

2015-2016 TRAINING PROGRAMME SCHEDULE

NB - Please note that the target audience for all programmes are owner/managers or employees of businesses employing 10 or less, start up businesses or those thinking of starting up a business. The listing below is an indication of programmes being considered and which will be scheduled subject to demand. The workshops/programmes will be held at various locations and venues throughout County Tipperary.

<u>Programme Title</u>	<u>Aim</u>	<u>Duration</u>
Start Your Own Business Course	To provide participants with the skills to assess the viability of their business ideas and provide a strong understanding of the essential elements involved in setting up and running your own business Modules to be covered include: <ol style="list-style-type: none">1. Self-assessment/Entrepreneurship2. Legal Issues for Start-ups3. Preparing a Business Plan4. Marketing for the Small Business – an introduction5. Researching the Market6. Finance7. Funding sources/approaches8. Basic Book-keeping9. Sales10. ICT and the small business	10 x 3 hour sessions (Normally evening time 7-10pm) plus 1 hour mentoring per client
Writing a Business Plan For Funding Applications	This course is designed to cover the key elements that are required in a business plan and to assist the small owner/manager to develop a realistic and comprehensive business plan that could be presented to third parties assessing the business or applying for funding.	2 x Full Days Plus 1 hour mentoring per client at the end of course

<u>Programme Title</u>	<u>Aim</u>	<u>Duration</u>
SYOB Boot Camp	An intensive one day Boot Camp for individuals considering setting up a business covering Business Planning, The Rules of Business, Feasibility, Strategy, Formalities, Marketing, Process & People, Finance, Financial Projections, Writing and Tailoring a Business Plan	1 x full day (9.30 am to 4.30pm)
Idea Generation for Self Employment	This workshop will cover the myths about self employment, Who or what are entrepreneurs? Where do they get their ideas?, Being venture alert and leveraging your resources, Company Analysis (Identify Key Success Factors), Market Research (Identify areas of opportunity) , Market Planning (Idea Generation & Implementation). Case Studies should also be included.	Half day workshop.
Branding and Packaging for the Small Business	This workshop will address the key elements of developing a brand and why branding & packaging is effective in differentiating the business.	1 Full Day Workshop with one to one mentoring
Essential Marketing and Sales for New Businesses	To provide participants with a practical understanding of how to combine digital and traditional media tools and provide them with an insight into how and effective PR campaign can work for the small business with a tight budget	6 x 3hr sessions
Improve your Negotiating Sales Skills	This workshop aims at providing participants with the skills to plan and manage sales negotiations, to structure their approach and ultimately to achieve more sales.	Half-day Workshop (1 x 3 hours) Or other as appropriate

<u>Programme Title</u>	<u>Aim</u>	<u>Duration</u>
Sales & TeleSales Skills	This full day seminar will cover a wide range of communication techniques to help participants develop their speaking skills and manage their telesales more effectively to increase sales of their product or service and therefore increase profit.	1 x Full Day Or other as appropriate
Managing People - Employment Law Made Easy	To provide small business owner/managers with the skills to effectively manage people in accordance with employment legislation	1 Full Day Workshop
Managing People – Discipline and Dismissals	To provide owner/managers with the skills to deal effectively and in accordance with employment legislation including issues that may arise in relation to discipline and dismissals.	1 Full Day Workshop
Managing People – How to deal with Absenteeism	To provide owner/managers with the skills to deal effectively with absenteeism in the workplace.	Half-day workshop (1 x 3 hours)
Managing People – The Rights of Part-time & Fixed Term Workers Explained	To provide small business owner/managers with the skills to effectively manage people in accordance with employment legislation for part-time and fixed term workers.	Half-day workshop (1 x 3 hours)

<u>Programme Title</u>	<u>Aim</u>	<u>Duration</u>
Financial Management	This programme should cover topics such as how to read accounts, Break-even: Operating & Cash-flow; Structure and Interrelationship of Financial Statements – the Balance Sheet, Profit & Loss & Cash Flow Statement; Balance Sheet; Income Statement; Profit vs. Cash Flow; Critical Performance Factors; Business Planning; Annual Budget; Funding; Costing & Pricing; How to manage your debtors etc	6 x 3 hour sessions
How to File a Tax Return	The practical workshop is to inform small business owner/managers about business tax obligations, the payment of tax and filing of tax returns under self-assessment.	1 Full Day Workshop
Basic Book-keeping & Taxation	The course will cover all the working elements of setting up a simple bookkeeping system. It will also provide participants with an understanding of the Irish taxation system and calculating tax liabilities.	2 Full Day Workshop or 4 x 3 hour sessions
Get the Price Right and Generate Profits	This course aims to provide the participants with an understanding of calculating costs and actual price for their product/service to enable profitable returns.	Half-day Workshop (1 x 3 hours)
Introduction to VAT	This workshop will provide an overview on VAT for small business owners; topics include registration process, VAT rates, revenue returns and record keeping.	Half-day Workshop (1 x 3 hours)
Taxation for the Small Business	This 3 hour workshop should cover the basics of taxation for small business including regulatory obligations, Corporate tax, PAYE, PRSI and VAT, deductible expenses, allowances and reliefs, calculation of tax, how to complete a tax return, pros & cons of leasing for SME's etc.	1 x half day workshop

<u>Programme Title</u>	<u>Aim</u>	<u>Duration</u>
Book-keeping Using Excel	The course will cover all the working elements of using Excel as a book-keeping system. Participants should have a basic knowledge of book-keeping and are advised to do the basic book-keeping course prior to signing up for this course. Participants should also be familiar with excel. At the end of this course participants should be able to explore the package further and use it to maintain a proper manual bookkeeping system for their small business. This is a very practical course and trainees will work on Excel for most of the day producing proper books of account, VAT returns and financial reports.	1 Full Day Workshop or 2 x 3 hour sessions
Costing & Pricing	The workshop should cover: How to implement an effective cost mechanism; Taking overheads into consideration; Time Management; Below the selling line etc.	1 x Full Day
Debt Collection Workshop	The workshop should cover how to manage your debtors, handling new accounts, paper documentation, collect bad debts, third party legal options, systems etc.	1 x full day
Sage Computerised Accounts - Advanced	To provide participants with Basic Sage Accounts skills to use the more advanced features of Sage Computerised Accounts Software. <i>There will be no provision of Software required in this tender</i>	4 x 2.5 hour workshops
QuickBooks Computerised Accounts – Basic	To provide participants with the skills to use QuickBooks Accounts Software in computerising the books and records of their business. <i>There will be no provision of Software required in this tender.</i>	3.5 Days Workshops with 2 mentoring sessions

QuickBooks Computerised Accounts – Advanced	To provide participants with QuickBooks Accounts skills to use the more advanced features of Computerised Accounts Software. <i>There will be no provision of Software required in this tender</i>	1 Full Day Workshop with 1 mentoring session
Computerised Payroll	To provide participants with the skills to computerise the payroll records within their business. <i>There will be no provision of Payroll Software required in this tender.</i>	4 x 2.5 hour sessions
Human Resource Management & Employment Legislation	To assist owners/managers to be competent in decision making and in their interaction with employees, to have the knowledge to draw up procedures for compliance with employment legislation including Contracts of Employment, Staff Handbooks, Annual Leave, Sick Leave, Recruiting Staff , Discrimination, Grievance Procedures, Terms Implied by Statute, Health & Safety Acts, Letting Staff Go, Trade Unions etc	2 x full days (4 x 3 hours sessions)
Business Health Check	This half day workshop aimed at existing businesses will show the owner/manager how to recognise and monitor the warning signs, understand accounts, profit versus cash, key ratios etc.	1 x half day
P.R. & Communications	This full day workshop will cover the basic theory and practice in public relations. Suggested topics will include: An appreciation of Public Relations, Writing Press Releases, PR Literature, How to get your story into local media, photography and media, Organising PR Functions etc.	2 x full days (or other as appropriate)
Health & Safety	An information seminar titled 'Health & Safety, Your Obligations' will detail the provisions of the Safety, Health & Welfare at Work Act, outline the employer's obligations, how to comply with the Act and manage safety issues	Half-day Workshop (1 x 3 hours)

Succession Planning	The workshop should cover issues surrounding the passing on of the business and assets to the next generation; explore the options available e.g. a buy-out, sale or a simple handover of the reins; the valuation of the business and methods of valuation; Planning for / dealing with taxation in respect of a business transfer and Protecting the value of generated wealth.	1 x Full Day (9.30am to 4.30pm)
---------------------	---	------------------------------------

<u>Programme Title</u>	<u>Aim</u>	<u>Duration</u>
Computer Applications	To provide participants with basic, intermediate or advanced training in applications such as word, excel, database management, publisher, powerpoint etc.	May vary per programme & level
Design and Build a Low Cost Website for the Small Business	To provide participants with the skills to build a basic low cost website and more importantly with the skills/ability to update and maintain same. An element of the programme should also include some training skills on image editing, organise and quality improvements.	7 x Full Days
Search Engine Optimisation	To provide participants with the knowledge of Search Engine Optimisation; search engine ranking guidelines; future web marketing trends; competitor analysis and links; user behaviour; converting visitors into customers; web site content.	6 x half Day workshops
Develop Online Videos to Market your Business	To provide participants with the skills to develop and online video and market it via social media and/or through your website.	1 x Full Day
LinkedIn for Beginners	This workshop is aimed at developing the skills and knowledge in using LinkedIn to raise the business profile, avail of networking and business opportunities.	Half-day Workshop (1 x 3 hours)
Using LinkedIn for Leads and Profits	For existing users of LinkedIn to understand best practice with regard to using this social media tool as a means of creating business leads and opportunities	Half-day Workshop (1 x 3 hours)
Facebook for Beginners	This workshop is aimed at providing participants with an understanding of the key differences between various social media tools and to set up their own Facebook Business Page.	1 x Full Day

<u>Programme Title</u>	<u>Aim</u>	<u>Duration</u>
Facebook for Advanced Users	For existing Facebook Business users to understand best practice with regard to using Facebook in terms of further developing their Facebook presence using advanced techniques and applications.	1 x Full Day
Twitter for Business	The aim of the seminar is to provide participants with a basic understanding of Twitter, the terminology, how to attract followers and how effective it is as a direct marketing tool for the business	Half-day Workshop (1 x 3 hours)
Selling Online – what you need to know	This seminar will provide an overview of the technologies involved in creating an online web store, payment methods, shipping and also the legal aspects such as consumer's rights and taxation issues.	Half-day or evening seminar (i.e. 3 hours)
Promote Your Business Using Google AdWords	The aim of the seminar is to provide participants with a basic understanding of how Google AdWords works and how best to use its features to ensure optimisation of marketing efforts.	Half-day or evening seminar (i.e. 3 hours)
Business Blogging	To help participants decide whether business blogging is a relevant tool for their business.	Half-day Workshop (1 x 3 hours)
E-mail Marketing	This workshop will assist participants to develop a new email strategy? Learn the key factors to consider in planning and a few advanced techniques to ensure success.	1 x half day

<u>Programme Title</u>	<u>Our Aim</u>	<u>Duration</u>
Taking Care of Health and Safety Issues in the Workplace	To inform participants about Health & Safety legislation that is applicable when running a small business and provide guidelines about what is required in order to be compliant with Health and Safety.	Half-day Workshop (1 x 3 hours)
Occupational First Aid	To provide participants with the practical skills and understanding required to provide and coordinate first aid in the workplace in compliance with Safety, Health and Welfare at Work Regulations 2007.	3 x Full Days
HACCP	On completion of this course candidates should understand how to develop, implement and manage straightforward and effective food safety management systems, which comply with current legal requirements and focus on good hygiene practice.	3 x Full days
Occupational First Aid – Refresher Course	This one day refresher course covers a comprehensive range of topics to prepare the qualified Occupational First Aider to administer emergency care in the workplace.	1 X Full Day
Manual Handling	To inform staff about general lifting and handling of loads where training helps to prevent unnecessary injury.	Half-day Workshop (1 x 3 hours)
Procurement & Tending	To provide participants with the necessary skills and knowledge on preparing and writing successful tenders from identifying tender opportunities, understanding public procurement policies, preparing the tender documents and managing the debrief. At the end of the workshop participants should be able to assess and identify bid opportunities & client needs, know how to build a relationship with clients & a successful bid team and write incisive, focussed, competitive winning tenders. Training should be supported by industry examples, case studies and questionnaires.	1 x Full Day

Personal Development & Goal Setting	The aim of this programme is to assist participants with reviewing their personal and professional goals, determine actions to be taken, manage time to achieve goals etc.	1 x Full Day
Stress Management	The aim of this programme is to examine the existence of stress in life and to provide practical and proactive techniques and strategies to manage it. By the end of the workshop participants should have addressed the following issues: Is stress a normal part of life? Good vs. bad stress; Panic attacks; Taking stress seriously etc.	1 x Full Day
Time Management	The aim of the workshop is to enable participants to eliminate time wasting and learn how to prioritise work and work more efficiently and effectively. The programme should cover time management from both a strategic and operational aspect.	1 x Full Day
Commercialising a new product or service	To provide participants with the tools required to take an innovative idea through various investigative stages of research to commercialization.	1 x half day
Accelerate Programme (LEO branded programme – Enterprise Ireland tender)	The aim of the Accelerate Management Development programme is to provide new owner/managers in business greater than 6 months with the management, leadership, business skills and knowledge to achieve sustainability and growth in their business.	6-9 months twice a month (half day) 6 mentoring visits per client
Owner Manager Development Programme	The Owner Management Development programme is aimed at owner managers of small businesses, who are anxious to acquire the extra skills/knowledge to sustain and develop their business in challenging times. The content and intensity of the programme modules will be based on the training need requirements of the participating companies.	6months 1 half day per week.

Management Development Programme (for businesses trading for at least 3 years)	The Management Development Programme is targeted at Owner/Managers who need to develop their own skills and their businesses to position themselves for growth in the coming years. The programme should offer a personal learning experience that explores the best management practices and strategies for sustaining a strategic advantage over the long term. Participants should acquire the analytical and strategic skills to drive growth, performance and effective decision making in the business.	10 modules (10 x 3 hour sessions) plus two one to one confidential mentoring sessions per participating business
--	---	--

Programme Title	Aim	Duration
South Tipperary Women in Business Network Owner Manger Network	Local Enterprise Office Tipperary is looking for a co-ordinator to take on the running of the South Tipperary Women in Business Network and the Owner Manager network. The networks meet once a month in Clonmel and is dedicated to encouraging and fostering entrepreneurship. The meetings provide an opportunity for networking and to hear from a guest speaker on a business related topic.	Duration of assignments will vary. Fully inclusive daily rate should be quoted (e.g. travel & subs). (The LEO will look after post and other admin costs).