

What's the Breakthrough! benefit?

The simple answer? Better staff!

There comes a point in any professional's career where they've more or less mastered the skills of their profession but aren't necessarily ready to start looking after clients and projects of their own or manage staff.

The Breakthrough! package is designed to develop staff to the point where they become much more of an asset to the company, not by making them better at *their chosen profession*, but by making them better professionals. They will be better able to be the public face of your company, ready to find clients, negotiate with them and to manage their own teams.



In other words, Breakthrough! training helps you find the future high-flyers that you've already hired.

Make a Breakthrough! today

To find out more about Breakthrough! or just chat

- call to speak to us on 0191 266 9451
- visit awareplus.co.uk/breakthrough
- write to us at 16 East Avenue, Newcastle, NE12 9PH
- email us at admin@awareplus.co.uk

Whatever way you get in touch, we promise you... no hard sell, just honest answers to your questions. If we can help, we'll say how and if we can't we'll explain why not.

That said, we're really looking forward to working with you and your staff.



Breakthrough!



It's your workforce... ... only better.

The Breakthrough! difference

Breakthrough! is an intensive, effective and enjoyable training concept that enables your staff to work smarter and to make your company more competitive.

The skills and techniques **Breakthrough!** programmes teach can have a beneficial impact throughout a company, from post room to board room. However, it is ideally suited for staff that need to make the leap from *good* to *great*.

These are staff members who are technically competent at what they do and are almost ready to move up a level – perhaps from working on other people's projects to running their own. Breakthrough! gives them the skills to feel comfortable pitching for work, dealing with clients, negotiating outcomes and managing staff.

Why not try it out on those people who you 'expect great things from in the future' or are 'keeping an eye on', so you can make the most of their talents right now?

Training tailored to fit your workforce

Breakthrough! covers a full range of skills needed to gain, develop and maintain a happy client list. You can pick and choose the modules you feel would be of most benefit to your company from an extensive list that includes such skills as....

- ✓ Negotiating and influencing
- ✓ Confidence and assertiveness
- ✓ Team working
- ✓ Making presentations and pitches
- ✓ Dealing with stress and pressure
- ✓ Delegating and motivating

Typically you'll already be able to identify two or three areas where you know your staff need a boost. We'll work with you to provide a level of training that is appropriately targeted and meets your specific needs.

Breakthrough! is delivered over a series of days (or half days) with a progressive discount on modules, so the more you book the more you save.

Train and retain – adding up the numbers

According to the Chartered Institute of Personal Development, **33%** of all staff turnover is the result of a lack of career development. What's more, with the average cost of filling a mid-level vacancy coming in at over **£7,000** it's worth investing in your team to encourage them to stay with you.

Over **70%** of businesses recently reported that they would be training staff as a way of fighting the economic downturn. Training is reported to boost the staff effectiveness by an average of **23%** so it's an investment that soon pays off.

And when you include the fact that training can identify the hidden strengths and skills in your existing workforce, we think it's clear that **Breakthrough!** can have a positive impact on your bottom line.

Turn over to find how to book!

