



W Y C H W O O D

“Adding Values”

What we provide:

Selling Skills for Field and Telephone Sales people

Customer Service Skills

Leadership

People Management

Supervisory Skills

Team Building events and programmes

Interviewing Training

Recruitment Services

Who our clients are:

Organisations and divisions who are experiencing **significant change or growth** and require **rapid** yet lasting improvements in the **motivation and performance** of their people.

We have worked extensively with **growing medium sized** organisations, and with **fast changing divisions of successful blue chips** within the Finance, Communications, Retail, IT and other sectors, as well as with a number of smaller growing businesses.

For example, Nokia, Marks and Spencer Financial Services, Motorola, RM plc, Edinburgh Woollen Mill, Barclays Stockbrokers and many others.

Four things that makes us different – Motivations, Originality, Multi Media, A Little and Often.

1. Working with your people's values and motivations

We base all of our services on the “missing piece” of training and development – the personal values and motivations of each individual.

As leadership, management and skills training has developed, organisations have become increasingly professional in how they manage and develop their people, as well as managing the organisation as a whole, by identifying and developing:

- Organisational vision, mission, values and core competencies
- People's individual performance, objectives, skills, behaviours and competencies

But the factor which is often overlooked when applying professional development is the **personal values and motivations**, yet it is this which has one of the greatest impacts upon people's behaviour and performance.

2. Originality of ideas and techniques

We source our ideas and our people from a far wider range of organisations and environments that is normal for most training and consultancy companies.

This means that your people benefit from much improved levels of:

- * Inspiration
- * Interest
- * Engagement

In addition – all of our people have proven successful track records within their own highly demanding fields.

We have no-one who just knows the theory but has not *done it* in the real world.

3. Multi Media Ongoing Support

Ongoing support is built into your programme from the start, and is tailored to the work practices and resources of the individual, the department, and your overall organisation, including:

- ✓ “High Talk” – face to face, individual and group work, telephone support and email support
- ✓ “High Tech” – online, intranet, forums, CD/DVD to complement the paper based documentation, and laminated key point cards

4. A Little and Often

Research has shown that training is far more effective if it is given in limited but frequent sessions, and this is the approach that W Y C H W O O D takes, giving your people:

- * Less time away from their normal roles
- * Easier assimilation of new ideas and techniques
- * Immediate opportunity to try out and test these in their real work situations
- * Material, techniques and ideas which are “joined up” to your overall strategy and objectives, and which evolve with them to ensure relevance.

Contact us

Telephone: 07801 676797 (Ask for Sally)

Email: sally@wych.co.uk

Mail: 1 William Court
Blue Bridge Lane
York
YO10 4NL