

# TLC TRAINING NEWS

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## ELEVEN YEARS OLD

**TLC is about to celebrate its 11<sup>th</sup> Birthday in July.**



Catherine Logue started the business in July 1995 with a passion for quality, innovative training and a belief that we should share our knowledge and skills, putting our experience to good use.

What makes TLC special, it is not just the name. The vision of our company is to offer a training facility in adult education which provides training that is:

- Professional
- Personalised
- Training that transcends the ordinary
  
- Emphasis is placed on making the training dynamic, fun and innovative. We have carefully chosen trainers who are excellent communicators and who have demonstrated success in their industry fields.
- Equal importance is given to practical application as well as the necessary theory. Training with us is very much 'hands on'.
- We value 'student centred' learning. Our trainers recognise the life's experiences and skills that each participant brings to the training room. Everyone is invited to contribute. Our trainers build bridges with the participants.
- Training is personalised in order to best maximise the learning process. Case studies, exercises and course materials are carefully designed to meet the needs of each individual client.

## Marketing your Training Business

A common term we hear in marketing is WIIFM  
What does that stand for, I hear you ask?  
What's in it for me

### **Tell your customers what you do**

- Your business name
- Your signage
- Your business card
- Your advertising
- Your phone message
- Your stationery
- Your website

### **SOME TIPS FOR YOUR ADVERTISING**

#### **Your website**

- Fast to download
- Easy to navigate
- Clean, simple to read
- Tells your audience what you do
- Offer all the information
- Keep it up to date



#### **Web Links**

- To other sites
- From other sites
- Be an information centre

#### **Your advertising**

- Promotional Calendar
- Best buy for your Dollar
- Audience
- Costs
- Sponsorship
- Free advertising?

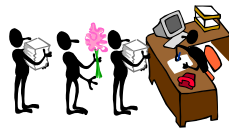


Would you like to discuss the options for training or coaching your team to increase your visibility?

Phone Catherine on Ph 82270310.

## Preparing your Resume

This workshop prepares the participants in the techniques for developing their own resume which meets the needs of the application.



### Agenda:

- The structure that sells your history
- What you need to include
- What is unnecessary in your resume
- Identifying your skills and how to transfer these to the desired job role
- Identifying effective formats
- The little things that make your resume stand out

Our Training program helps you with many tips for preparing the vital information to tell your story in a persuasive manner.

For those unable to attend training, we offer a CD and help booklet to prepare a great resume with copies of templates to add the razzle dazzle factor. These are available @ \$29.95 from the TLC office on ph: 82270310.

## MANAGING CONFLICT

A great two day program enables participants to explore their personal reactions, develop strategies and interact in a case study analysis, applying the strategies and tactics to produce a planned result.

### Agenda

- The stages of conflict.
- Analysing the levels of conflict.
- Reaction or response.
- Effective strategies for responding.
- Tactics & negotiating skills.
- The planning process.
- Empowerment in conflict.
- Application of the plan.
  - Analysing the results.
- Action planning that achieves win/win.

For more information or to book an appointment with one of our consultants, please call Julie Tollan on Phone: 08 82270310.

## NEED A SPEAKER?

We have a great range of topics, which can add excitement to your breakfast or business lunch.

Recently we have presented on:

- Understanding Gen Y
- Marketing concepts
- Basic Principles of Marketing
- Making the most of your time
- Great Meeting Management
- Innovative Training Ideas
- Creative Conflict Resolution
- Tips for the Interview

Give the office a call and ask about our speaker program – it can form part of your PD calendar for 2006.



## HEALING CERTIFICATE

This is a 10 week program, 1 session per week, involves theory & practical training each session. Using the underlying principle of unconditional love, each session will provide a platform for personal growth & learning. Commencing in August.

### Week 1

Protection & working within the light

### Week 2

The power of thought

### Week 3

Meditations & affirmations

### Week 4

Chakras & energy flow

### Week 5

Practical workshop - chakra balancing

### Week 6

History & process of healing

### Week 7

Practical application of healing

### Week 8

The role of the healer

### Week 9

Healing the healer

### Week 10

Healing as a way of life

Please call and speak with Catherine on Phone 08 82270310.