

# Learn with CramdenTECH 2017

**Improving Governance and Management  
in Non-Profits and SME**

**Customised Training Course Options**

# Learn with CramdenTECH 2017

## The fast, easy way to develop skills for Non-Profits & SME

### LEARNING WITH CRAMDENTECH

CramdenTECH trainers, facilitators and assessors bring over 20 years of professional experience to the field of training and development. Learning solutions are practical, engaging and reflect sector best practices.

### BESPOKE SOLUTIONS

Clients can avail of our off-the-shelf course titles or “pick and mix” content from several courses, to create a bespoke learning product. Bespoke training is delivered in – company or online as the client requires.

### FLEXIBLE LEARNING 24/7

In addition to the practical workshops and seminars delivered throughout the country, CramdenTECH offers clients blended learning and eLearning pathways. eLearning is an effective alternative for people who cannot commit the time to classroom based training.

#### SME & Micro Enterprise Workshops & Seminars 2017

- Build eLearning Capacity On A Shoestring Budget
- Creating A Social Media Strategy For Your Business
- Managing Projects
- Invoicing For Sole Traders
- Managing Employee Performance
- Writing Business Plans
- Designing A Company Website
- Creating Content For Social Media Channels
- Better Customer Service
- Supervisory Management Essentials
- Build Digital Skills In Your Business

#### Non-Profits Workshops & Seminars 2017

- Charities Regulation And Compliance
- Corporate Governance For Non-Profits
- Writing Funding Applications
- Growing Your Social Enterprise
- Customer Service For Non-Profits
- Business Planning For Voluntary Organisations
- Building Community Support For Your Organisation
- Risk Management For Non-Profits
- Communicating Your Cause
- Developing Impact Cards
- Performance Management In Work Placement Schemes
- How To Recruit Board And Committee Members
- Managing Organisational Change



**COURSE CODE: S14111**

## **BUILD E-LEARNING CAPACITY ON A SHOESTRING BUDGET**

### **TRAINING OUTLINE**

This seminar is suitable for those who work in or manage a Non Profit or SME who need to train staff or volunteers with a limited training budget.

Over the course of one hour hear about:

- The range of massive open online higher education courses that your staff and volunteers can participate in free-of-charge
- The easy way in which you can transform company manuals, such as volunteer and employee handbooks, into online courses
- Simple and effective ways to create online volunteer or staff induction programmes using existing company resources
- A roadmap for creating your very own MOOC (massive open online course) and how to use the course to promote your company or charity
- Freely available and low cost content authoring tools that you can use to create professional looking videos and eLearning resources

### **TRAINING OVERVIEW**

**Delivery Mode:** Seminar

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

This seminar is suitable for managers and leaders in SME and Micro Enterprises.

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**COURSE CODE: S14112**

## **CREATING A SOCIAL MEDIA STRATEGY FOR YOUR BUSINESS**

### **TRAINING OUTLINE**

This workshop introduces participants whose businesses are at the pre start-up phase or early stages of development to the effective use of social media platforms in their enterprises.

By the end of the training participants will :

- Explain the differences and use of Facebook, YouTube, Twitter, LinkedIn, Instagram, Blogs in a business
- Understand how to craft a social media strategy for a business step-by-step
- Be able to identify ways to use social media channels to develop customer loyalty
- Identify some of the reasons contributing to success and failure in social media marketing campaigns
- Identify relevant key performance indicators to measure social media strategy results

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 6

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: S14113**

## **MANAGING PROJECTS**

### **TRAINING OUTLINE**

This workshop provides attendees with an overview of the steps involved in managing projects with multiple team members or project participants. In addition to learning about the steps involved in project management, individuals will also have an opportunity to see how applications like 'Trello' make tracking project tasks easier.

At the end of the workshop, participants will:

- Explain the steps involved in managing projects successfully
- Explain the pitfalls to avoid when directing project teams
- Understand how software applications like Trello can support project tracking and management

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: S14114**

## **INVOICING FOR SOLE TRADERS**

### **TRAINING OUTLINE**

This workshop provides sole traders with practical insights into how best to manage the client invoicing task for their specific businesses.

Key topics covered during the workshop include:

- Tracking time, materials and associated expenditures to correctly bill clients
- Top tips for issuing invoices and collecting payments
- Using technology applications to make the invoicing task easier
- Understanding the relationship between invoicing and cash flow

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 2

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: S14115**

## **MANAGING EMPLOYEE PERFORMANCE**

### **TRAINING OUTLINE**

This seminar provides line managers, support staff, supervisors and board members with insights and practical approaches to managing the performance and productivity of their teams and direct reports.

Practical topics covered during the evening include:

- Setting performance expectations
- Linking performance to business objectives
- Conducting performance appraisals
- Conducting regular performance reviews
- Providing performance feedback that motivates staff
- Approaches for dealing with poor performance
- Effective use of the disciplinary and grievance procedures

### **TRAINING OVERVIEW**

**Delivery Mode:** Seminar

**Contact Hours:** 2.5

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: S14116**

## **WRITING BUSINESS PLANS**

### **TRAINING OUTLINE**

This workshop provides participants with a step-by-step guide to crafting a business plan for their enterprises.

Key topics covered during the workshop include:

- How to use a Business Model Canvas
- Writing a Business Plan for specific audiences e.g. banks, funders
- Information typically contained in a business plan contain
- Assembling the information you need to write an effective business plan
- Mistakes to avoid when writing a business plan

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: S14117**

## **DESIGNING A COMPANY WEBSITE**

### **TRAINING OUTLINE**

This workshop is designed for any individual or organisation that wishes to build a company website. It takes participants through the typical stages involved in finalising a design brief for web developers and the options available for self-builds.

At the end of the workshop, participants will:

- Explain the six key aspects of website design to be considered when planning a new company website
- Explain how to write a website design brief for a web developer for use in a tendering process
- Understand the importance of responsive websites in the context of social media marketing strategy
- Explain how to self-build a website using commonly used site builders

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: S14118**

## **CREATING CONTENT FOR SOCIAL MEDIA CHANNELS**

### **TRAINING OUTLINE**

This workshop provides participants with an opportunity to create visually appealing content suitable for use on social media platforms such as Facebook, Twitter, Instagram and LinkedIn. No previous design experience is required, though basic computer skills are a pre-requisite for attendees.

At the end of the workshop, participants will:

- Explain the elements of design to be considered when creating content for use in various social media settings
- Have an opportunity to create visually appealing content using the design tool Canva
- Identify free web-based resources that can be used when developing content for personal and professional social media platforms
- Understand how to de-construct effective content designs and re-purpose for multiple media platforms

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: S14119**

## **BETTER CUSTOMER SERVICE**

### **TRAINING OUTLINE**

This workshop helps managers to identify points of service failure within their organisations, so that they can improve customer service for all client groups. Central to this task is the mapping of the customer journey for each product and service offering.

The workshop focuses on three key topics:

- How to map the customer journey and identify points of customer contact
- Practical tips for addressing customer complaints when service failures occur
- How to design intuitive and practical Standard Operating Procedures for staff training purposes

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: S14120**

## **SUPERVISORY MANAGEMENT ESSENTIALS**

### **TRAINING OUTLINE**

The course provides supervisors with an opportunity to evaluate their roles and the skills required to lead a team or department.

Topics covered during the two-day programme include:

- Leadership, management, coaching and mentoring— How do they differ?
- Personal management of time and work priorities
- Linking personal and team performance to the achievement of business objectives
- Using cloud applications to monitor performance
- Evaluating and troubleshooting 360 degree communication with direct reports, colleagues and line managers
- Managing direct report performance and productivity
- Employment policies and procedures— staying compliant
- Conducting performance appraisals and work reviews
- Handling poor performance, disciplinary issues and team conflicts
- Setting targets for professional development and growth

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 12

**Completion Certificate:** Yes

### **PARTICIPANT PROFILE**

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**COURSE CODE: S14121**

## BUILD DIGITAL SKILLS IN YOUR BUSINESS

## TRAINING OUTLINE

This seminar helps managers to better understand the role that digital technologies play in improving productivity in a business. Attendees will have an opportunity to learn about free to use and subscription based cloud applications that can be deployed quickly and easily in any enterprise.

This seminar is aimed at people who are interested in:

- Using online applications for job search and recruitment purposes
- Managing finances
- Promoting an enterprise or fundraising initiative
- Managing board and meetings administration

## TRAINING OVERVIEW

**Delivery Mode: Seminar**

**Contact Hours: 3**

**Completion Certificate: No**

## PARTICIPANT PROFILE

This workshop is suitable for managers and leaders in SME and Micro Enterprises.

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**COURSE CODE: C14122**

## **CHARITIES REGULATION AND COMPLIANCE WORKSHOP**

### **TRAINING OUTLINE**

If you can answer 'Yes' to any of the following questions, then this workshop is for you! Is your community group formed as a Company Limited by Guarantee (CLG)? Does your group have a CHY number from the Revenue Commissioners? Are you registered with the Charities Regulatory Authority? Does your community group have a charitable purpose for public benefit? Would you like to clarify your responsibilities under the Companies Act 2014, Charities Act 2009 and Regulation of Lobbying Act 2015? All three acts can be applicable to community and voluntary groups.

The workshop takes a practical look at what charities and voluntary groups need to know to remain compliant under each act. Key topics include:

- Legal duties of directors and company secretaries arising from the Companies Act 2014
- The implications of the Companies Act 2014 for CLG and what groups should be discussing with their accountants
- The implications of charities regulation for annual reporting, fundraising, grant applications and financial accounting
- Information required to register as a charity and make an annual return
- The conditions in which a voluntary group may have to register as a lobbyist

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 2.5

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: C14123**

## **CORPORATE GOVERNANCE FOR NON-PROFITS**

### **TRAINING OUTLINE**

This workshop introduces participants to the three 'C's of corporate governance: committee responsibilities, committee decision-making and corporate compliance.

By the end of the workshop participants will :

- Describe the general purpose of a board and the roles of its honorary and statutory officers
- List the legal responsibilities that can be applicable to community and voluntary groups including duties under company law, charity law, lobbying, health and safety, child protection, data protection and Revenue Commissioners obligations
- Identify good practices in operating as a board and how The Governance Code can be used as a tool to maintain high standards of compliance and transparency
- Explain how to run effective meetings

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: C14124**

## **WRITING FUNDING APPLICATIONS**

### **TRAINING OUTLINE**

Upon completion of the workshop, participants will be able to explain the importance of conveying organisational outcomes and impact in funding applications and will also understand the process involved in completing successful funding applications.

Key topics:

- Tips for writing funding applications
- Understanding a funder's priorities
- Elements of the funding application process
- Generating a Needs Statement
- Articulating outcomes and potential impact
- Focusing on the core message
- Preparing the project budget

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: C14125**

## **GROWING YOUR SOCIAL ENTERPRISE**

### **TRAINING OUTLINE**

This practical course provides participants with an opportunity to explore the entrepreneurial mind set and processes required to turn a social enterprise idea into a reality.

Topics covered during the two-day training programme include:

- Identifying and validating enterprise opportunities
- Assessing market potential
- Developing a revenue model for the enterprise
- Gaining stakeholder and community support
- Identifying sources of funding
- Developing a business plan
- Developing realistic budgets and cash flow projections
- Mapping out a communications strategy
- Building the leadership and governance team
- Identifying compliance requirements
- Moving from project plans to action plans
- Recruiting and motivating staff and volunteers

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 12

**Completion Certificate:** Yes

### **PARTICIPANT PROFILE**

This programme is suitable for individuals, boards and committees who are interested in pursuing social enterprise initiatives.

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**COURSE CODE: C14126**

## **CUSTOMER SERVICE FOR NON-PROFITS**

### **TRAINING OUTLINE**

This workshop provides non-profit staff and volunteers, with the tools and insights necessary to map the customer journey from initial query through to service delivery and follow-up. It is designed for organisations such as social enterprises or those running work placement schemes who need to provide a professional consistent standard of service delivery to clients and beneficiaries.

By the end of the workshop participants will:

- Explain the principles and features of good customer service
- Explain how to map the customer journey and identify points of customer contact
- Understand how address customer concerns and complaints when service failures occur
- Understand how to design practical Standard Operating Procedures for staff training purposes
- Identify ways to motivate all staff and associates to ensure a culture of good customer service prevails in an organisation

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 6

**Completion Certificate:** No

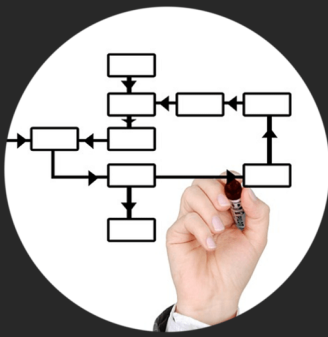
### **PARTICIPANT PROFILE**

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**COURSE CODE: C14127**

## **BUSINESS PLANNING FOR VOLUNTARY ORGANISATIONS**

### **TRAINING OUTLINE**

A practical course, using templates, action learning and short informative presentations to guide discussion and thought.

The range of topics covered during the training day includes:

- Understanding the planning hierarchy
- Writing business plans for multiple stakeholders
- Selecting the business planning team
- The role of the board in the business planning process
- The business model canvas and when to use it
- Using a business model canvas to communicate with staff
- Following a business planning research process
- Understanding each of the elements of an effective business plan
- How to monitor and evaluate the implementation of your organisation's business plan

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 6

**Completion Certificate:** Yes

### **PARTICIPANT PROFILE**

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**COURSE CODE: C14128**

## **BUILDING COMMUNITY SUPPORT FOR YOUR ORGANISATION**

### **TRAINING OUTLINE**

This workshop provides participants with a step-by-step approach to building grassroots support for a cause or initiative within the wider community. It is aimed at the PRO/Communications Officer on boards or committees or staff involved in a communications role within a non-profit organisation.

By the end of the workshop participants will:

- Explain the importance of identifying community influencers
- Identify important issues to consider when selecting a spokesperson for an organisation
- Understand how to write an effective press release and build relationships with local media
- Explain how to map out a step-by-step communications campaign to build community support

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: C14129**

## **RISK MANAGEMENT FOR NON-PROFITS**

This seminar provides participants with a qualitative approach to managing risk in their non-profit organisations. It is designed to help non-financial staff and board members understand the range of risks that should be assessed in an organisation.

Topics covered during the evening include:

- Identifying risks
- Qualitative evaluation of risk probability and impact
- Selecting management controls to mitigate against, minimise or avoid risks
- Developing a risk register
- Monitoring and reviewing risks periodically
- Using cloud applications in risk management

### **TRAINING OVERVIEW**

**Delivery Mode:** Seminar

**Contact Hours:** 2

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: C14130**

## **COMMUNICATING YOUR CAUSE**

### **TRAINING OUTLINE**

This workshop provides non-profit staff and volunteers, with insights into effectively conveying the impact of their organisations on beneficiaries and the wider community.

By the end of the workshop participants will :

- Explain the importance of measuring outcomes and impact
- Understand how to develop an Annual Activity Report appropriate to the needs of a range of stakeholder groups
- Explain how to make the work of the organisation transparent both online and offline

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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# COURSE CODE: C14131

## DEVELOPING IMPACT CARDS

### TRAINING OUTLINE

This workshop provides non-profit staff and volunteers, with design tools and templates to enable them to create visually appealing impact cards. Impact cards are used to quickly and effectively convey the key outcomes and outputs achieved by an organisation. No prior design experience is required to participate.

By the end of the workshop participants will:

- Understand the principles underlying good visual design in impact card development
- Be able to identify the type of information that should be contained on an impact card
- Understand how to format impact card templates and use free cloud design tools to create impact cards for their organisations

### TRAINING OVERVIEW

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### PARTICIPANT PROFILE

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**COURSE CODE: C14132**

## **PERFORMANCE MANAGEMENT IN WORK PLACEMENT SCHEMES**

### **TRAINING OUTLINE**

This workshop provides non-profit supervisors and managers, with insights into how best to motivate and performance manage trainees participating in work placement schemes.

By the end of the workshop supervisors and managers will:

- Understand how to conduct the trainee induction process
- Explain the challenges to be overcome when training work placement participants in a limited time frame
- Understand the key ways in which people are motivated to perform effectively in a work setting
- Be able to create a role descriptor for work placement positions
- Identify the key areas of employment law that must be considered when managing work placement participants
- Identify the range of ways that progression can be achieved within a work placement setting

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 6

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

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**COURSE CODE: C14133**

## **HOW TO RECRUIT NEW BOARD AND COMMITTEE MEMBERS**

### **TRAINING OUTLINE**

This workshop provides non-profit staff and board members, with a step-by-step approach to recruiting new board and committee members. As one of the most common challenges in non-profits today, this workshop is a must attend for new and established voluntary and charitable organisations alike.

At the end of the workshop, participants will be:

- Armed with the techniques necessary to recruit new board members
- Understand how to deal with the typical objections raised around board membership
- Able to access an online tool-kit of governance apps and policy templates to showcase the professionalism of the organisation
- Have the means to develop board skills and engage committee members on an ongoing basis

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

This workshop is suitable for supervisors and managers of non-profit and voluntary organisations.

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**COURSE CODE: C14134**

## **MANAGING ORGANISATIONAL CHANGE**

### **TRAINING OUTLINE**

This workshop provides Non-Profit and SME managers and leaders with a practical 'road map' for motivating colleagues and teams as they progress through change initiatives.

By the end of the workshop managers will:

- Understand the principle barriers to implementing change
- Explain relevant theories of motivation applicable in a changing work environment including Equity Theory and Goal-Setting Theory
- Map out the key stages that a change initiative must progress through to reach a successful conclusion
- Identify the 'champions' and 'opinion leaders' in their teams and how to manage their behaviour
- Understand how to craft a communications strategy to ensure staff members remain informed and engaged with the change initiative throughout the process

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 6

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

This workshop is suitable for supervisors and managers of SME, non-profit and voluntary organisations.

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