

Gateshead  
Public Service  
Academy  
Prospectus 2009/10

## Dear Learner

We would like to welcome you to the fifth joint prospectus from the Gateshead Public Service Academy.

We continue to be committed to providing you with the best possible learning opportunities that you'll need to develop yourself and your career. Not only does this prospectus offer a range of courses that will benefit your learning, it also gives you the chance to meet colleagues from other public sector organisations within Gateshead. This has shown to be an invaluable source of collaboration and shared learning, and a great opportunity to network with colleagues you may rarely, if ever, have contact with.

The Public Service Academy team has recently been formally appointed, meaning there is now a dedicated resource to drive the academy forward and expand the range of courses that it will offer. The team are enthusiastic about this unique approach to training and closer working and are already looking towards next year's prospectus.

Get on with **gateshead**; live; learn; work; enjoy.

Good luck!

R. M. Kelly .

Andrew Watling  
Robert Thwait





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# Public Service Academy

The Gateshead Public Service Academy provides a unique way of working and learning in the public sector. We aim to support the continued delivery of excellent public services to the people of Gateshead by attracting, retaining and developing high calibre individuals and teams, now and in the future.

The academy offers a partnership approach to shared learning inside the following organisations:

- Gateshead Council
- Gateshead Health NHS Foundation Trust
- Gateshead Health NHS Primary Care Trust
- Gateshead College
- Northumbria University
- Associate Member:  
The Gateshead Housing Company

The Academy will offer you wider opportunities for:

- Networking
- Collaborative working
- Sharing best practise
- Career development
- Shared learning

At present, the academy is based within Gateshead Civic Centre though the longer term view is to give the team more of a 'satellite' role, with the ability to work between the partners at their respective organisations. We will be open and welcoming to everyone at every level in the organisation and intend to provide the best learning opportunities that we can offer.

The new Public Academy Service team are working closely with all the partners, getting to know them better to make sure that the academy offers exactly what will work best for each of them and benefit them most.

This fifth joint prospectus will provide the foundation for a range of exciting future development opportunities within the public sector.

We look forward to a happy, challenging and productive future together.

## Assertive Communications

This course provides the opportunity for you to reflect upon your existing style of communication and reflect upon areas that would benefit from a more assertive approach.

Who should attend:

Employees with a desire to explore assertive techniques and apply them to individual situations.

Duration: Half day

This programme will cover a number of areas in particular:

- Identify situations that you would like to develop assertiveness
- Create boundaries for acceptable and unacceptable behaviour from others
- Discuss the benefits of expressing feelings and determine how to communicate them in uncomfortable situations
- Describe passive, aggressive and assertive behaviour and the impact consequences of each
- Practice saying “No” to demands or requests.



## Building Personal Confidence

If you feel you lack confidence in the workplace, learn how to become assertive and communicate with confidence.

**Who should attend:** Employees who would like to increase their levels of confidence.

**Duration:** All day

**This programme will include:**

- Exploring non-assertive behaviour and evaluating when and why you behave this way
- Assessing assertive behaviour, how it is communicated, the impression it gives and its benefits
- Evaluating your body language and how to present a positive self image
- Learning how to use the voice to project confidence
- Understanding the 'bill of rights', what it means to you and others
- The breakdown of negative self-talk and creating new messages for the brain to learn
- Practising expressing your view and acknowledging the view of others
- Defining when you want to say "no" to people and how to do this in a manner that feels comfortable
- Learning what to say when someone's behaviour makes you angry.

*"Excellent course  
facilitator, enthusiastic, lots of interacting,  
participants kept interested."  
Building Personal Confidence  
Course Participant.*



## Coaching

Do you find it difficult to encourage your employees to improve their performance in the workplace?

**Imagine what it would be like to:**

- Improve your effectiveness as a leader and motivate your team to be more successful
- Know how to focus employees on organisational goals
- Gain practical tools and experience in handling the very challenging conversations associated with managing performance problems.

**Who should attend:** First line managers, supervisors, support and administration managers and team leaders.

**Duration:** All day

**This programme will include:**

- Developing an understanding of the coaching process
- The GROW (Goal, Reality, Options, Will) method as an appropriate tool for managing performance
- How the method works
- A handful of behavioural 'markers'
- Facilitation of the practice of coaching principles
- How to incorporate a coaching approach to your management / team leader role
- How to adopt performance management principles.

## Communication Skills

Good communication is a skill, requiring knowledge, practice and commitment. Most relationships at work or at home will benefit from skilled communication.

Who should attend:

Employees who feel they may benefit from practising basic approaches to communication skills.

Duration: Half day

This interactive workshop will explore:

Participants' strengths and weaknesses with the questions "Am I an effective communicator?" and "How can I become more effective?" including:

- Planning your communication techniques
- Group exercises identifying areas that are difficult
- Dealing with aggression, silence, distress, passivity etc.
- Basic listening skills
- Transactional Analysis.



## Conflict Resolution

Duration: All day

Objectives:

- Identify the common causes of conflict
- Identify and describe two forms of communication
- Understand what makes communication breakdown
- Understand three communication models that would assist in dealing with conflict
- Recognise the attitude and behavioural patterns of individuals during the conflict
- Recognise the warning and danger signs displayed by individuals
- Appreciate what factors impact on conflict situations
- Understand the importance of distance in conflict situations
- Understand the use of 'reasonable force' as described in law
- Describe different methods of dealing with possible conflict situations.

## Giving Your Best at Interview

This workshop will increase your confidence before interview and will help you present a positive image to enhance your employability.

**Who should attend:** Any employee who would like to improve their performance at interview.

**Duration:** All day

**This programme will include:**

- Identifying what an organisation wants from its employees
- Recognising key achievements, skills and competencies
- Managing your reputation at work
- Writing an effective Curriculum Vitae and job application
- Preparing thoroughly for interview
- Learning lessons from the interview experience.



## Emotional Intelligence

Learn how good emotional intelligence can help you get the most from your professional relationships and become more skilled in recognising and dealing with your own and others emotions.

**Who should attend:** Employees who wish to perceive, understand and effectively manage both their own and others emotions.

**Duration:** Half day

**This programme will include:**

- Building self-awareness – identifying our own emotions
- Capitalising on your changing emotions to address the task at hand
- How others perceive us
- Using emotions and feelings positively
- Our reactions to others emotions and feelings
- Choosing to feel differently
- The emotional power of words
- Thinking more clearly
- To talk or not to talk - emotional literacy.

## Information Overload

Don't let too much information overwhelm you at work. This practical workshop will show how you can manage, organise and prioritise information.

**Who should attend:** Any employee who becomes overwhelmed by too much information at work.

**Duration:** All day

This programme will include:

- Increasing work effectiveness
- Exploiting natural energy periods
- Unique thinking styles
- The 'Lean' concept
- Managing, organising and creating structured and focused emails
- Speed reading techniques
- Memory principles and techniques.



## Managing Change and Transitions

This workshop will equip you with an understanding of the concept and tools of transition management and how you can and your team can respond well to change.

**Who should attend:** Managers, Team Leaders and Supervisors

**Duration:** Half day

The training programme covers the following topics:

- distinguish between change and transition
- assess current organisational change
- identify and develop strategies for managing individual transitions
- identify where people are located in the three-phase transition process
- produce an action plan for facilitating the transitions associated with current organisational change.

## Minute Taking

Are you looking for further guidance to support those occasions when you are asked to take minutes at meetings? This course will help you to feel more confident when taking and producing minutes.

### Who should attend:

All office professionals required to take minutes at meetings.

**Duration:** All day

### This programme will include:

- Meeting preparation and meeting cycle
- Three types of agenda
- How the chairperson can help
- Blocks to listening and concentration
- Your role – noting apologies, minutes previous meeting & matters arising
- No verbatim
- Noting opinions, problems and outcomes
- Confidence to speak up
- Minutes structure and layout
- Create clear actions
- Remove superfluous writing
- Improve grammar, punctuation and sentence structure.

## Personal Branding and Image

Find out how you can best use your personal brand to achieve more personal and professional success, focus your energies on the things you enjoy most and do best as well as being true to your own values and integrity.

### Who should attend:

Employee who wish to have more personal impact and success at work

**Duration:** Half day

### This programme will include:

- Understanding personal brand
- Clarifying brand identity
- How your brand can get you success
- Developing a strategy
- Identifying your professional strengths
- Achieving impact clients and customers
- Delivering messages powerfully
- Productive relationships
- Greater personal influence
- Communicating your purpose
- Values.



## Presentation Skills

This course will help you if you need to give formal presentations as part of your job. You will gain confidence in giving presentations, understand how to structure a presentation and learn how to engage your audience.

**Who should attend:** Employees who are required to give presentations as part of their work.

**Duration:** All day

**This programme will include:**

- Communication
- Representational systems
- Presentation theory
- Engaging & informing the audience
- Confidence & organisation
- Delivering a presentation
- Anxiety & nerves
- Impact.

## Problem Solving and Decision Making

Learn how to identify a problem and implement an effective solution. Become equipped with the training and tools you need to become an effective and reasoned decision maker.

**Who should attend:** Employees who would like to improve their problem solving and decision making capabilities, to make them more effective in their work.

**Duration:** All day

**This programme will include:**

- Common problems we face
- Methods of problem solving
- Pareto principle
- Force field analysis
- Cause & effect analysis
- Decision trees
- Plus/minus/implications
- Creative approaches
- Factors that lead to a decision
- Six thinking hats
- Cost benefit analysis
- Solve a problem
- Action plan.

*"It was a very interesting and useful course, I will definitely refer back to this in future."  
Problem Solving and Decision Making Participant.*

## Project Management

This course will give you a basic knowledge and understanding of project management and enable you to utilise tools and techniques effectively.

**Who should attend:** Employees who manage projects as part of their day-to-day job.

**Duration:** All day

**This programme will include:**

- An understanding of the basic theory and principles of project management
- Project planning
- Project life-cycle and its application
- Implementation – evaluation
- Management role.

*"Highly relevant...  
I can recommend this  
course to my colleagues."  
Project Management  
Participant.*



## Time Management

Would you be interested in realising more of your goals by utilising your time more effectively? This workshop will identify better ways of increasing your efficiency and effectiveness through better time management.

**Who should attend:** Employees interested in developing their knowledge, skills and understanding to take control and improve their time management.

**Duration:** Half day

**This programme will include:**

- Personal aims and goals – are you achieving them?
- What are the problems/barriers to achieving?
- Activity traps and how to get out of them
- Decision-making process
- Prioritising work
- Time management grid.

## Transformational Leadership

This course will provide managers with a better knowledge of Transformational Leadership.

**Who should attend:**

Managers who want a better knowledge of Transformational Leadership

**Duration:** Half day

**This programme will include:**

- Overview of Transformational Leadership
- Latest developments in Transformational Leadership
- Putting Transformational Leadership into practice
- Embedding Transformational Leadership within your team.



*"An enthusiastic facilitator...  
fast paced, very interactive,  
hugely enjoyable."  
Voice Training Course  
Participant.*

## Voice Training

This workshop will increase your vocal power, your personal impact and your communication skills.

**Who should attend:**

All staff who would like to improve their effectiveness when speaking either in public, or in front of colleagues.

**Duration:** Half day

**This programme will include:**

- Steps to looking and feeling more confident and being in control of your nerves
- Tips on how to improve your own voice
- Achievement of enhanced communication skills without losing individuality
- Demystifying the voice – equipping you to reach your full potential.

# At a glance guide

Courses by DATE	TIME (DAY)	COURSE	PARTNER	PAGE
11 Nov 2009	All day	Project Management	Gateshead Council	11
20 Nov 2009	9 – 1pm	Change and Transition	Gateshead Council	8
25 Nov 2009	All day	Giving Your Best at Interview	Gateshead NHS Foundation Trust	7
1 Dec 2009	9.30am – 12.30pm	Time Management	Gateshead College	11
7 Jan 2010	All day	Project Management	Gateshead Council	11
19 Jan 2010	All day	Giving Your Best at Interview	Gateshead NHS Foundation Trust	7
21 Jan 2010	9.30am – 12.30pm	Presentation Skills	Gateshead PCT	10
22 Jan 2010	9.30am – 12.30pm	Voice Training	Northumbria University	12
1 Feb 2010	9.30am – 12.30pm	Time Management	Gateshead College	11
3 Feb 2010	9.30am – 12noon	Transformational Leadership	Gateshead Council	12
4 Feb 2010	9am – 1pm	Change and Transition	Gateshead Council	8
11 Feb 2010	All day	Coaching GROW Model	Northumbria University	5
18 Feb 2010	1pm – 4pm	Minute Taking	Gateshead NHS Foundation Trust	9
8 Mar 2010	1.30pm – 4.30pm	Emotional Intelligence	Northumbria University	7
18 Feb 2010	9.30am – 12.30pm	Presentaton Skills	Gateshead PCT	10
15 Mar 2010	1.30pm – 4.30pm	Personal Branding and Image	Northumbria University	9
19 Mar 2010	All day	Problem Solving and Decision Making	Gateshead College	10
22 Mar 2010	All day	Giving Your Best at Interview	Gateshead NHS Foundation Trust	7
24 Mar 2010	1.30pm – 4.30pm	Communication Skills	Northumbria University	6
30 Mar 2010	9.30am – 12.30pm	Presentation Skills	Gateshead PCT	10
15 Apr 2010	All day	Conflict Resolution	Gateshead PCT	6
22 Apr 2010	All day	Project Management	Gateshead Council	11
29 Apr 2010	9.30am – 12.30pm	Assertive Communication	Gateshead College	4
30 Apr 2010	All day	Conflict Resolution	Gateshead PCT	6
30 Apr 2010	9.30am – 12noon	Transformational Leadership	Gateshead Council	12
24 May 2010	All day	Information Overload	Gateshead College	8
26 May 2010	All day	Giving Your Best at Interview	Gateshead NHS Foundation Trust	7
10 Jun 2010	9am – 1pm	Change and Transition	Gateshead Council	8
23 Jun 2010	All day	Project Management	Gateshead Council	11
13 Jul 2010	9.30am – 12noon	Transformational Leadership	Gateshead Council	12
17 Aug 2010	9.30am – 12.30pm	Assertive Communication	Gateshead College	4
tbc	All day	Building Personal Confidence	Gateshead College	5

# Academic Recognition

## for Continuing Professional Development (CPD)

Alongside your formal academic qualifications you may also engage in significant amounts of continuing professional development within the workplace. The courses within this PSA Prospectus can form part of your CPD together with other training and development sessions, professional body events or regular learning activities such as personal updating that you may participate in.

Whilst such activities do not traditionally lead to an academic award, Newcastle Business School are able to offer academic credit for these experiences at undergraduate or postgraduate level.

In negotiation with a guidance tutor at Newcastle Business School, you will devise a learning proposal which identifies your CPD activities and complete a report which reflects upon these experiences and the impact they have had on your workplace role.

Typically you will be required to demonstrate 24hrs Continuing Professional Development for each 10 academic credits. A minimum of 60 academic credits are required for an award at Certificate or Diploma level at either undergraduate or postgraduate level.

### Programme Fees

Fees for this programme are **typically** £250 per 10 credit module. Funded by the individual or workplace supported following agreement with your line manager and through the usual organisational arrangements for funding learning and development. The CPD agreements are arranged directly between the individual and Newcastle Business School. For further information contact:

Guy Brown  
Newcastle Business School  
Email: [Guy2.brown@northumbria.ac.uk](mailto:Guy2.brown@northumbria.ac.uk)  
Telephone: 0191 227 4648

# How to apply

If you would like to attend a course you should first speak to your line manager and your organisation's training contact.

If your request is approved you must then book a place by contacting the Public Service Academy team on **0191 433 2284** or via email **[publicserviceacademy@gateshead.gov.uk](mailto:publicserviceacademy@gateshead.gov.uk)**. Please give your name, contact details, job title, organisation and department and the course you wish to attend with preferred attendance date.

Places are limited, and allocated on a first come, first served basis. therefore, please contact us as soon as possible to reserve your space.

If you are successful the joining instructions will be sent out by the Public Service Academy team directly to you.



Your Public Service Academy Team  
Jennifer Melia, Lindsey Stawart and Jamie Bell

To find out more about the  
Gateshead Public Service Academy  
visit [www.gatesheadpsa.co.uk](http://www.gatesheadpsa.co.uk)

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greatest resource”

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