

## Nancy Doyle – relevant skills and experience

Chartered Occupational Psychologist

NLP Practitioner

Trainer of Symbolic Modelling and Clean Language

Dyslexia specialist – coaching, diagnosing and assessing

Previously managed learning and development departments

4 years working in welfare to work training

6 years experience in recruitment (health, education and social care sectors)

5 years experience working with people with disabilities

## Emma Dalrymple – relevant skills and experience

NLP Practitioner

Trainer of Symbolic Modelling and Clean Language

4 years working in welfare to work training

1 year experience as welfare to work advisor

## Booking Information

Skills4Success runs throughout the year in West London, places cost £350 (plus VAT) per participant. We can provide an in house course for you for £9,000 plus VAT (up to 30 participants)

**To check the next available dates and for booking please contact Nancy or Emma as below:**

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**Training Attention Ltd**  
systems thinking in practise

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# Skills4Success

A course for people seeking to get into work and stay there!

## Principal topics covered on the course are:

- Building rapport and communicating effectively
- Team work
- Setting and achieving personal outcomes
- Re-creating and maintaining a confident state
- Practical cold calling and CV writing sessions
- Interview preparation (including presenting styles)
- Mock interviews with other staff
- Effective job search techniques



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## Who is the course for?

This course is for anyone who is either unemployed and would like to get back into work or who wants to move into a new sector, and stay there. When we run independent courses they are not sector (e.g. construction or retail) specific. We can run courses for existing groups and would work closely with the supplying organisation to research and include sector specific information.

We work hard before, during and after the courses to ensure that our work dovetails with what employment advisors are doing, so that they can pick up on the momentum we've initiated and follow it through. The overall success of the courses is measured 6 months after completion as many of the techniques learnt by participants require regular application and the continued assistance of employment officers – previous courses have shown this is vital to clients finding work and staying there.

## History of the Skills4Success Course

Training Attention was recruited to design and deliver the mandatory Gateway2Work programme for Work Directions UK at its inception in 2002. Traditionally, these courses have been run as extended job search sessions with some CV and cover letter advice. Training Attention introduced techniques to allow participants to develop their communication and rapport building skills in a supported environment. This enhanced their practical job search and employability and placed a firm emphasis on sustainability of job outcomes. Work Directions advisors were trained specifically to deliver and develop the programme.

Having successfully established an intervention which functioned independently of the Training Attention trainers, our involvement with Work Directions was completed, although we have continued to work with HR and advisors assisting with recruitment and training and development for the past 3 years. Training Attention was then approached by Building One Stop Shop (BOSS) in 2004 with regards to designing and delivering some innovative communication and confidence training for their clients. Using our version of Gateway2Work as a blueprint for Skills4Success, Training Attention was able to develop the course to our own timetable and content (as opposed to fulfilling government guidelines). We run from 9.30-4.00 over 2 days for 3 weeks, or 3 days over 2 weeks. This timetable allows participants to continue job searching in between sessions and is a more effective framework for embedding the changes in activity that lead to job outcomes.

## Success Rates

We rigorously evaluate our courses using both qualitative and quantitative information, which we use to hone and improve our skills. Our average job outcome rate (measured for sustainability at 6 months) is 62% - 12% higher than the industry average. The last course that ran in August 2006 (course 4) also had 100% voluntary participant retention. We believe that this course has developed into a highly successful, reliable option for people wanting to overcome their barriers to employment.

## What makes us special?

Our key principle is that the interventions we design must become independent of us – that 1) [we don't do anything that that we can't teach the participants to do on their own](#) and that 2) [we leave the resources for the ideas to develop further after we've gone](#). We have been developing and honing this principle within our work in a diverse range of organisations and training topics, whilst using rigorous evaluation to build on our own learning. We've developed diversity training, welfare to work programmes, dyslexia coaching, improving learning in the classroom by working with teachers and teenagers, team building and recruitment assessment centre exercises. This broad scope of applications means that we are able to adapt our material to encompass the specific needs of our clients. Furthermore, we have been able to pare down our part in any learning to its bare essentials; namely the least intervention we must make to facilitate change for the individual or group in order that they take ownership of it.

Working in this way means that participants are able to coach each other and develop their own ideas. The majority of time is spent in group discussion, small group and pair working and on practical activities, as opposed to listening or writing. We believe that the expertise on overcoming barriers to employment lies with the participants themselves – [we don't know better than them](#) – and our job is to facilitate their ability to learn from their own and each other's experience.

## Who are Training Attention?

Training Attention are Caitlin Walker and Nancy Doyle, a Linguist and a Chartered Occupational Psychologist who have worked in education and learning for over 20 years between us. We use Cognitive Psychology, NLP, Systems Thinking and the relatively new technique of 'Clean Language' to help groups and individuals develop useful ways of working together to resolve their own issues. Emma Dalrymple joined us in 2004 and has been developing our courses within the welfare to work sector.