

Training Re-imagined

Sustainability | Leadership | Business management | Personal development | Writing and Publishing

Developed and delivered by people who really know.



Catalogue of courses, coaching and consultancy services for the twenty twenties

Strategic Alignment Ltd, York and Nairobi



A NOVEL APPROACH TO LEARNING

There's a saying that 'you don't know what you don't know'. Another says 'the more I learn, the more I know I don't know'.

Either way, learning is a lifetime journey. And it's generally agreed that the only real key to success in this ever more uncertain and constantly changing world is the ability to learn. Success tomorrow is no longer guaranteed by yesterday's skills.

With long experience in Learning and Development, we know that all too often traditional training doesn't really work anyway. 'Classroom' training disrupts your schedule, while self-paced 'e-learning' never quite gets to the top of your 'to do' list. In any case, barely 10% of it translates into useable know-how. 'Coaching' has been offered as an alternative. But coaches don't teach: they encourage self-discovery. Which is great if you have the time and patience. YouTube provides an amazing array of quick-fix how-to snippets, which is great if you want to fix your car or learn some new software. But the pressing issue now is how to set yourself up to succeed in your profession or career, or in some new venture, with a world going mad all around us.

We think we've found a way.

A way to teach you what you need to learn. A way to coach you in its application. And a way to deliver it where and when you need it. All rolled into one.

We call it Training Re-imagined. Your own personal trainer, coach and consultant, shares their expertise and experience with you, and helps you put it into practice. Online. Outside the limitations of time and space. It's just as if you had a wizard on your shoulder as you work.

It's not automated, it's not pre-programmed, it's not generic. It's human, and crafted precisely to what you need to know.

The range of topics is designed to meet the needs of almost everyone who wants to be more effective – as an employee, a manager or as an entrepreneur. They're broken down into competencies for ease of matching to corporate needs. But there is plenty to boost your personal abilities too. And we're aiming to add new topics all the time.

You can benefit as an individual or as a group, and you just pay for what you need.

Please read on to learn more about how it works and how you can join in, and browse the list of career and business boosting topics.

ABOUT US

Training Re-imagined is led by Steve Shelley, master trainer, accredited coach and expert communicator who has worked for and with a wide range of organisations, from global corporations to one person start-ups. Some of the better known include Shell, PWC, Unilever, Nestlé, Lafarge and several UN agencies. He has also provided coaching and mentoring to start-up and early stage entrepreneurs as part of his SME Growth Accelerator programme.

Recognising the immensely challenging shifts going on in the world, Steve has chosen to offer his and his team's expertise to help others position themselves and their organisations for whatever comes next.

We firmly believe that when people are losing their jobs, businesses failing and economies faltering, it is those who can quickly adapt that will thrive on the newly emerging opportunities. It's hard to succeed alone but with the right kind of help anything is possible.

Steve is also a published author and many of his books are available alongside these training programmes.

HOW IT WORKS

You can enrol for any of the listed topics as an individual or as a group, opting for just the teaching, guidance in implementation and/or 'do-it-for-you' consultancy.

One-off modules are from 1-3 hours in duration while full multi-module courses may last several days. The timing is flexible and is scheduled to fit your own availability.

The content can be adjusted to meet precise needs. Because we work through human interaction rather than via an automated 'bot', we encourage you to engage with us to devise your own bespoke programme of content, duration and outcomes. Costs are time based and are flexible to meet your budgets.

SUSTAINABILITY SERIES

This is a new programme to help people and organisations adapt to the realities of climate change.

Carbon footprinting

Discover how to calculate your greenhouse gas emissions and wider environmental impacts, and set out a plan to reduce them.

One-to-one, group training and consultancy

Low carbon living

Learn about the causes and effects of global warming, climate change and biodiversity loss, and devise mitigation and adaptation strategies for your organisation, your community and your home.

Group training and consultancy

Reconnecting with nature

Learn how we depend on nature for our well-being and survival, and what we can all do in practice to put nature at the heart of everything we do.

Group training and consultancy

Health and nutrition

The combination of soil depletion, intensive agriculture, pollution and over-processed foods is threat to everyone's health. Learn how changing food production methods and our diets can improve health and longevity while also helping the planet.

One-to-one and group training

Regenerative leadership

It's not enough to react and adjust, the climate emergency and the impact of the covid pandemic mean we have to 'build back better'. Discover the visionary nature-based approaches we can use to rise to the needs of the times.

One-to-one, group training and coaching

Climate Solutions MasterMind Group

We also offer membership of our practical peer-to-peer network for people who know they need to take action and are open to learning from, and sharing with, others. Please click the link to download full information: [MasterMind brochure >>>](#)

LEADERSHIP SERIES

The complexities of leadership explored in theory and practice from a qualified expert.

The art of leadership

Leadership is more challenging than we think, otherwise it wouldn't go wrong so often. Learn what it takes and how to adapt your style to the demands of your situation. This is a multi-module programme which runs over 12 weeks, with a free portfolio of references and resources.

One-to-one, group training and coaching

Emotional intelligence

Learn the key components of this highly effective set of leadership skills that build respect and effectiveness.

One-to-one, group training and coaching

Leading change

Change is always with us, but it's better managed consciously. Learn how to win the commitment of your people and make it work.

One-to-one, group training and coaching

Leading strategy

In times of uncertainty and change, we need new and more creative ways of devising strategy. Learn how to do this for your own organisation or business under expert guidance. This is an extended programme designed to fully develop your own strategy.

One-to-one, group training, consultancy

BUSINESS MANAGEMENT SERIES

Byte-size topics and full blown courses for managers, employees and entrepreneurs.

Delegation

Lighten your workload and strengthen your leadership role with a series of simple techniques.

One-to-one, group training and coaching

Essential management skills

A full multi-module course covering everything needed by those new to management and supervision.

One-to-one, group training and coaching

Giving and receiving feedback

The art and skill of building people's awareness of their performance and behaviour. Vital in the context of coaching and performance management.

One-to-one, group training and coaching

Influencing others

Learn how to persuade people into a course of action even when you lack authority over them.

One-to-one, group training and coaching

Motivation

Understand what makes people tick and how to get the best from them, with free analytical templates.

One-to-one, group training and coaching

Personality profiling using MBTI

Gain a deep understanding of people's behavioural styles using this well-known assessment tool.

One-to-one, group training and coaching

Project management

The essential basics of getting control over tasks, time and costs, including planning methods and critical path analysis. This is a multi-module programme.

One-to-one, group training and coaching

Team role profiling

Learn how to use the Belbin Team Role profile to understand your team dynamics and build high performing teams.

One-to-one, group training and coaching

Business finance

Everything you need to know about the money side of business. Be able to read financial statements and deal confidently with finance professionals.

One-to-one, group training and coaching

Running your own business

A multi-module programme covering everything you need to need to know, customised to your own business and your own personal priorities.

One-to-one, group training and coaching

PERSONAL DEVELOPMENT SERIES

Boost your impact and effectiveness.

Assertiveness and self-confidence

Learn how to create your own personal presence and make an impact.

One-to-one training and coaching

Coaching and mentoring

The art and skills of helping others to succeed, one of the most useful things anyone can do.

One-to-one training and coaching

LinkedIn profile writing

How to draft a form of words that draws attention to you and your skills. Finding images. Write engaging posts, articles and featured stories.

One-to-one training and coaching

Managing meetings online

Make an impact with the protocol of online meetings and webinars. Zoom, Skype, Teams, BlueJeans, whatever.

One-to-one, group training and coaching

Mindfulness

Gain inner calm and tranquillity, plus the resilience to handle the stress of a high workload.

One-to-one, group training and coaching

Negotiating skills

The process of coming to a win-win. Stages, variables, tactics, games people play.

One-to-one, group training and coaching

Networking skills

How to win friends, connections and business opportunities, face to face and online.

One-to-one, group training and coaching

Presentation skills

Learn the secrets of giving great presentations, with a free e-book and ready to use template.

One-to-one, group training and coaching

Selling skills

Selling is part art, part skill, but essential for everyone in business. Learn a widely

applicable practical process, plus tips for using digital media.

One-to-one, group training and coaching

Stress management

Simple, practical techniques for overcoming the negative effects of stress which impact both your effectiveness and your health.

One-to-one, group training and coaching

Time management

The most effective cluster of skills and techniques that work for everyone. Working to priorities, planning, learning to say no, eliminating 'time bandits', using technology.

One-to-one, group training and coaching

Website design using Wordpress

These days, the ability to create and maintain a website is as important as it used to be to hold a pen. Learn the essentials of website layout, content and administration.

One-to-one and coaching

WRITING AND PUBLISHING SERIES

Practical tuition and guidance from someone who's 'been there, done that'.

Business writing

The tips and techniques used by professionals to achieve clarity in reports, proposals and other documents.

One-to-one, group training and coaching

CV writing

Set out your personal story in the way employers and clients want to see it. Learn what to highlight and what to cut out.

One-to-one and coaching

Researching and writing academic papers

Steve won an award and a distinction for his masters dissertation, so he's well placed to guide you in your own work.

One-to-one and coaching

Travel writing

If you want to make money from travelling, this is one way to do it. Articles, blogs, books. How to create your own style and stand out, use of photography, potential markets.

One-to-one and coaching

Writing and publishing your own book

Writing your own book is a goal many of us have, and it's a great way to strengthen your professional positioning. Learn exactly how to do it, and how to publish it, with expert instruction and guidance. Structure, formatting, typography, page layout, cover design, the whole story.

One-to-one and coaching

Writing and producing your own training courses

All kinds of people possess expertise or knowledge they can pass on to help others. Learn the simple steps to creating your own courses that can delivered face to face or online. Free to use templates included.

One-to-one and coaching

HOW TO SIGN UP

This is a personalised rather than automated service, so the best idea to to get in touch via email so we can set up a preliminary call to agree your programme content and structure. The precise content and duration is agreed at the start of each contract.

We're continually adding new topics, so if you don't see what you're looking for, please just ask!

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