

Outline of Courses

by

Kate Atkin

kate@kateatkin.com

or

+44 (0)7779 646 976

The following course outlines are for guidance only.

This list is not exhaustive and all courses are tailored to your specific requirements. Most workshops and masterclasses are now also available to be delivered online. Please get in touch to discuss the options.

My Approach:

I ask for a preliminary meeting to establish the requirements, training needs and the desired outcomes of a potential training course, this can be by telephone, in person or online.

Each programme is then tailored to the client's requirements. If required, there is an opportunity for a further discussion prior to the course. I also find that a follow-up meeting after the programme to review the effectiveness of the course is very useful for clients. These meetings are free of charge.

The courses I run are interactive, whether face to face, or online. My belief, evidenced by research, is that people learn best when they are in a relaxed, confidential environment and when an element of fun is introduced. To achieve this I establish ground rules with the participants at the start of the course and encourage the sharing of relevant experiences to facilitate learning through examples. This can be done through the use of breakout groups in Zoom and the chat functionality in other online portals.

If you have any questions or would like to discuss any of the programmes listed below please get in touch.



Kate

07779 646 976

kate@kateatkin.com

Master Classes

These one-hour master classes are designed to provide an introduction to a topic and to allow participants to leave with some key pointers to implement. They can be held at the beginning of the day or during a lunch hour. They can also be extended into longer sessions. If they are delivered online, there is the possibility of recording the delivery to be shared with staff who have been unable to attend at the time.

Confidence Matters

This masterclass explores the factors that make somebody feel confident. It is founded on the premise that confidence isn't about arrogance. In it I teach tips, tools and techniques that have been shown to be effective in helping people access confidence when they most need to. We explore the often unsuspected links between our beliefs and behaviours and encourage participants to achieve their goals by building the confidence to take the steps they really want to.

Image, Impact and Influence

This masterclass explores how important image really is and where it comes from, particularly focussing on non-verbal cues. Here participants will discover the impact they are making and learn how to tweak their behaviour to ensure they make the impact they want to. I follow this up by teaching three key steps that will help participants improve their influencing skills.

Effective Networking

This masterclass focuses on the personal skills that are important to making the most of networking opportunities, whether within an organisation, with customers or suppliers or in conventional networking scenarios such as conferences or exhibitions. I take the view that effective networking comes from building relationships and I focus on key tips and techniques to develop these in a networking situation. During the masterclass we look at what to say after 'hello', how to break into a conversation and how to move on.

Presenting Change... Confidently

People often feel threatened by change in the workplace. This masterclass helps participants to get their change message across effectively and to follow it through to the implementation phase. This interactive session introduces participants to the key steps to bring about effective change in the workplace and elements of language to enable them to get their message across.

The Science of Happiness

In recent years psychologists have been studying what makes us happy and what doesn't. Whilst these things might seem obvious, there have been some surprising results; for instance, spending time at work is cited as more likely to create a positive mood than time at home! So what else has science revealed and how can you benefit from this both personally and professionally? This masterclass covers the benefits of "five in a day", why positive feedback can have negative results and how getting excited can be better than relaxing.

One-Day, Half-Day and Two-hour Workshops

Some of the following workshops build on the themes introduced in the masterclasses. More time means that not only can a topic be covered in more depth, but also there is a greater opportunity to embed participants' learning so it is taken back to the workplace and used effectively, as well as more time for interaction whether in-person or online.

The objectives and outcomes for each of the courses are described below. Each programme can be tailored to meet specific requirements.

Confidence Matters

Managing Conflict & Assertiveness

Customer Service

Image, Impact and Influence

Success: What lies behind the Mask? (imposter syndrome)

Leadership & Motivation

Effective Meetings

Networking Skills

The Science of Happiness and Positive Psychology in Business

Presentation Skills

Resilience and Well-Being

Engaging Webinars

Confidence Matters

Confidence is an oft misunderstood phenomenon. It's generally only when we don't have it that confidence comes to our attention. This workshop explores what creates confidence, the beliefs and behaviours that support and detract from our confidence and how to find that essential boost when you need it the most.

Outcomes

- By the end of the day participants will be able to:
- Identify limiting beliefs and options to change them.
- State how their beliefs affect their behaviours.
- Listen to their self-talk and know how that affects their confidence.
- List a minimum of five strategies for improving confidence.

Managing Conflict & Assertiveness

This workshop explores some of the causes of conflict in the workplace and demonstrates how assertive behaviour can help manage the situation.

Outcomes

By the end of the day participants will have:

- Explored their behaviours and understood the drivers behind the behaviours of others.
- Identified and practiced assertiveness techniques.
- Discovered strategies for conflict management.
- Explored how those strategies work in the real world.

Customer Service

This workshop provides participants with an understanding of effective customer service, what makes the difference between good and great customer service and how they can take steps to improve their own.

Outcomes

By the end of the course participants will be able to:

- State what constitutes good and great customer service.
- Identify the importance of first impressions.
- Demonstrate an understanding of impact over the phone and how it differs from face-to-face interactions.
- Identify customers' needs and expectations.
- List ways to deal effectively with a difficult (different?) customer.

Image, Impact and Influence

This workshop covers the importance of image, your personal impact - where it comes from, and how to grow your sphere of impact - and some specific influencing techniques.

Objectives:

- To explore your own image and the IMPACT you have on others.
- Using Merrill & Reed's model, you will explore your preferred Social Style and how that affects the way you influence others;
- Understand how a three-step tool from Aristotle can be used to influence effectively today.
- Discuss findings from the 'Nudge Unit', AKA Behavioural Insights Team, where small changes in wording have been found to have profound impact on behaviour, and how you can incorporate these into your written and verbal communication.

Success: what lies behind the Mask?

An exploration of the imposter syndrome

Have you ever experienced a sinking feeling of being 'found out'? Worried that someone will discover that you are not good enough after all? You are not alone, over 70% of the population experience this 'Imposter Syndrome' at some point in their lives. This workshop explores what the Imposter Syndrome is, why it develops and importantly, how to deal with and mitigate against the effects. And why it is not really a syndrome, but a phenomenon!

Outcomes

Participants will leave equipped with the tools to identify it in themselves and others, and how to cope with and overcome the feelings.

The workshop will include:

- what the imposter phenomenon is
 - why it isn't a syndrome
 - how it differs from self-doubt
 - what are the possible causes
 - strategies for handling the imposter feelings
- and
- how to help others.

This can also be delivered as a one-hour keynote, 90 minute interactive session and in other formats.

Leadership & Motivation

Leadership can be learnt but motivation comes from within. These two premises form the foundation for this workshop. Participants will gain an appreciation of their own leadership style, how to interact with their managers and colleagues, and how to motivate themselves to achieve the most effective results.

Outcomes

By the end of the day participants will be able to:

- Identify key leadership characteristics.
- Demonstrate an understanding of their own leadership style.
- Define intrinsic and extrinsic motivating factors.
- List different strategies for creating a motivating environment.

Effective Meetings

The objectives of the course are to increase the skills of participants in both leading and contributing to meetings. Participants will be encouraged to identify changes they wish to make to meetings they organise, chair or attend.

Outcomes

By the end of the workshop participants will be able to:

- Understand the different types of meetings and their relevance in communication and decision making.
- Identify a minimum of three strategies for effective meetings.
- Explain the verbal behaviours used by skilled communicators and how these impact on the effectiveness of meetings.
- Make quality contributions to a meeting both as a participant and when chairing a meeting.

Networking Skills

This workshop focuses on building relationships through networking, presenting the benefits of the company and its services, as well as overcoming objections that may be encountered when networking.

Outcomes

By the end of the workshop participants will be able to:

- Identify a minimum of five strategies for effective networking.
- Demonstrate active & passive listening.
- List the advantages of dealing with themselves or their organisation.
- Explain the structure of a good conversation and how to turn a conversation to advantage.
- State their reasons for networking and the actions they intend to take at their next networking opportunity.

The Science of Happiness and Positive Psychology in Business

This workshop focuses on the latest research in positive psychology and how the science of happiness is affecting the workplace. This is a more in-depth, interactive and practical workshop building on the topics covered in the masterclass.

Outcomes

By the end of the workshop participants will be able to:

- Complete their own happiness pie chart
- Create a list of actions which will boost their positive affect
- Understand their own optimistic/pessimistic style
- List a minimum of five actions to incorporate with colleagues
- Experience the concept of mindful practice and describe some of the benefits

Presentation Skills

This is a one or two-day interactive workshop for a small number of participants. The two-day course allows time for participants to have their presentations recorded and receive in-depth, individual feedback on their presentations.

It can also be adapted to a half-day workshop to a group of up to 30 people, where they practice in small groups and don't receive individual feedback from Kate.

Outcomes

By the end of the workshop participants will understand:

- Different types of presentations.
- How to plan a presentation.
- How to arrange a presentation/speech.
- How to begin with impact.
- Vocal techniques.
- Language patterns.
- Speech making techniques.
- How to control nerves.
- The importance of body language.
- How to create effective PowerPoint presentations.

Resilience and Well-Being

Change, like the wind, is a constant in today's world, but we know that it isn't always easy to cope with. In addition, workplace pressures and personal matters create their own stresses. This half-day session has been designed to provide an opportunity to reflect on your own coping strategies as well as details of researched strategies to help boost resilience, wellbeing and reduce negative stress.

While there is no magic wand, Kate will take you through some tips, tools and techniques to explore reactions to stressors, how to give your wellbeing a boost and some key strategies to increase personal resilience.

Outcomes

By the end of the workshop you will have:

- Explored different reactions to stressors and coping strategies
- Identified a minimum of three strategies to increase your wellbeing
- Discussed what research says about resilience and...
- Discussed how to apply NEFs five ways to wellbeing.

Engaging Webinars

Have you ever listened to a webinar and after the first two minutes you are still wondering exactly what will be covered? Has a more pressing work matter taken your mental attention away from the speaker? Have you been tempted to multi-task while attending a webinar? I'm sure some of the answers to the above questions have been yes. So what happens if you are the presenter? How do you keep the audience's attention, make it informative and ensure your key points are heard? This workshop focuses on how to make your webinars engaging. As a participant you will gain an understanding of your use of words, the importance of vocal variety and the power of the pause.

Outcomes

By the end of the workshop participants will be able to:

- Identify a minimum of three tips to make your webinars more engaging.
- Demonstrate an understanding of effective words, signposts and flags.
- Itemise a checklist for planning future webinars.

What clients say...

"Kate is an outstanding speaker and a facilitator. She delivered two virtual sessions during this COVID19 pandemic on 'Impact and Influence' and 'Success - what lies behind the mask', which received positive feedback especially with her ability to engage and interact with the audience. Thank you Kate."

Jamal Uddin, Middlesex University

"Kate, I can honestly say that your contribution to the BPA (Black Police Association) and NEWS (Nottinghamshire Encouraging Women to Succeed) development conference was first-class. Having identified the Imposter Syndrome as something affecting both men and women, my challenge was finding a credible speaker/facilitator who would create the right impact on a very diverse audience. When we spoke together on the phone all those weeks ago and I explained the situation and what I was trying to achieve you were so patient in the way you listened before making a few suggestions. What I particularly liked on the day was the way you personally opened up to everyone about your own experiences. The authenticity and humility in your approach inspired others to open up to you and the audience and share their own experiences of Imposter. Your idea of using a Panel involving Police and Fire Service colleagues, worked especially well. Overall, I believe the event and importantly your input was a resounding success. There is no doubt in my mind that without your contribution which involved individuals' having to take time to reflect that the dialogue generated then and afterwards had a powerful unifying effect. Thank you again."

Yvonne Dales, DCI Nottinghamshire Police

"Kate's brief was to design and deliver a workshop that would encourage productive, team-building interactions between 25 aspiring business leaders at the commencement of a professional practice training programme. Basing the agenda on relevant elements drawn from her 'The Confident Manager' publication, Kate provided a stimulating and varied intellectual environment throughout the day. Feedback from each of the individuals in the group indicates (1) they considered their time well spent, (2) their enjoyment of the event surpassed their expectations and (3) the discussions and activities participated in by the group elicited highly positive personal and group outcomes. There was no negative feedback from members of the cohort. As very satisfied customers, we had no hesitation in requesting that Kate provide another similar training session."

Dr Linda Allen, Programme Director at University of Cambridge

"Kate delivered a series of superbly researched and executed talks on a variety of topics to a mixed audience. Her professionalism and demeanour allowed everyone in attendance to learn a great deal and feel part of the workshop. Kate has an enthusiastic and pragmatic style that engages those she is training and enables real learning to take place. I highly recommend her."

Tarquin Bennett-Coles, RSA Group

"I engaged Kate to conduct a short communications and networking training session for my organisation. Kate quickly grasped the organisational dynamics and was able to tailor the programme to our specific needs. My colleagues and I were very impressed with how she drew insights from us and also how she handled a group that comprised many subject experts in a way that challenged our thinking."

Conrad Kheng Hwa Chua, PHG Foundation

"Feedback to your impact and influence talk has been excellent. Everyone I spoke to (and that was at least 20-30%) was very positive about what you said, how you said it and how relevant they felt it was to them. To be honest the feedback was superb and you ought to feel really proud, they are not an easy bunch to engage and impress but you certainly seemed to do the trick."

Ian Bates, Boots The Chemists

"As a graduate civil engineer, I have always been told that networking is an important aspect for my professional and personal life. I never really understood what networking was and even how to network. Your presentation hit the spot. It was lively, interesting and inspiring. As many of the delegates including myself have never covered this topic before, we all found your '5 steps to networking' extremely valuable which we could put into practice straight away. Thank you for a exceptional presentation and closing our 2 day seminar with a big bang."

Zoe Boyes, Institution of Civil Engineers



Kate Atkin

Speaker | Author | Facilitator | Coach

Kate Atkin is an inspirational speaker, training consultant and coach. With nearly 20 years of experience as a trainer and facilitator, Kate has worked with many clients on business, management and communication issues. A highly skilled listener, her style is both supportive and challenging.

Kate comes from a farming background in Lincolnshire and has recently moved back to her rural roots having spent many years in Cambridge and the surrounding area. She had a successful career with Barclays Bank plc before starting her own learning and development business in September 2000.

In 2015 Kate completed an MSc in Applied Positive Psychology which has brought insights into well-being, meaning and positivity that she is incorporating into her work. This also led to opportunities to lecture on Cambridge University Judge Business School's EnterpriseWISE programme and their post-grad diploma in entrepreneurship. She is continuing her research, currently focussing on courage and the imposter phenomenon.

Kate is author of The Presentation Workout, The Confident Manager and co-author of The Business of Professional Speaking, and author of two tips booklets, The Confidence Factor and The Networking Factor.

Specialist areas:

- Positive Psychology at Work
- Effective Presentations
- Strengths Analysis
- Networking Skills
- Well-being and flourishing
- Confidence Building
- The Imposter Phenomenon
- Motivational Leadership
- Influence & Impact
- Customer Service
- Business & Personal Values
- Managing your personal energy & stress levels
- Clarity and impact in spoken & written communications

Clients include:

- Bank of England
- Cambridge Building Society
- Institute of Mechanical Engineers
- NHS
- Royal Society of Chemistry
- Granta Design

Qualifications:

- MSc in Applied Positive Psychology
- MBTI accredited
- R2 Strengths Profiler Practitioner
- Extended DISC practitioner
- Transactional Analysis (TA 101)
- Member of the Association for Coaching
- Fellow of the Professional Speaking Association
- CIPD Certificate in Training Practice
- NVC (Non-violent communication) Training
- Language and Behaviour Profiling
- NLP Practitioner

Career highlights:

- Winner of the District Level Speech Evaluation Contest with Toastmasters International, #1 in UK and Ireland 2007
- District finalist in impromptu speaking competition with Toastmasters 2007
- Training Rio de Janeiro business delegation to London 2012 in networking skills
- World Debating Champion 2001
- Most Outstanding Trainer in JCI UK for 2005
- Publication of The Confident Manager 2008
- Quoted in Financial Times 2013
- Publication of The Presentation Workout 2015
- Guest lecturer Cambridge University Judge Business School 2015
- AND Passing my MSc with distinction in 2015!