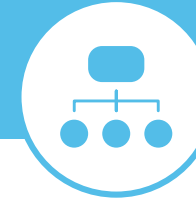
Steve Johnson  
John Lobb Bootmaker, Northampton



# Why we do what we do



Employee  
Engagement



Leadership &  
Management



Customer  
Excellence

“ Look after **your people**  
and they'll take care of  
**your business.** ”

**At Beyond Theory we believe that work is a force for good. We know that good work provides people an income, a place where people can feel safe, make friends and build relationships and, above all, gives people a sense of purpose. When people feel good they are more productive and deliver great service.**

Therefore equipping managers with the leadership skills they need to engage with their teams is essential. We also know that giving employees the skills and knowledge they need to deliver the best customer experience is critical too, whatever their role in your customers' journey. Our message is simple – look after your people and they'll take care of your business.







# How we do what we do



**You are very welcome to come to our home at Derngate Mews, located in the cultural quarter in the heart of Northampton. However, we very much believe in bringing our training to our clients too. You can come to us, we can come to you or we can do it online. The choice is yours.**

Being based in Northampton means we are perfectly placed to deliver our training and coaching across the United Kingdom. Our overseas assignments include Europe, Tunisia, Ghana, Qatar and USA.

## **We work with you as your partner rather than as a supplier**

Before we start working with you we like to get to know you first. We like you to get to know us too. That's how we believe that relationships grow and flourish.

We always like to visit your company so we can experience first-hand the challenges you face. After listening to the help you need, we will then provide you with our recommended options. These will be designed to match your business objectives, reflect your company culture and fit your budget.

Once your training or coaching programme is underway, we will keep in touch to make sure that our training and coaching is delivering what is needed. This means we will have frequent contact via telephone, video conference and/or face-to-face meetings with key stakeholders. We aim to exceed your expectations.

At the end of each training and coaching programme we undertake a review to measure the success. This includes the return on your investment and expectation. In summary, our success is your success.

# How we will work with you



## Understand your needs

- Face to face
- Online
- Agree scope and budget



## Design your solution

- Workshops and courses
- 1:1 coaching and/or psychometrics
- Engagement strategy and surveys



## Choose the right team member

- Knowledge and experience needed
- Skill set required
- Cultural fit necessary



## Deliver your training

- Face to face
- Online
- Blend of online and face to face



## Measure the impact

- Improved business performance and productivity
- Higher engagement and wellbeing
- Increased customer satisfaction and loyalty



## Embed the learning

- Ongoing support and consultancy
- Continued 1:1 coaching if required
- Free online resources via our website





# Employee engagement strategy



**Having an employee engagement strategy will increase your profitability and help secure the long-term success of your business.**

High employee engagement delivers greater discretionary effort where people go the extra mile and deliver the very best customer experience. Engaged employees feel motivated, valued and show a passion for their work, their company and their customers.

Engaged employees have less absence, higher commitment and act as company ambassadors. They make fewer mistakes and are more productive.

Employee engagement requires a two-way relationship between employer and employee. Engaging employers provide the conditions for employees to give their best. Engaged employees work with colleagues to improve performance for the benefit of their organisation and customers. Engagement requires a clear alignment between personal and organisational objectives and values. This results in consistent levels of proactive and discretionary effort.

With our expertise we will help you to create a strategy that is properly balanced to motivate your team to meet your business goals and objectives. Our approach will include using the 4 enablers of employee engagement\*:

- **Strategic narrative** – making sure all of your managers and employees know where your company or organisation has come from, where it is now and where it is heading.
- **Engaging managers** – ensuring that managers at all levels have the attitude, skills and knowledge to direct, support and care for their employees.
- **Employee voice** – creating a climate where managers and employees feel able to speak up, offer their views and suggestions to improve your business.
- **Integrity** – ensuring all managers and employees are living the organisation's values by their actions and not just by their words.

(\* source: Engage for Success)



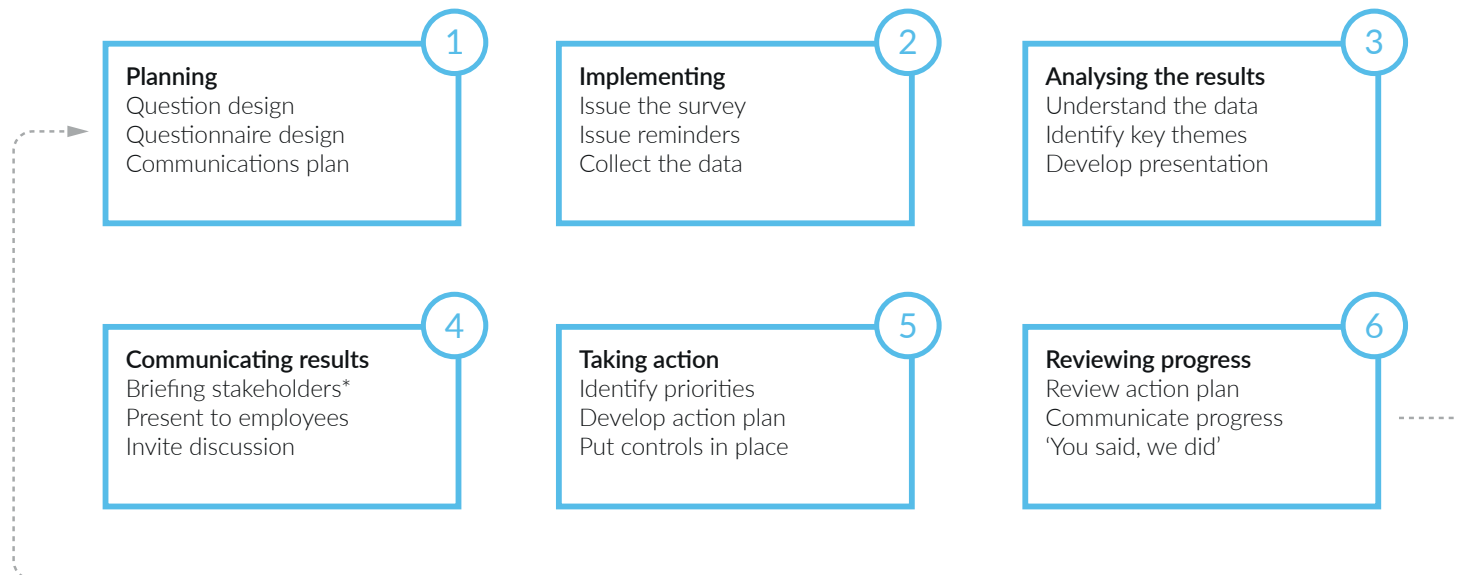


# Measuring employee engagement

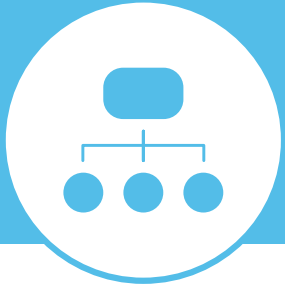


You know what your employees are doing for your business. With our employee engagement surveys we can help you understand what your employees are thinking and feeling about your business. Our confidential and easy to use surveys will provide you with the insight you need to first

benchmark and then decide how to get the best from your people. Your survey will give your people the opportunity to say how they feel about your company and what they see as opportunities to get even better.



(\* Senior Leadership, Directors, Investors and Managers)



# Leadership and management training



“ You don’t have to be a **manager** to be a **good leader**. However, you do need to be a **leader** to be a **good manager** ”

Imagine your managers having the leadership skills they need to engage with their teams and deliver the very best customer experience. Whatever business you’re in, your managers need to be equipped with leadership skills that are fit for purpose in today’s fast-paced, changing world.

As an Institute Approved Provider our leadership and management training is accredited and quality assured by the Institute of Leadership. We offer a wide choice of training options to suit your organisation’s and managers’ needs:

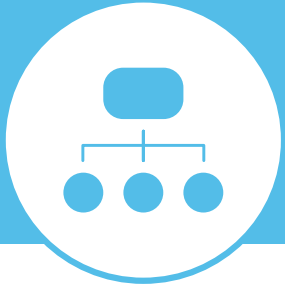
- **Bespoke training programmes** that are designed to meet your needs and are approved and quality assured by the **Institute of Leadership**.
- **Individual**, one off courses and workshops.
- **One to one** coaching sessions.

Our training is interactive, practical and fun. We believe in experiential learning, using high quality video, individual and team exercises, skills practice and case studies to bring theory to life.

Investing in people is a serious business. That’s why we’ll invite you and your managers to work alongside us to measure the benefits of the training for your organisation, your teams and your customers.







# Institute of Leadership Approved leadership and management training



Title	Suitable For	Aims	Key Content
Being an Engaging Leader	Senior managers	This module will enable participants to create a strategy to engage and enthuse their teams.	<ul style="list-style-type: none"> <li>• The business case for employee engagement</li> <li>• The four enablers that increase employee engagement</li> <li>• How to create an employee engagement strategy</li> <li>• Action planning for implementation</li> </ul>
Coaching Skills	Senior managers, managers, supervisors and team leaders	This module will enable participants to coach others effectively.	<ul style="list-style-type: none"> <li>• Coaching vs training vs counselling</li> <li>• GROW model (Goal, Reality, Options and Willingness)</li> <li>• Skills practice</li> <li>• Action planning for implementation</li> </ul>
Creative Thinking & Problem Solving	Senior managers, managers, supervisors and team leaders	This module will enable participants to analyse and solve problems in a creative, solutions- focused and collaborative way.	<ul style="list-style-type: none"> <li>• Left brain v right brain thinking</li> <li>• Six thinking hats</li> <li>• Fishbone analysis</li> <li>• Creative thinking techniques</li> <li>• Skills practice</li> <li>• Action planning for implementation</li> </ul>
Customer Excellence	Senior managers, managers, supervisors and team leaders	This module will enable participants to understand how to improve the levels of customer service their teams deliver (including internal customer service).	<ul style="list-style-type: none"> <li>• The difference between customer service and customer experience</li> <li>• Identify areas where consistency of approach needs to improve</li> <li>• Increase organisational skills to prepare to deliver great service</li> <li>• Learn the importance of taking responsibility to own and resolve issues</li> <li>• Develop awareness to be exceptional when opportunities arise</li> <li>• Action planning for implementation</li> </ul>

Our training is very flexible. You can come to us, we can come to you or we can do it online. The choice is yours.

All our Institute of Leadership Approved training is delivered through half-day face-to-face modules

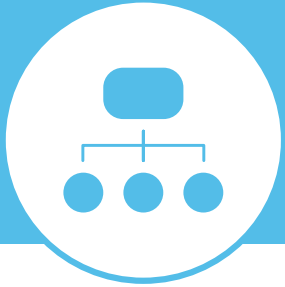


Title	Suitable For	Aims	Key Content
Customer Journey Mapping & Service Standard Setting	Senior managers, managers, supervisors and team leaders	This module will enable participants to understand how to map their customer journey and define and/or redefine their customer service standards.	<ul style="list-style-type: none"> <li>• Customer journey mapping</li> <li>• Customer experience improvement</li> <li>• Defining face-to-face, telephone, written and environmental customer service standards</li> <li>• Action planning for implementation</li> </ul>
Dignity at Work	Senior managers, managers, supervisors and team leaders	This module will enable participants to lead and manage their teams in an ethical and dignified way.	<ul style="list-style-type: none"> <li>• The law relating to dignity at work</li> <li>• How behaviour breeds behaviour</li> <li>• Case studies on how to handle difficult situations</li> <li>• Skills practice</li> <li>• Action planning for implementation</li> </ul>
Emotional Intelligence	Senior managers, managers, supervisors and team leaders	This module will enable participants to develop strategies to improve their emotional intelligence.	<ul style="list-style-type: none"> <li>• What emotional intelligence is and is not</li> <li>• How to develop emotional intelligence and improve emotional quotient (EQ)</li> <li>• What to stop doing to increase emotional intelligence</li> <li>• Action planning for implementation</li> </ul>
Finance for non-Finance Managers	Managers and team leaders	This module will enable participants to plan and manage budgets effectively.	<ul style="list-style-type: none"> <li>• Budget planning.</li> <li>• Forecasting and budget management.</li> <li>• Reading and interpreting financial data.</li> <li>• Action planning for implementation.</li> </ul>

A minimum of nine modules are required to achieve Institute of Leadership accreditation

*See next page for further modules*





# Institute of Leadership Approved leadership and management training



Title	Suitable For	Aims	Key Content
Influencing & Negotiation Skills	Senior managers, managers, supervisors and team leaders	This module will enable participants to influence and negotiate with others to achieve their objectives.	<ul style="list-style-type: none"> <li>• Transactional analysis - parent-adult-child behaviours</li> <li>• The science of persuasion</li> <li>• Push v pull behaviours</li> <li>• Negotiation skills</li> <li>• Skills practice</li> <li>• Action planning for implementation</li> </ul>
Leadership Behaviours	Senior managers, managers, supervisors and team leaders	This module will enable participants to understand how their behaviour influences others.	<ul style="list-style-type: none"> <li>• Leadership vs management</li> <li>• Leadership styles, style flexibility and effectiveness</li> <li>• Matching leadership styles to meet the needs of team members</li> <li>• Action planning for implementation</li> </ul>
Managing Performance	Senior managers, managers, supervisors and team leaders	This module will enable participants to understand how to manage the performance of their teams.	<ul style="list-style-type: none"> <li>• Basics of employment law in relation to managing performance</li> <li>• Performance management toolkit of training, coaching, counselling and discipline</li> <li>• Feedback and appraisal skills</li> <li>• Action planning for implementation</li> </ul>
Managing Self	Senior managers, managers, supervisors and team leaders	This module will enable participants to be better organised themselves, so they can manage others.	<ul style="list-style-type: none"> <li>• Time management</li> <li>• Prioritisation</li> <li>• Delegation skills</li> <li>• Action planning for implementation</li> </ul>

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## All our Institute of Leadership Approved training is delivered through half-day face-to-face modules

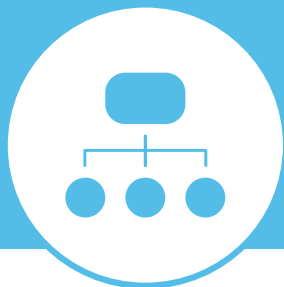


Title	Suitable For	Aims	Key Content
Managing the Human Side of Change	Senior managers, managers, supervisors and team leaders	This module will enable participants to lead and support their team members through change.	<ul style="list-style-type: none"> <li>• Change management process</li> <li>• Creating a climate for change</li> <li>• Overcoming barriers to change by winning hearts and minds</li> <li>• Skills practice</li> <li>• Action planning for implementation</li> </ul>
Presentation Skills	Senior managers, managers, supervisors and team leaders	This module will enable participants to gain the presentation skills needed to influence key stakeholders.	<ul style="list-style-type: none"> <li>• How to make an engaging presentation</li> <li>• Storytelling</li> <li>• Ethos, pathos and logos</li> <li>• Skills practice</li> <li>• Action planning for implementation</li> </ul>
Process Improvement	Managers, supervisors and team leaders	This module will enable participants to gain the skills required to increase efficiency and reduce waste.	<ul style="list-style-type: none"> <li>• Process mapping</li> <li>• Process improvement using a range of tools and techniques</li> <li>• Skills practice</li> <li>• Action planning for implementation</li> </ul>
Project Management Skills	Managers, supervisors and team leaders	This module will enable participants to gain the essential skills needed to manage projects on time, on budget and to the right quality standards.	<ul style="list-style-type: none"> <li>• Project definition, roles, process and planning</li> <li>• Project management tools and techniques</li> <li>• Skills practice</li> <li>• Action planning for implementation</li> </ul>

A minimum of nine modules are required to achieve Institute of Leadership accreditation

See previous page for further modules





# Institute of Leadership Approved leadership and management training



Title	Suitable For	Aims	Key Content
Recruitment Skills	Managers and team leaders	This module will equip you with the skills and knowledge to recruit the very best people for your team.	<ul style="list-style-type: none"> <li>• Recruitment vs selection</li> <li>• The law relating to recruitment &amp; selection</li> <li>• Using psychometric and personality profiling in recruitment and selection</li> <li>• Using the right your documentation</li> <li>• Interview skills and skills practice</li> <li>• Decision making on recruitment and selection</li> <li>• Action planning for implementation</li> </ul>
Resilience and Wellbeing	Senior managers, managers, supervisors and team leaders	This module will enable participants to understand how to increase the resilience and wellbeing of themselves and their teams.	<ul style="list-style-type: none"> <li>• Good stress v bad stress</li> <li>• Identifying stress in self and others</li> <li>• Biofeedback and building resilience strategies</li> <li>• Action planning for implementation</li> </ul>
Team Building	Senior managers, managers, supervisors and team leaders	This module will enable participants to understand how to engage and build their teams.	<ul style="list-style-type: none"> <li>• Team vs group – what makes a successful team</li> <li>• The team building process and group dynamics</li> <li>• Using the Strength Deployment Inventory (SDI) to identify the strengths and overdone strengths of their team</li> <li>• Action planning for implementation</li> </ul>
Train the Trainer	Managers, supervisors and team leaders	This module will enable participants to gain training skills to train others effectively.	<ul style="list-style-type: none"> <li>• How adults learn and learning styles</li> <li>• Training needs analysis, design, delivery and evaluation</li> <li>• Skills practice</li> <li>• Action planning for implementation</li> </ul>

A minimum of nine modules are required to achieve Institute of Leadership accreditation

See previous page for further modules





# All our Institute of Leadership Approved training is delivered through half-day modules



## During your Institute of Leadership training programme.

All participants on our Institute Approved training will have access to student membership with The Institute of Leadership. This means you will have access to the Institute's unique, curated library of online leadership development resources via its award-winning e-learning platform, MyLeadership. MyLeadership comprises 49 components, which cover all aspects of leadership and management, including videos, worksheets, scorecards and much more.

Student membership also gives you access to:

- **MyCareers** – you can 'go further' with access to career information, tools and resources to help you take the next step, with confidence.
- **The Hub** – get involved with a community forum for leaders of all levels to network, learn and support each other.
- **Explore** – an easy way to find everything you need to know about specific leadership topics, all in one place.
- **Events, webinars and podcasts** – including the Institute's Book Club, discounted entry to our conferences, and the Institute's monthly podcast Leadership at the Edge.

## Following successful completion of your Institute of Leadership training programme.

The Institute will provide external recognition of your learning. You will receive a Certificate of Achievement, plus automatic upgrade to professional membership for the remainder of your student membership term. You'll also receive a membership certificate, postnominals (if Associate, Member or Fellow) and a digital credential to share on social media.

## Supporting your future development.

To support your career as a leader you will receive access to additional benefits on the website. This includes access to MyMentoring, the Institute's platform where you can connect with Fellows across the community for mentoring support, as well as enhanced access to the Institute's MyCareers platform.

# Institute Approved coaching and mentoring training



Our Coaching and Mentoring Skills training programme is accredited and quality assured by the Institute of Leadership. Completing the program will give you:

- A hands-on learning experience to become an **effective coach and/or mentor**.
- Insightful feedback from your course trainer, including your own **SDI 2.0 personality profile**.
- **The opportunity to network** with other managers who are also undertaking the program.
- Your Institute of Leadership certificate, digital credentials and access to become a full **Member of the Institute of Leadership**.

This insightful training program has been specifically designed for managers and team leaders who want to improve their coaching and mentoring skills. This 6 month training programme includes 4 modules and 4 practical work-based assignments that will enable you to:

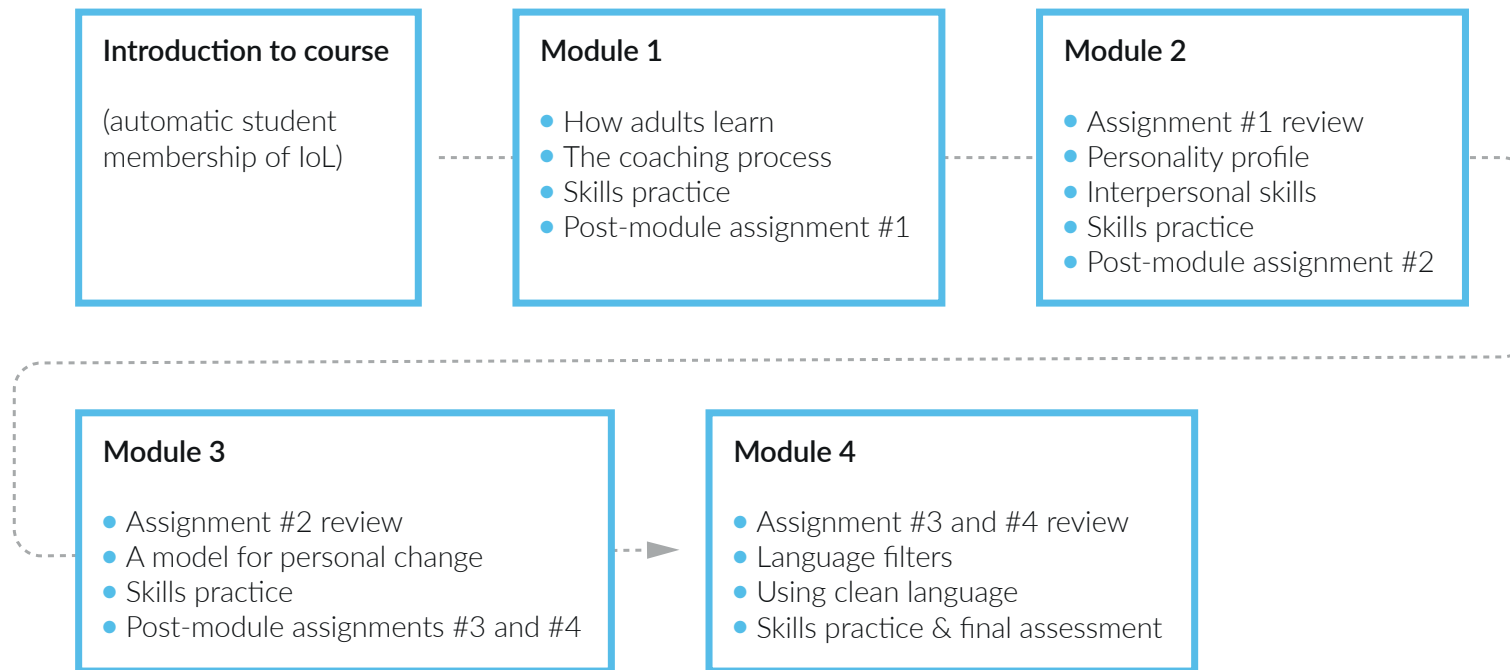
- Coach and mentor effectively.
- Develop your team members own skills and knowledge.
- Overcome blockages to address performance issues.
- Delegate tasks successfully.
- Raise your profile within your own organisation.
- Enjoy the advantages of being a student member of the Institute of Leadership.

Our Coaching & Mentoring programme is available to organisations with groups of managers whom they need to upskill and individuals who want to develop their own coaching and mentoring skills as a leader.





# Our Institute of Leadership Approved coaching and mentoring skills training is delivered through four half-day face-to-face modules



- Action plans and video blogs used to evaluate learning
- Final assessment and award made by your trainer
- Invitation to become full member of IoL
- Minimum 4 x ½ day modules
- 20 hours learning inc. pre- and post module work
- Tutor feedback and support throughout

# Learning portal



As a participant on one of our training programmes you will be invited to access your own learning portal on our website. This will give you access to:

- All your course workbooks from one place, when and wherever you need them.
- Engaging videos to view as pre-course work ahead of your interactive course modules.
- A place to track your learning as you advance through your course.

Our learning portal offers a truly blended learning experience.





# Customer excellence consultancy and training



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No one remembers mediocrity. People remember when things go well. They also remember when things go wrong too. Use our customer excellence consultancy and training to enable your customers to receive more Wow! moments and fewer Ouch! moments. And when things do go wrong, our training will help them turn those Ouches into Wows.

Our training will equip your managers and employees to deliver the very best customer service. Even for those who do not deal directly with customers themselves, the concept of the internal customer service is critical for your business to deliver the best customer experience. Our message is this – if you are not serving a customer then you should be serving someone who is.

Our customer excellence consultancy and training pays for itself through:

- Increased business from delighted customers who come back, spend more and tell others to do the same.
- Enhancing your reputation as a provider of great customer service.
- Less time spent on complaints.
- Reduced spend on unnecessary discounts and compensation.

Delivering customer excellence is not soft and fluffy. Not only is it ethical and the right thing to do, delivering the very best customer experience adds to your bottom line too.

“ If you are **not serving a customer** then you **should be serving someone** who is ”









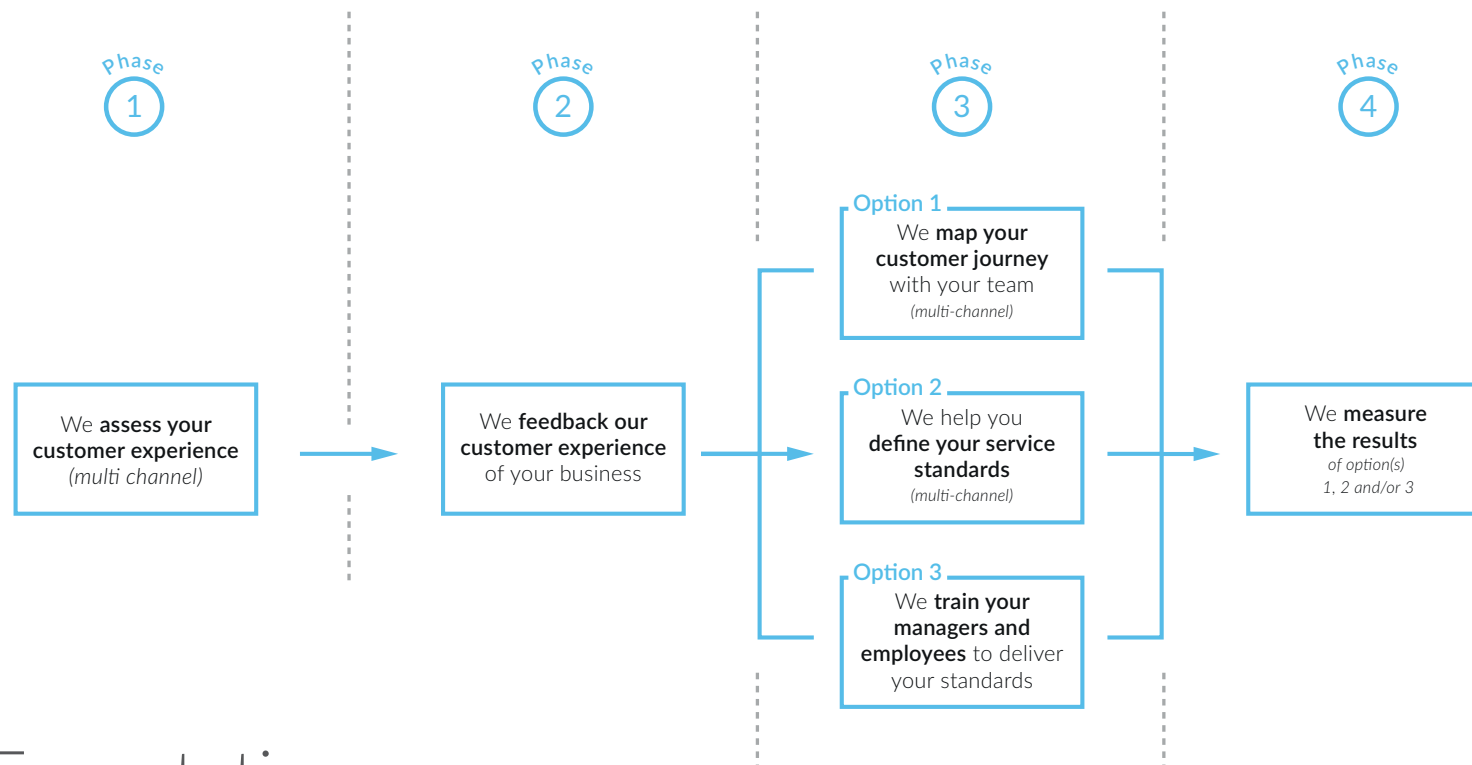
# Customer Excellence

## Our Beyond Expectations Programme



Attracting new customers and building customer loyalty is essential to building a sustainable and ethical business. Our unique Beyond Expectations programme will help your business provide the highest levels of customer service. We will identify those damaging Ouch! moments and

help you turn them into rewarding Wows!. With our expert advice and training we'll help you deliver the highest standards of customer experience – we refer to this as first class customer service.





# Customer excellence training



Title	Suitable For	Aims	Key Content
Customer Excellence	Senior managers, managers, supervisors and team leaders	This module will enable participants to understand how to improve the levels of customer service their teams deliver (including internal customer service).	<ul style="list-style-type: none"><li>• The difference between customer service and customer experience</li><li>• Identify areas where consistency of approach needs to improve</li><li>• Increase organisational skills to prepare to deliver great service</li><li>• Learn the importance of taking responsibility to own and resolve issues</li><li>• Increase awareness to be exceptional when opportunities arise</li><li>• Action planning for implementation</li></ul>
Customer Excellence Plus	Managers, supervisors, team leaders and employees	This module will enable participants to better understand the motivational values of themselves and their customers to deliver the very best customer experience.	<ul style="list-style-type: none"><li>• Using the Strength Deployment Inventory (SDI) to identify the strengths and overdone strengths when dealing with customers</li><li>• Improving conflict-handling skills when dealing with people in difficult situations</li><li>• Becoming elegant when dealing with customers</li><li>• Action planning for implementation</li></ul>
Customer Journey Mapping & Service Standard Setting	Senior managers, managers, supervisors and team leaders	This module will enable participants to understand how to map their customer journey and define and/or redefine their customer service standards.	<ul style="list-style-type: none"><li>• Customer journey mapping</li><li>• Customer experience improvement</li><li>• Defining face-to-face, telephone, written and environmental customer service standards</li><li>• Action planning for implementation</li></ul>

# Customer excellence training



Title	Suitable For	Aims	Key Content
Handling Customer Complaints	Managers, supervisors, team leaders and employees	This module will enable participants to identify and defuse difficult situations and turn Ouch! moments into Wows!	<ul style="list-style-type: none"><li>• Our simple but effective method of handling complaints effectively</li><li>• Handling aggressive situations</li><li>• Disagreeing safely</li><li>• Skills practice</li><li>• Action planning for implementation</li></ul>
Sales Through Service	Managers, supervisors, team leaders and employees	This module will enable participants to develop relationship building skills to deliver increased sales.	<ul style="list-style-type: none"><li>• The relationship between delivering a great customer experience and making a sale</li><li>• Our unique 6 step approach to consultative selling</li><li>• Key sales techniques to understand and sell to customer's needs</li><li>• The science of persuasion to sell ethically and responsibly</li><li>• How to exceed customers' expectations when and where opportunities arise</li><li>• Action planning for implementation</li></ul>

“ Training and coaching to  
win hearts and change minds ”



# Personality profiling and psychometric testing



We know that increasing self awareness increases personal effectiveness. Understanding ourselves helps us understand others. Teamwork improves and conflict is reduced. Using the very best personality profiling and psychometric tools is proven to help in each of these areas.

We provide personality profiling and psychometric testing to support your:

- **Recruitment and selection of managers and employees**
- **Succession planning and talent development**
- **Career development**
- **Team building**
- **Leadership development**
- **Bespoke professional development**

“Being average is **easy** –  
that's why it's so **popular**”

The profiling tools we use are market-leading, properly researched, well respected and thoroughly validated:



16PF®



Belbin Team Roles



DiSC®



Emotional Judgement  
Inventory™ (EJI™)



Fundamental Interpersonal  
Relationships Orientation™  
(FIRO-B®)



Thomas Kilmann (conflict  
mode) Instrument® (TKI®)



Strength Deployment  
Inventory® (SDI®)



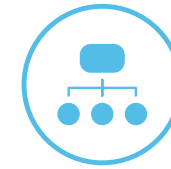
Myers-Briggs Type  
Indicator® (MBTI®)

We also provide ability, literacy and numerical testing to support your recruitment and development needs. Please ask for details.





Employee  
Engagement



Leadership &  
Management



Customer  
Excellence

If you want to improve your business and you like  
what we offer, then [we'd love to hear from you.](#)

01604 212505

[www.beyondtheory.co.uk](http://www.beyondtheory.co.uk)




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 [facebook.com/beyondtheorytraining](https://facebook.com/beyondtheorytraining)

 [linkedin.com/company/beyond-theory](https://linkedin.com/company/beyond-theory)

 [beyond\\_theory](#)

 YouTube: search for Beyond Theory Training

Derngate Mews, Derngate, Northampton, Northamptonshire, NN1 1UE

**Beyond** (*noun*): Something that lies outside the scope of the ordinary experience.

**Theory** (*noun*): A set of ideas, based on evidence and careful reasoning which offers an explanation of how things work or why things happen.

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