

Training Matters

Essential skills to grow your
people and build your business

Training Courses 2019

Important versus urgent

Important versus urgent is a key distinction for small firms, but one which is not always easy to make.

Is too much of your time spent on tasks and meetings that seem urgent but are not important for the future of your business?

At SFA, we're here to help you create time for things that can make a real difference, like developing management capacity and other skills for you and your staff.

The SFA training offering for 2019 contains an interesting mix of courses – online and off-line - to enhance key skills in your business. They are delivered by expert trainers with many years of industry experience.

Based on your feedback, the courses are short, so that you can get on with running your business.

Now is the time to plan your training calendar for 2019 – to make sure that vital upskilling does not get usurped by the urgent but non-important day-to-day distractions.

I invite you to book your place today and make this opportunity count for the success of your business.

Kind regards,

Sven Spollen-Behrens
Director, SFA



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Should you have any questions, please contact our programme administrator Raquel de La Pena, 01 605 1667 | raquel.delapena@ibec.ie

Book now
www.sfa.ie/events

1 day

Performance Management and Appraisal Skills

What skills will you develop:

This programme will help managers to manage and run the appraisal interview process within their own organisations. The programme will give managers the confidence to deal with challenging behaviour and performance related issues, while getting the best from those who are performing well.

What you will learn:

- Managing conflict
- Influencing others
- Different communication styles
- Role play and feedback
- Action planning - what will I apply now?
- Elements of effective performance management systems
- Where does the appraisal system fit?
- Best practice in this field
- Documentation: What should be in or out?
- Structuring the interview
- Develop your skills

Member rate €220 | Non-member rate €330

Date: 14 February 2019

Time: 8:30am- 3:30pm

Venue: Ibec, 84/86 Lower Baggot Street, D2

1 day

Running Effective Disciplinary Processes

What skills will you develop:

This programme gives managers the skills and competencies necessary to deal confidently and effectively with disciplinary issues that may arise, up to and including dismissal.

What you will learn:

- Dealing with gross misconduct
- The importance of procedural fairness
- Managing absence
- Overview of the Unfair Dismissals Acts, 1977-2015
- The disciplinary procedure
- Fair procedures and the principles of natural justice
- Discriminatory dismissals

Member rate €220 | Non-member rate €330

Date: 14 March 2019

Time: 8:30am- 3:30pm

Venue: Ibec, 84/86 Lower Baggot Street, D2

Book now
www.sfa.ie/events

1 day

Safety Awareness for Managers

What skills will you develop:

Do you want to provide your managers with an overview of their roles and responsibilities for the day-to-day practical concerns of integrating health and safety with operational management? If you answered YES to this question then this course is ideal for your managers.

What you will learn:

- Why manage health and safety?
- Safety management systems
- Safety statements
- Implementing and managing safety
- Duties of Employer and Manager
- Safety, Health and Welfare at Work Act, 2005
- Safety, Health and Welfare at Work (General Application Regulations 2007)
- Hazard identification
- Risk assessment and controlling risks
- Communication and consultation
- Communication skills
- Accident causation and accident investigation

Member rate €220 | Non-member rate €330

Date: 4 April 2019

Time: 8:30am- 3:30pm

Venue: Ibec, 84/86 Lower Baggot Street, D2

1 day

Project Management

What skills will you develop:

The aim of this programme is to provide participants with a working knowledge and understanding of how to manage projects by using best practice. This is a practical programme which will provide participants with the skills and techniques required to manage each stage of a project effectively and efficiently.

What you will learn:

- Managing project meetings
- Project controls
- Managing conflict through assertive negotiations
- Delivering your project on time
- The project teams
- Project initiation & definition
- The project manager
- Definition of a project
- Why project management?
- The project lifecycle
- Project close and evaluation

Member rate €220 | Non-member rate €330

Date: 5 March 2019

Time: 8:30am- 3:30pm

Venue: Ibec, 84/86 Lower Baggot Street, D2

Book now
www.sfa.ie/events

2 day

**Foundations in
Employment Law**

What skills will you develop:

The Foundations in Employment Law programme introduces employment law to those who are new to the area and need a clear understanding of the obligations. The programme focuses on the areas of critical importance with regards to compliance through practical examples, case law and current best practice.

What you will learn:

- Contracts of employment
- Equality legislation
- Protective leave
- Grievances
- Discipline
- Dismissals

Member rate €400 | Non-member rate €600

Date: 15 May 2019
Time: 8:30am- 3:30pm
Venue: Ibec, 84/86 Lower Baggot Street, D2

2 day

**Foundations in
Management**

What skills will you develop:

This programme aims to give managers, or those moving into management roles, the fundamental skills of effective management. Participants will learn how to improve their leadership and communication skills, how to deal with difficult staff and to increase the motivation levels among those in the team. The programme will give participants the skills to deal with a grievance or disciplinary issue in an effective way, significantly reducing the risk that claims will be taken against the company.

What you will learn:

- Disciplining others
- Handling grievances effectively
- Behaving assertively and handling conflict
- Giving effective feedback
- The role of the manager
- Leadership
- Communicating effectively
- Motivating the team

Member rate €400 | Non-member rate €600

Date: 18 April 2019
Time: 8:30am- 3:30pm
Venue: Ibec, 84/86 Lower Baggot Street, D2

Online

Foundations in Management

What skills will you develop:

This programme aims to give managers, or those moving into management roles, the fundamental skills of effective management. Participants will learn how to improve their leadership and communication skills, how to deal with difficult staff while increasing motivation levels among those in the team.

The programme will give the participants the ability to deal with a grievance or disciplinary issue in an effective way, ensuring that no claims will be taken against the company.

What you will learn:

- Understand different leadership
- Communicate effectively with teams and colleagues
- Develop and improve key skills to supervise and motivate a team
- Learn the essentials of dealing with grievance and disciplinary interview
- Distinguish between aggressive, assertive and passive behaviours and demonstrate ability to deal with it
- Give effective feedback to the team and deal confidently with challenging situations

Member rate: €300 | Non-member rate: €380

Online

Leading with Wellbeing

What skills will you develop:

This online programme, delivered by Dr. Mark Rowe, comprises nine unique modules that will help you cultivate fulfilment in the workplace, and facilitate lasting, meaningful change for you and your employees.

What you will learn:

- Psychological Fitness- build mindset, neuroplasticity and strengths
- Purpose & Meaning- the bigger why for vitality & success
- Habits- rewire your brain for change
- Negative Emotion- the corrosive potential of needless negativity and how to counteract it
- Positive Emotion- cultivate more positive emotions in order to flourish
- Inner Happiness- what it is and why it matters
- Goal Setting- to enhance your wellbeing & overall vitality
- The Power of Giving- kindness, gratitude and appreciation to others
- Physical Health- key benefits of exercise, sleep and nutrition

Member rate: €300 | Non-member rate: €380

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www.sfa.ie/events

Online

GDPR Training

The General Data Protection Regulation (GDPR), a ground-breaking piece of data protection legislation, which came into force on 25 May 2018, has a significant impact on all organisations, as it enhances the data protection rights of employees, imposes specific obligations on employers and introduces severe financial penalties for non-compliance.

Enrol your staff and managers to ensure they are informed of their obligations under the Data Protection Acts 1988 to 2018 and GDPR.

This course will provide participants with the knowledge to:

- Describe personal information and data subject rights
- Define consent
- Explain the role of the Data Protection Commission, Data Controller, Data Processor and the Data Protection Officer
- Determine accountability
- Conduct breach management and outline our role in the prevention of breaches
- Outline data subject access requests
- Understand the issue of privacy and its implications

Member rate €70 | Non-member rate €80

Workshop

Film your own Business Videos – on a smart phone

The course will demonstrate how to compose a film, draw up a shot list, draft a script, use simple lighting, add music, text and edit the video. Presentation techniques, image and wardrobe will be included as well as uploading a video onto the website, Instagram and social media. Clients will make their demo film to take away with them.

Filming and production skills will be of great benefit to many business owners who want to put up short Marketing videos, Brand Demos or Direct Sales pitches on-line on a tight budget.

Filming Your Business Video - on a smart Phone is aimed at SME's, company directors and brand makers who want to enhance their digital presence. Filmmaking and editing will be taught by **Bernard Rogan Director of Element TV Production** – an experienced film director, editor and presentation coach. Scripting and wardrobe will be by **Kathleen O'Callaghan** - scriptwriter, business journalist and wardrobe consultant. Presentation skills will be demonstrated using a **Video Presenter** – demonstrating the onscreen camera skills.

Member rate: €135 | Non-member rate €185

Date: 2 April 2019

Time: 9.30 to 13.30

Venue: Ibec, 84/86 Lower Baggot Street, Dublin 2

Book now
www.sfa.ie/events

Masterclass 1: Social Media

Our first Digital Marketing Masterclass will be in Social Media fundamentals for small businesses. The three hour-long masterclasses will be delivered by industry experts in the world of Social Media marketing. After the half day masterclass the audience will have a greater understanding on how to utilise various social media channels to help their business grow. Our aim is to give the audience a practical guide on social media on how to expand network, connect with potential customers, engage with customers and increase sales.

Date: 21 February 2019

Time: 9.30 to 12.30

Venue: Ibec, 84/86 Lower Baggot Street, Dublin 2

Masterclass 2: Search Marketing

The second masterclass will consist of a three hour-long masterclass from experts in the field of Search Marketing. Each of the experts comes with a deep knowledge of digital marketing and implement search marketing campaigns on a daily basis. Their knowledge and expertise in PPC, SEO, and all aspects of traffic driving methods is beyond question. Topics that will be covered include:

- Introduction to Google AdWords
- Fundamentals of SEO
- Optimising Images for Social Media and Search – A Checklist For Marketers

Date: 25 March 2019

Time: 9.30 to 12.30

Venue: Ibec, 84/86 Lower Baggot Street, Dublin 2

Masterclass 3: Conversion

The final masterclass in this series will be a three hour-long masterclass that will focus on online advertising and increasing your business Conversion Rate Optimisation. Our speakers will be experts in the area of Online Advertising and will bring practical examples that can be used in any company's digital marketing strategy. Topics that will be covered include:

- Online spend - Facebook v Google
- Email Marketing
- Mobile Optimization and Conversion

Date: 9 May 2019

Time: - 9.30 to 12.30

Venue: Ibec, 84/86 Lower Baggot Street, Dublin 2

Cost per event: Member rate: €135 | Non-member rate €185 (excl VAT)

Package - All three Masterclasses – Member rate €345 | Non-member rate €475

This programme is delivered in conjunction with 3XE Digital

We are delighted to bring to you our annual Employment Law Seminar which will take place in Dublin and Limerick on the following dates:

- Limerick: 26 September 2019
- Dublin: 17 October 2019

More information coming soon. Please visit our website www.sfa.ie

What we did in 2018:

- Welcome address and WRC Update
- Contracts
- Probation and performance
- All about absence
- 5,4,3,2,1 – Top issues for 2018
- Discipline and dismissal – an interactive session
- The pros and cons of 4 ways to manage mandatory retirement

What you said:

'Very well delivered. Information shared dealt with a wide range of aspects relating to HR and how to improve and enhance practices and policies in your organisations.'



