

Midline Consulting Limited

2014 Training Catalogue

January 2014

General Information

- Discount applies to bulk nomination
- Any nomination with a minimum number of 5 participants is classified as bulk nomination.
- Early confirmation of booking/nomination also attracts discount. A 5 percent discount is applicable to nominees who pay at least two weeks ahead of the scheduled training. Bookings however cannot be considered confirmed until payment is made. You may make payments in bank transfer or cheques. Write cheques in favour of **Midline Consulting**.
- Please note that the entire course can be customized for your organization on request.
- For further enquiries and/or nomination:

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Course Title: **Customer Service Skills**

Facilitator

Midline Team of Facilitators

Audience

Front Office Executives, other Customer Facing Officers

Maximum Class Size

25 Trainees per session

Duration

2 days

Proposed Date

6th & 7th March 2014

Fees

N60, 000.00 per Trainee

Training Venue

LCCI Building, Alausa Ikeja

Training Methodology

1. Interactive Session
2. Multimedia Presentation
3. Case Study Method

Objectives

This training is meant to re-awaken and refresh the Customer conscious spirit in the delegates.

The key objectives are:

- To impart your company customer service culture
- To give practical tips for effective customer care.
- To develop service excellence skills

Course Modules

Module 1 – Profiling the Customer
Module 2 – Effective Customer Care
Module 3 – Developing a Learning relationship with the Customer

Course Content

Module 1

- Who are the customers?
- What are their needs and expectations?

Module 2

- Internal Service Quality
- The 4 R's of Customer Care
- Attitude becomes you!

Module 3

- The 1st impression
- Stand up to the challenge – Handling irate Customers
- Telephone Etiquette

Module 3

- Understanding Learning relationship
- How to develop a learning relationship with the customer



Course Title: **Team Building Skills**

Facilitator

Midline Team of Facilitators

Audience

Hybrid of delegates from various function/unit/department

Maximum Class Size

25

Duration

1 day

Proposed Date

21st March 2014

Training Venue

Centre for Management Development,
Shangisha Magodo, Lagos

Fees

N38, 000.00 per delegate

Training Methodology

1. Interactive Session
2. Case Study Method
3. Multimedia Presentation

Objectives

The key objectives are:

1. Knowledge of effective teams

2. Techniques of building a successful team
3. Understanding the role of members in a team

Course Modules

Module 1 – Team Building
Module 2 – Myer Briggs profiling
Module 3 – Communication in Teams
Module 4 – Situational Leaders

Course Content

Module 1

- Chemistry of working together
- Group development process
- Values, Attitudes and Team performance

Module 2

- Personality Profiling and traits in teams
- Setting standards of behaviour and SLA's

Module 3

- Communication and Team building
- Decision making in a team
- Influencing Skills

Module 4

- Situational leaders defined
- When and how of Situational leaders



Course Title: **Report Writing Skills**

Facilitator

Midline Team

Audience

Delegates are expected from the following functions: Sales, Technical, Team Leaders/Supervisors, and administrative staff

Number of Trainees

25

Duration

1 Day

Proposed Date

11th April 2014

Training Venue

LCCI Building, Alausa Ikeja

Fees

N38, 000.00 per delegates

Training Methodology

1. Interactive Session
2. Case Study Method
3. Exercises

Objectives

At the end of the programme the participants will be able to:

- To identify key factors to consider when preparing a report
- Quickly organize thoughts and generate high quality content
- Participant will be able to write focused and effective reports
- Participant will be able to approach writing from an understanding of the reader's requirement.
- To identify good writing and develop their personal style and speed of writing

Course Modules

- Module 1 – The overview
- Module 2 – Key stages in Report preparation
- Module 3 – Choosing your style

Course Content

Module 1

- What is a Report?
- Types of Business document
- Why Report writing?
- Types of Report
- How to write effective letters and memos

Module 2

- Preparation, Planning, Writing, Proof reading and Editing
- Grammar and sentence structure
- Selected business lexicon

Module 3

- Choosing your style
- How to improve your personal writing style
- Writing exercises to get words and ideas flowing immediately
- Pre and post-course writing tests to measure your progress





Course Title: **The Essential of Effective Communication**

Facilitator

Midline Team of Facilitators

Audience

Delegates are expected from the following functions: Sales, Technical, Team Leaders/Supervisors, and administrative staff

Maximum Class Size

25

Duration

2 day

Proposed Date

24th & 25th April 2014

Training Venue

LCCI Building, Alausa Ikeja

Fees

N60, 000.00

Training Methodology

1. Interactive Session
2. Case Study Method
3. Multimedia Presentation

Objectives

The key objectives are:

1. To enhance the participants general facility and confidence in oral and written communication.
2. To refine the participants personal speaking styles.
3. Participant will be able to write grammatically correct or concise report/letter/memo

Course Modules

- Module 1 – Fundamental Principles of Communication
- Module 2 – Non Verbal communication vs. Oral Communication
- Module 3 – The art of written Communication
- Module 4 – Listening Skills

Course Content

Module 1

- Basic element of communication
- Coding and encoding of information
- The Who, Where, When, What, Why and Whom of communication

Module 2

- Interaction of verbal and non verbal communication
- Functions of non verbal communication
- Principles of non verbal communication
- Basic Diction

Module 3

- The art of written communication
- Selected business lexicon

Module 4

- Methods for better understanding
- Listening when it's hard
- Reading body language
- Better question, better answer
- Responding to messages for maximum impact



Course Title: Unlocking your Leadership Potentials

Facilitator

Midline team of Facilitators

Audience

Supervisors, Managers and Senior managers

Maximum Class Size

25

Duration

3 day

Proposed Date

7th – 9th May 2014

Training Venue

LCCI Building, Alausa Ikeja

Fees

N85, 000.00

Training Methodology

1. Interactive Session
2. Practical Exercise
3. Multimedia Presentation
4. Case study

Objectives

The key objectives are:

1. The participants will be able to assess their leadership skills and improve on leadership of others.
2. To identify key factors of good leadership

Course Modules

Module 1 – Leadership and its principles

Module 2 – Effectiveness and Influence

Module 3 – Are leaders born or made?
Success factor

Course Content

Module 1

- Leadership X-ray
- Elements of good leadership
- Leadership foundation
- Leadership hierarchy

Module 2

- Factors that affects your effectiveness
- Influencing people
- The challenges of leadership

Module 3

- The success factor
- Leadership traits; innate or developed.





Course Title: Troubleshooting/Problem Solving Skills

Facilitator

Midline Team of Facilitators

Audience

Supervisors, Managers from of various functions

Maximum Class Size

25

Duration

2 day

Proposed Date

29th & 30th May 2014

Training Venue

LCCI Building, Alausa Ikeja

Fees

N60, 000.00 per delegate

Training Methodology

1. Interactive Session
2. Practical Exercise
3. Multimedia Presentation

Objectives

The key objectives are:

1. The participant will be able to understand complicated and difficult situation
2. They will be able to conduct rigorous analysis of the problems face, and consider as many factors as possible in a structured and methodical way
3. To identify starting point in business problem solving

Course Modules

Module 1 – Problem Orientation and Definition

Module 2 – Generation of Alternative Solution

Module 3 – Decision Making, Solution Implementation and Verification

Course Content

Module 1

- Recognising the problem
- The place of attitude
- Understanding the problem and gathering the necessary information.

Module 2

- Generating alternative solutions
- Root cause analysis
- Implementing decisions
- Criteria for evaluating decisions

Module 3

- The decision making process
- Solution implementation and verification
- Linear Vs. Lateral thinking
- The creative problem solving framework
- Structured and ill structured problems





Course Title: **Business Plan and Models Generations**

Facilitator

Midline Team of facilitators

Audience

Business Owners, Head of Department, and Senior Staff of various departments

Maximum Class Size

25

Duration

3 days

Proposed Date

4th – 6th June 2014

Training Venue

LCCI Building, Alausa Ikeja

Fees

N85, 000.00

Training Methodology

1. Interactive Session
2. Case Studies Method
3. Multimedia Presentation

Objectives

The key objectives are:

1. Introduce participants to the different plan for growing and shrinking market.
2. The participant will be introduced to basis of sales forecast and other financial projection.
3. They will also be able to write a marketable business plan.

Course Modules

Module 1 – Content of business plan

Module 2 – Data gathering

Module 3 – Financial Projections

Module 4 – Writing the Plan

Course Content

Module 1

- Description of the Business
 - Products/Services
 - Value Proposition
 - Business Model & Strategy
 - Pricing Model
- Description of the Market
 - Competition & Competitive Analysis
 - Opportunity gap within the market
 - Market Value information
- Marketing Strategy
 - SWOT Analysis
 - Business location & Justification
 - Market Plan
- Financial Projection
 - Sales projection
 - 3 years financial forecast

Module 2

- Method of data gathering
- Implication of different data gathering method

Module 3

- P & L Statement
- Cash flow Analysis
- Balance Sheet

Module 4

- Writing the Business plan



Course Title: **Computer Appreciation: Emphasis on MS Excel Skills**

Facilitator

Midline Team of facilitators

Audience

Staff of various departments

Maximum Class Size

25

Duration

3 days

Proposed Date

16th – 18th July 2014

Training Venue

LCCI Building, Alausa Ikeja

Fees

N70, 000.00

Training Methodology

1. Interactive Session
2. Practical Exercise
3. Multimedia Presentation

Objectives

The key objectives are:

1. The participants will be able to create, view, modify excel tables and database
2. The participant will also be able to work with excel formulas and functions
3. They will also be able to hide, protect data and work with charts

Course Modules

Module 1 – Working with Database

Module 2 – Formula in Excel

Module 3 – Formatting Data

Module 4 – Working with Charts

Course Content

Module 1

- Creating, sorting, and finding records
- Setting your filter
- Types of comparison criterion
- Using Advance Filter

Module 2

- Definitions of terms
- Entering and revising formulas
- Using Auto calculate and naming ranges
- Using excel functions

Module 3

- Formatting a cell or range of cells
- Using Different Fonts and Attributes
- Apply conditional formats
- Merge cells to span several columns or rows
- Removing grid lines



Course Title: **Finance for Non-Finance Manager**

Facilitator

Midline Team of facilitators

Audience

HODs and Manager of non-finance departments

Maximum Class Size

25

Duration

3 days

Proposed Date

13th – 15th August 2014

Training Venue

LCCI Building, Alausa Ikeja

Fees

N85, 000.00

Training Methodology

1. Interactive Session
2. Practical Exercise
3. Multimedia Presentation
4. Case Study Method

Objectives

The key objectives are:

1. The Participants will be exposed to basic financial statements and their uses in a business environment.
2. They will be able to take better decision on the basis of financial implication on the business.

3. The training will position the manager to introduce control mechanism into the organisation.

Course Modules

Module 1 – Understanding financial Statement

Module 2 – Common Size & Accounting Ratio

Module 3 – Organisation Reconciliation & Petty Cash Management

Module 4 – Taxation

Course Content

Module 1

- Understanding components of P & L
- Cash flow Statement
- Trial balance principle
- Understanding the balance sheet

Module 2

- Comparing Year on Year performance
- Liquidity Ratio, Current ratio & Acid Ratio
- Current Asset & Current Liability
- Implications of different ratio

Module 3

- Tracking small cash expenses
- Petty cash book and its entries
- Internal Control Issues

Module 4

- What is Tax
- Principles of taxation
- Types and Incidence of Taxes
- Tax avoidance and evasion
- Tax planning



Course Title: Strategic Marketing

Facilitator

Midline Team of Facilitators

Audience

Senior managers who will like to develop their strategic planning capabilities;
Marketers who would like to influence at a more senior level; sales professional who seek to move to sales and marketing leadership role;

Maximum Class

25 Trainees per session

Duration

4 days

Proposed Date

23rd – 26th September 2014

Fees

N105, 000.00 per Trainee

Training Venue

LCCI Building, Alausa Ikeja

Training Methodology

1. Interactive Session
2. Multimedia Presentation
3. Case Study Method

Objectives

The key objectives are:

- Identify the most appropriate marketing strategies and tactics for each product or service in your organization's product range
- To provide concise, comprehensive coverage of marketing strategies and techniques which have been proven to work in organizations large and small
- To give non marketing personnel exposure to best practice when developing strategies to launch and promote products and services

Course Modules

- Module 1 – Strategic Marketing Planning
- Module 2 – Developing customer centric value proposition
- Module 3 – Marketing Mix Part 1
- Module 4 – Marketing Mix Part 2
- Module 5 – Marketing Mix Part 3
- Module 6 – Marketing Mix Part 4
- Module 7 – Writing the strategic Marketing Plan

Course Content

Module 1

- Marketing defined
- Role of marketing in the organization
- Vision and mission from a marketing perspective
- Alignment with the company's aims and objectives
- The marketing process
- The 4Ps of marketing
- Strategies vs. tactics

Module 2

- Market research and gathering market intelligence
- Developing a USP which matters to the buyer
- Understanding trends and anticipating customer wants and needs
- Market segmentation and positioning
- Strategies for marketing to consumers, organizations and resellers

Module 3

Product:

- New product development
- Developing a range of products
- Understanding the product life cycle
- Developing strategies for different stages of the life cycle
- Branding decisions
- Packaging and labeling



Module 4

Price:

- How your price positions you in the mind of the buyer
- Pricing strategies and decisions
- Considerations when choosing a price: product mix, promotional pricing, geographical pricing

Module 5

Place

- Selecting the right distribution channels
- Selling through retailers, wholesalers and other resellers
- Selling directly to consumers
- Using the internet to sell products and service

Module 6

Promotion

- Selecting the right promotional strategies
- BTL and ATL marketing activities
- Advertising
- Direct marketing
- Direct sales
- Internet marketing
- Public relations
- Referral strategies
- Sales promotion
- Social media
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Module 7

Writing the marketing plan

- What goes into a strategic marketing plan?
- How to plan a promotional campaign
- How to get internal support for your plan



Course Title: **Marketing for Non Marketing Managers**

Facilitator

Midline Team of facilitators

Audience

Senior managers or business owners who needs to get a better understanding of the marketing function so that they can contribute effectively to the integration of marketing to business strategy; managers seeking to convert to marketing function

Maximum Class Size

25

Duration

2 days

Proposed Date

28th & 29th August 2014

Training Venue

LCCI Building, Alausa Ikeja

Fees

N60, 000.00

Training Methodology

5. Interactive Session
6. Practical Exercise
7. Multimedia Presentation
8. Case Study Method

Objectives

The key objectives are:

1. Appreciate the strategic role of marketing to business growth.
2. Recognise a good well thought out marketing campaign
3. Ask the right questions from your marketing team.
4. Investigate new marketing strategies.

Course Modules

Module 1 – Essential Elements of marketing practice

Module 2 – Understanding Marketing Strategies and programs

Module 3 – Marketing plan evaluation and measurement

Module 4: Case Study

Course Content

Module 1

- Definition of marketing
- Introduction to basic Principles of marketing
- Basic Marketing language

Module 2

- Identifying emerging trends
- How market research informs marketing strategy
- How to align marketing strategy with business vision
- Developing a strategic marketing plan

Module 3

- Four tests for executives and managers with budget oversight to use prior to the approval of a marketing budget
- Marketing analytics and measurement

Module 4

- Case Study: Why market leaders spend the same percentage of their budget on marketing as other organizations, but drive significantly greater returns on those investments



Course Title: **Leading for Result**

Facilitator

Midline Team of facilitators

Audience

Newly promoted Team Leads, Supervisors of various department

Maximum Class Size

25

Duration

2 days

Proposed Date

9th & 10th October 2014

Training Venue

LCCI Building, Alausa Ikeja

Fees

N60, 000.00

Training Methodology

1. Interactive Session
2. Practical Exercise
3. Multimedia Presentation
4. Case Study Method

Objectives

The key objectives are:

1. To introduce new leaders to the dynamics of leadership.
2. Help leaders define result by understanding customer needs
3. Introduce the participants to the concept of work-life balance

Course Modules

Module 1 – Personal Leadership

Module 2 – Leading Teams

Module 3 – Time Management

Module 4: Case Study

Course Content

Module 1

- Balanced Leadership Wheel
- Managing Yourself
- Managing Your Boss
- Work-Life Balance

Module 2

- The SMART way
- Managing Performance
- Developing your people

Module 3

- Managing yourself in time
- How We waste Time
- Formal theories of time management
- The four-quadrant to do list

Module 4

- Case Study: How much land does a man really needs?

