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***You reap the
benefit through
our courses***

SOFT SKILLS TRAINING
Communication Skills

Accreditation and Training Services
is a registered training provider with the ETDP SETA.





Business History and Field of Operation

Following the South African Qualifications Authority's (SAQA) decision in that all training programmes falling within the generic educational training practices domain, will in future become an Education Training and Development Practices Sector Education and Training Authority (ETDP SETA) responsibility. Up to that stage the various SETA`s trained, assessed and registered their own assessors, facilitators, moderators etc. In view of the fact that the SAQA decision would stimulate the ETD training market, ATS was launched and accredited at the ETDP SETA (nr. ETDP9952).

Training is offered at ATS' main training facility in Groenkloof, Pretoria. Various other training venues can be arranged throughout South Africa to meet the particular requirements of our clients.

An indication of the scope of training offered and number of candidates already trained is provided by the following: more than 3000 individuals from a variety of sectors have been trained as assessors; in excess of 1000 moderators have also been trained, as well as some 500 facilitators, 50 assessment designers, some 200 evidence facilitators, and 350 coaches (one-to-one trainers). We also have accreditation to present ABET training programs (Literacy and Numeracy), Skills Development Facilitators (SDF) and Early Childhood Development Level 4 & 5.

Audit Results

We were audited by the ETQA of the ETDP SETA and our accreditation has been extended to 2015.



Soft Skills Training

Soft Skills are personal attributes that enhance an individual's interactions, job performance and career prospects, it is the character traits and interpersonal skills that characterises a person's relationships with other people. In simple terms, Soft Skills have more to do with who we are than what we know. In the workplace, soft skills are considered a complement to hard skills, which refer to a person's knowledge and occupational skills.

The Soft Skills required for a builder, for example, would be business ethics, supply chain management, conflict management, customer service, team building, coaching and mentoring, and project and time management. Alternatively, the hard skills for a builder would include a vast comprehension of building techniques, materials, regulations and structural integrity.

Please contact us for more information on any of our Soft Skills training courses

We have scheduled courses open to the public and we do on-site training for groups of 8 or more.

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Body Language Basics Skills Workshop

Can you tell if someone is telling the truth just by looking at them? It is a skill that a lot of people do not have. Through Body Language Basics you will be given a set of tools to use to your advantage. These tools can be utilized in the office and at home. Understanding Body Language will provide you a great advantage in your daily communications.

Body Language Basics will provide you with a great set of skills to understand that what is not said is just as important as what is said. It will also give you the ability to see and understand how your own Body Language is being seen. You will be able to adjust and improve the way you communicate through non-verbal communications.

Workshop Objectives:

- Define body language.
- Understand the benefits and purpose of interpreting body language.
- Learn to interpret basic body language movements.
- Recognize common mistakes when interpreting body language.
- Understand your own body language and what you are communicating.
- Practice your body language skills.

Duration:

1 Day



Business Writing Workshop

Writing is a key method of communication for most people, and it's one that many people struggle with. Writing and communication skills have degraded with more and more people communicating through email and text messaging. Developing writing skills is still important in the business world as creating proper documents (such as proposals, reports, and agendas) is still a necessity, giving you that extra edge in the workplace.

The Business Writing workshop will give your participants a refresher on basic writing concepts (such as spelling, grammar, and punctuation), and an overview of the most common business documents. These basic skills will provide your participants with that extra benefit in the business world that a lot of people are losing.

Workshop Objectives:

- Gain better awareness of common spelling and grammar issues in business writing.
- Review basic concepts in sentence and paragraph construction.
- Know the basic structure of agendas, email messages, business letters, business proposals, and business reports.
- Know tips and techniques to use when deciding the most appropriate format to use for agendas, email messages, business letters, business proposals, and business reports.
- Know tips and techniques in writing agendas, email messages, business letters, business proposals, and business reports.
- Gain an overview of Request for Proposals, Projections, Executive Summaries, and Business Cases.
- Define proofreading and understand techniques in improving proofreading skills.
- Define peer review and list ways peer review can help improve business writing skills.
- List guidelines in printing and publishing business writing.

Duration:

1 Day



Communication Strategies Workshop

For the better part of every day, we are communicating to and with others. Whether it's the speech you deliver in the boardroom, the level of attention you give your spouse when they are talking to you, or the look you give the cat, it all means something.

The Communication Strategies workshop will help participants understand the different methods of communication and how to make the most of each of them. These strategies will provide a great benefit for any organization and its employees. They will trickle down throughout the organization and positively impact everyone involved.

Workshop Objectives:

- Understand what communication is
- Identify ways that communication can happen
- Identify barriers to communication and how to overcome them
- Develop their non-verbal and paraverbal communication skills
- Use the STAR method to speak on the spot
- Listen actively and effectively
- Ask good questions
- Use appreciative inquiry as a communication tool
- Adeptly converse and network with others
- Identify and mitigate precipitating factors
- Establish common ground with others
- Use "I" messages

Duration:

1 Day



Internet Marketing Fundamentals Workshop

Marketing has changed dramatically over the last decade. Marketing is all about communicating, and the Internet has completely changed the way people communicate. The Internet is a marketer's dream come true, especially with Social Media, as you have a low cost marketing tool that can reach a large audience.

Internet Marketing Fundamentals will provide your participants with a great set of skills to market your business online. Content is the king of Internet marketing, and your participants will need to know how to utilise your great content. If you want your business to grow then your participants need to understand Internet Marketing Fundamentals.

Workshop Objectives:

- Know how to conduct market research
- Develop a workable internet marketing campaign
- Recognise your target market
- Understand your brand
- Grasp SEO and website characteristics
- Find and capture leads

Duration:

1 Day



Marketing Basics Workshop

Marketing is an essential element for every business. It can be that one missing piece of the puzzle, and when it fits the big picture is revealed. Your participants will be given an introduction to marketing and its benefits. If you are not marketing your business you will not grow, and if you do not grow you will not succeed.

Marketing Basics will provide the basic knowledge to your participants, and give them the ability to build and grow your business. Marketing has changed a lot recently and having a new perspective will give your participants the needed information to assist them in their marketing decisions. No matter what your product or service is, your business will benefit with a better understanding of marketing.

Workshop Objectives:

- Define your market.
- Know the different types of marketing and ways to use them.
- Learn effective ways of communicating with the customer.
- Know how to set marketing goals and strategies.
- Recognise common marketing mistakes and know how to avoid them.

Duration:

1 Day



Media & Public Relations Workshop

In this workshop, your participants will get knowledge they need to manage effectively their image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities. This workshop is designed to provide practical and hands-on tools that will give your participants a skillset in dealing with the media and the public.

Media and Public Relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the scope the more people knows you and offers you opportunities.

Workshop Objectives:

- Network for success
- Manage "Meet and Great" opportunities
- Dress for success
- Write effectively
- Set goals
- Manage media relations
- Plan issue and crisis communication
- Use social media
- Deliver effective employee communication

Duration:

1 Day



Presentation Skills Workshop

Many studies have found that public speaking is the number one fear amongst most people, outranking flying, snakes, insects, and even death. Ironically, it is also one of the skills that can make or break a person's career. Your participants will be provided a strong set of skills that will complement their current presentation skill set.

The Presentation Skills workshop will give participants some presentation skills that will make speaking in public less terrifying and more enjoyable. This workshop includes topics that participants can look forward to including: creating a compelling program, using various types of visual aids, and engaging the audience.

Workshop Objectives:

- Perform a needs analysis and prepare an outline
- Select presentation delivery methods
- Practice verbal and non-verbal communication skills
- Knock down nervousness
- Develop and use flip charts with colour
- Create targeted PowerPoint presentations
- Utilise white boarding for reinforcement
- Describe how video and audio enhance a presentation and list criteria for determining what types to use
- Enrich the learning experience with humour, questions, and discussion.

Duration:

1 Day



Proposal Writing Workshop

A good proposal doesn't just outline what product or service you would like to create or deliver. It does so in such a way that the reader feels it is the only logical choice. Your participants will explore the proposal writing process including the most common types of proposals.

The Proposal Writing workshop will take participants through each step of the proposal writing process, from understanding why they are writing a proposal; to gathering information; to writing and proofreading; through to creating the final, professional product.

Workshop Objectives:

- Identify the purpose of a proposal
- Identify different types of proposals
- Identify and perform the steps in the proposal writing process
- Perform a needs analysis and write a goal statement
- Prepare a proposal outline
- Improve their writing skills with a variety of techniques
- Use appropriate resources and ghosting to build a strong case
- Add illustrations to their proposal
- Proofread and edit their proposal
- Add the finishing touches to create a professional-looking final product

Duration:

1 Day



Public Speaking Workshop

According to a 1973 survey by the Sunday Times of London, 41% of people list public speaking as their biggest fear. Forget small spaces, darkness, and spiders, standing up in front of a crowd and talking is far more terrifying for most people. Through this workshop your participants will become more confident and relaxed in front of an audience which will translate into a successful speaking event.

However, mastering this fear and getting comfortable speaking in public can be a great ego booster, not to mention a huge benefit to your career. The Public Speaking workshop will give participants some basic public speaking skills, including in-depth information on developing an engaging program and delivering their presentation with power.

Workshop Objectives:

- Identify their audience
- Create a basic outline
- Organise their ideas
- Flesh out their presentation
- Find the right words
- Prepare all the details
- Overcome nervousness
- Deliver a polished, professional speech
- Handle questions and comments effectively

Duration:

1 Day



Social Intelligence Workshop

Social Intelligence is about understanding your environment and having a positive influence. Your participants will become more confident in their social situations by learning how to express and interpret social cues. They will create positive connections and increase their influence during social situations.

Increasing Social Intelligence will provide benefits throughout their professional and personal lives. It is a fantastic tool for coaching and development as people will learn "people skills". Improving social skills through active listening, understanding body language, and being more empathic will give your participants the advantage in their interactions. Social interactions are a two way street, know the rules of the road!

Workshop Objectives:

- Be aware of our own behaviours
- Learn to be empathetic with others
- Know tools for active listening
- Effectively communicate interpersonally
- Recognize various social cues
- Determine appropriate conversation topics
- Know various forms of body language

Duration:

1 Day



Social Media in the Workplace Workshop

We are being flooded with Social Media invitations and updates. Web-based communication icons like Twitter, Facebook, YouTube, and LinkedIn are dominating the way we interact with each other. People are feeling the need to be updated at all times. It has become a time eater, and businesses are quickly becoming aware of the drain it can have on productivity. People love to share, but they need to know what is alright to share and what should not be sent out.

Understanding Social Media is about communicating the right way. We are beginning to communicate more through electronic means than face to face. Talking on a phone has been replaced more and more with SMS (texting.) Social media channels are becoming the main form of communication and your participants will realize how Social Media and the Workplace can work together.

Workshop Objectives:

- Learn the meaning of social media
- Learn different ways social media is used and altered
- Build and maintain a social media policy
- Keeping your social media secure
- Establishing rules for the social media the company posts
- Discover the benefits and pitfalls of using social media

Duration:

1 Day

