



THE UNIVERSITY
OF AUCKLAND

CENTRE FOR
CONTINUING EDUCATION

2010

Centre for Continuing Education

Professional Development

One and two-day courses starting in March



Courses in:

Accounting and Finance

Administration

Communication

Writing

Management

Marketing

Multi-Cultural Workforce

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Welcome to our latest programme



The University of Auckland is New Zealand's premier university and like many research intensive institutions has a strong commitment to its region.



Our aim in offering this suite of courses is to give you and your company exactly what you need. Some courses will increase your efficiency, others will help you build a culture of productivity and cooperation whilst others will promote change and innovation. We invite you to examine the courses in this brochure to see if the University can work with you and your organisation in 2010.

Our courses are open to everyone, whether they have been to university or not, and are designed to build skills and knowledge that will make a real and immediate difference to you and your colleagues.

Research shows that successful companies and individuals engage in more training than do their less successful counterparts. Why not follow their lead?

We look forward to meeting you at The University of Auckland and to contributing to your growing success.

SUSAN GEERTSHUIS
Director, Centre for Continuing Education
Professor of Lifelong Learning



ANNE CAVE
Programme Manager,
Professional Development

10% Discount

We offer a 10% discount off the course fee for more than one registration from the same organisation on the same course.

What to expect



Participants

Our professional development courses are one or two days long, they start at 8.30am with a coffee and welcome, and end at about 4.30pm.

When you come on one of our courses you will be given every opportunity to interact with your presenter who will be keen to know how they can help you and why you have come on their course.

During your course you will be well looked after. Our well equipped venue at the University offers you comfortable surroundings, delicious food and a supportive and active learning environment

At the end of the course you will take away a useful workbook and a Certificate of Attendance from The University of Auckland. You will have a suite of new tools and have learned new ways of thinking that you can use at work. Plus you will have had a thoroughly fulfilling and enjoyable day.



Managers and decision makers

Our courses are designed to provide your staff with learning that makes a difference. Presenters will ensure that participants return to work with ideas and tools that will have an immediate impact on their performance. The Centre for Continuing Education can provide you with support in making sure that the right people are trained in the right way at the right time - and for maximum effect.

If you have any questions please call us.

Find us online at www.cce.auckland.ac.nz/pdcourses

The screenshot shows the website for the Centre for Continuing Education at the University of Auckland. The main heading is 'Professional Development'. Below this, there is a sub-heading 'There is an ever present need to update and up skill within any workplace. We can help you and your organisation accelerate your learning.' The page includes a navigation menu on the left with categories like 'Public course participants', 'Academic courses', and 'Challenging learning'. The main content area features a video player with a woman speaking, and several text blocks providing information about the courses, such as 'Our courses are short, usually one or two days long and they are packed full of activity and learning. You will exchange ideas, explore new techniques, find solutions to real problems and develop an understanding of research in your area.'

In-house options

Do you want to bring about a radical shift in performance that affects a whole team or organisation?

Why not work with us to shift the minds, hearts and performance of your people in a structured, relevant way with excellent returns on investment?

In-house training means we deliver strategically relevant learning just for you.

The Centre for Continuing Education has a team of trainers who are experienced practitioners. We have access to the research and learning of the country's leading university. We hold several international awards for corporate learning design. Why wouldn't you work with us?

Our past clients include:

- Air NZ
- Auckland City Council
- Auckland Regional Council
- Auckland Regional Transport
- Auckland Zoo
- BDO Spicers
- Beca Corporation
- Bell Gully
- Blacktop Construction
- Brookfields Lawyers
- CYFS New Zealand
- Counties Manukau DHB
- Department of Corrections
- Department of Labour
- Fonterra
- HSBC Bank
- Ministry for the Environment
- North Shore City Council
- QBE Insurance
- Tertiary Education Commission
- Waikato Regional Council
- Waitakere City Council



Some courses that might interest you are:

- Managing change
- Managing through turbulent times
- Adult learning
- Adult training needs
- Organisational learning and development
- Programme design and evaluation
- The role of management
- Organisational context and culture
- Performance management
- Motivating and developing staff
- Teamwork and team development
- Problem solving and decision-making
- Communication strategies and techniques
- Dealing with conflict
- Courses for people with English as a second Language
- Political Marketing

....but many more are possible ...and just a phone call away!

We look forward to providing you with insights, strategies and techniques that meet your business challenges.

Total Quality Service

Excellent customer relations are crucial to the success of all businesses. Excellence as opposed to mediocrity is what gives an organisation the edge over its competitors. In this two-day course we can help you create a culture of service excellence within your organisation or department. Complaints will be reduced and compliments increased, and you will be empowered to offer your customers service with distinction.

Tapping into Multicultural Talent

Identifying, selecting and retaining multicultural talent is essential for business success and future development. Cultural expectations often obscure our ability to identify the skills and experience a potential employee may have. This two-day course will equip your staff with strategies for successful selection, induction and retention, to maximise the potential and contribution of your culturally diverse staff.

Accounting and Finance



Accounting for Non-Accountants

Greg Moyle

Do you want to use sound accounting principles to prepare figures and make decisions? This two-day course will give you a thorough grounding.

In this course you will learn to:

- Prepare, analyse and understand financial statements
- Prepare budgets
- Use accounting as an aid to decision-making
- Apply the knowledge you gain to actual working examples through hands-on case studies.

This course is designed for people involved in developing budgets or people who require a greater working knowledge of the accounting process and financial statements.

Class Number:	17995
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 16 and Wednesday 17 March

Class Number:	37796
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 17 and Wednesday 18 August

Understanding and Interpreting Financial Statements

Jordi Garcia

When you understand and interpret financial statements well, you are better able to utilise limited resources and make sound financial decisions.

In this course you will learn to:

- Analyse detailed financial statements
- Assess the financial position of a business
- Use ratio analysis to benchmark against industry averages.

This course is designed for all people who are looking for a greater and more in-depth understanding of financial statements.

Class Number:	17988
Cost:	\$548.00 + GST
When:	1 Session, Tuesday 13 April

Class Number:	37794
Cost:	\$548.00 + GST
When:	1 Session, Thursday 7 October

Finance Essentials for Managers

Jordi Garcia

Do you find in your role as a manager you need to have some basic financial skills?

In this course you will learn to:

- Understand accounting terminology
- Understand management accounting concepts
- Make sound budgeting decisions
- Prepare a budget
- Confidently discuss your financial situation.

This course is designed for anyone in a management role including people new to management, supervisors and small business owners.

Class Number:	17990
Cost:	\$548.00 + GST
When:	1 Session, Tuesday 11 May

Class Number:	37795
Cost:	\$548.00 + GST
When:	1 Session, Tuesday 5 October

Administration



Essential Skills for the Administrator

Robyn Bennett

As an administrator you have a diverse role and have to juggle priorities and people. You need to be able to work at a high standard.

In this course you will learn to:

- Identify the essential responsibilities and qualities of an outstanding administrator
- Establish time-saving processes for planning workload
- Identify behavioural styles of the team you work in and how to work best with each person in that team
- Recognise the principles of good business writing and current trends.

This course is designed for those working in intermediate roles in an office.

Class Number:	17978
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 3 March

Class Number:	7743
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 11 August

Class Number:	37744
Cost:	\$548.00 + GST
When:	1 Session, Thursday 18 November

The Outstanding Personal Assistant / Executive Assistant

Robyn Bennett

Your role as a personal or executive assistant is a specialised one, requiring sound judgement, discretion and the ability to work closely with immediate line managers.

In this course you will learn to:

- Use critical communication techniques to maximise efficiency
- Manage diaries, information and records
- Identify effective techniques for problem solving and decision making
- Identify good time management techniques
- Excel in current business writing trends.

This course is for personal assistants, executive assistants, administrators and secretaries working in intermediate to senior positions.

Class Number:	17982
Cost:	\$960.00 + GST
When:	2 Sessions, Thursday 4 and 11 March

Class Number:	18006
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 25 May and 1 June

Class Number:	37749
Cost:	\$960.00 + GST
When:	2 Sessions, Thursday 12 and 19 August

Course Number:	37748
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 9 and 16 November

Building an Effective PA / Manager Relationship

Robyn Bennett

Having an effective and professional PA/Manager relationship is crucial to your performance as a PA or Manager in the workplace.

In this course you will learn to:

- Understand roles and expectations of both the PA and the Manager
- Identify what is needed to make the relationship effective
- Utilise the PA role to improve the Manager's and the team's performance.

This innovative half-day course is delivered as a workshop with both PAs and their Managers for the first half, and Managers only for the second half.

Class Number:	18004
Cost:	\$548.00 + GST (per team)
When:	1 Session, Friday 4 June

Professional Minute Taking

Robyn Bennett

Do you want to be more efficient and effective when taking minutes?

In this course you will learn to:

- Develop techniques to enable you to make meeting minutes shorter, yet more effective
- Identify different methods of recording minutes
- Determine what type of minutes to take
- Understand the meeting process.

This course is designed for people either new to minute taking or those wanting a refresher.

Class Number:	17984
Cost:	\$548.00 + GST
When:	1 Session, Friday 5 March

Class Number:	18007
Cost:	\$548.00 + GST
When:	1 Session, Thursday 3 June

Class Number:	37751
Cost:	\$548.00 + GST
When:	1 Session, Friday 20 August

Class Number:	37752
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 10 November

Managing Successful Events

Robyn Bennett

Do you want your next event to be stress free?
Do you want everything to happen like clockwork?

In this course you will learn to:

- Understand the event management process and learn strategies for planning
- Understand the importance of a risk management analysis
- Develop and monitor a budget
- Identify techniques for working with your team.

This course is suited to people in an administration role, who are interested in events management.

Class Number:	17985
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 10 March

Class Number:	17986
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 2 June

Class Number:	37753
Cost:	\$548.00 + GST
When:	1 Session, Thursday 11 November



Communication



Effective Business Communication

Louisa Walker

Is your personal communication style as effective as it could be? Do you want to communicate powerfully while respecting the autonomy and feelings of those with whom you work?

In this course you will learn to:

- Understand your own style of communication
- Understand differing styles of communication
- Apply appropriate communication methods to achieve the results you require
- Identify skills to prevent miscommunication based on gender, age, culture and power.

This course is aimed at working professionals who would like to gain confidence while practising techniques to improve their communication skills.

Class Number:	17981
Cost:	\$548.00 + GST
When:	1 Session, Thursday 15 April

Class Number:	37747
Cost:	\$548.00 + GST
When:	1 Session, Thursday 9 September

Beyond Office Politics

Louisa Walker

Do you find personalities and workplace dynamics impact upon you and your role? Do you want to learn how to survive and thrive despite hidden work agendas?

In this course you will learn to:

- Identify why an understanding of office politics is crucial to your success
- Identify the six types of political power and how to develop your own
- Understand how and why being a principled person can be an enormous boost to your political power.

This course is designed for anyone who works in an organisation with three or more employees and any professional who wants to increase their chance of success in their organisation.

Class Number:	18055
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 27 April and 4 May

Class Number:	37787
Cost:	\$960.00 + GST
When:	2 Sessions, Friday 3 and 10 September

NEW Giving Confident, Dynamic and Engaging Presentations

Sally Mabelle

Is it important for you to be able to present information with confidence and clarity?

In this course you will learn to:

- Identify the needs of your audience
- Identify tools to prepare and structure your delivery
- Use simple techniques to make a presentation with confidence.

This course will be of benefit to everyone who has to give presentations either to colleagues, clients or customers.

Class Number:	18059
Cost:	\$548.00 + GST
When:	1 Session, Friday 26 March

Class Number:	37852
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 13 October

Delivering Bad News

Sally Raudon

If bad news is not delivered well the repercussions can be irreparable. Come on this course and learn practical solutions to communication nightmares.

In this course you will learn to:

- Map stakeholder perspectives
- Develop sound communications strategies and implement effective tactics in difficult situations
- Plan for hostile or upsetting encounters
- Apply practical hints and tips when delivering bad news.

This course is designed for people who are managing departments which have an issue that may unsettle staff or stakeholders. This course will get newcomers up to speed and sharpen the skills of more experienced hands.

Class Number:	17991
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 31 March

Class Number:	37755
Cost:	\$548.00 + GST
When:	1 Session, Thursday 23 September

Conflict Resolution in the Workplace

Louisa Walker

Do you want to learn how to turn your workplace conflict into growth for yourself and others?

In this course you will learn to:

- Identify assertive responses to achieve positive results
- Identify your personal communication style and how this affects your response to conflict
- Examine workplace bullying and its effects on the workforce
- Develop and implement a personal plan for handling workplace conflicts.

This course will assist employees as well as managers in their relationships with clients, colleagues, and at home.

Class Number:	18001
Cost:	\$960.00 + GST
When:	2 Sessions, Wednesday 12 and 19 May

Class Number:	37786
Cost:	960.00 + GST
When:	2 Sessions, Wednesday 22 and 29 September

Public Relations: An Introduction

Denise Conroy

Do you require PR tools to manage your relationships with community, media and employees? Are you looking to develop highly practical skills and an understanding of the importance of PR to business?

In this course you will learn to:

- Identify the importance of public relations in implementing an organisation's strategic plan
- Identify tools to manage your external and internal relationships
- Describe the basic concept of public relations
- Explain the strategic and tactical role of public relations.

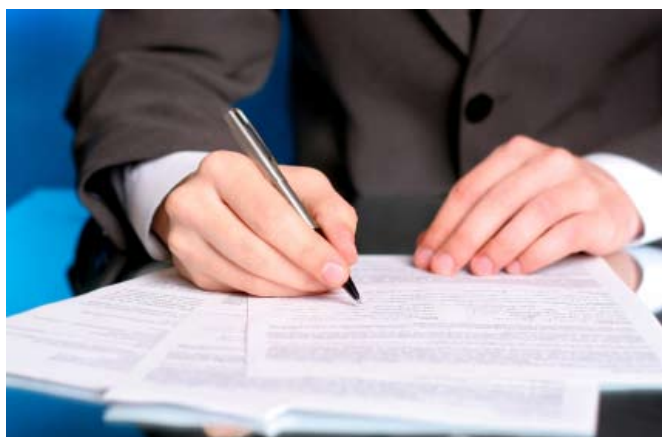
This course is designed for anyone who communicates on behalf of their organisation with either the public or the media, and has had no public relations experience. It is also useful to anyone involved in briefing an external Public Relations practice on behalf of their organisation.

Class Number:	18008
Cost:	\$548.00 + GST
When:	1 Session, Friday 19 March

Class Number:	37764
Cost:	\$548.00 + GST
When:	1 Session, Thursday 16 September



Writing



Better Business Grammar

Anita Jenkins

Forgotten where to put the apostrophe?
Confused about sentence construction,
paragraph breaks, commas and semicolons,
capitals and abbreviations?

In this course you will learn to:

- Use a three-step process to edit and proofread your business documents
- Identify and correct the most common grammar, punctuation and spelling errors
- Write clear, concise and grammatically correct sentences that are easy to read and understand.

This course will suit all people in the workforce who would like to gain confidence in their professional writing in order to produce appropriate written business documents, people who would like to increase their knowledge of the characteristics that make up business writing styles, administrators wanting to improve their business writing skills, and everyone who has forgotten the basic rules of spelling, grammar and sentence construction.

Class Number:	17993
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 14 April

Class Number:	37845
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 8 September

Better Writing for Business

Anita Jenkins

In today's business world business writing can take many forms and the rules seem to be changing. Do you want to develop the confidence to excel in your business writing?

In this course you will learn to:

- Write to meet the needs of your audience and achieve your purpose
- Identify the appropriate use of different business documents
- Identify different business writing styles.

This course is designed for people who would like to learn about current trends in business writing and to increase their knowledge of the characteristics that make up business writing genres.

Class Number:	17994
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 2 and 9 March

Class Number:	37756
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 24 and 31 August

Management



Essential Management Skills

Hazel Hodgkin

Are you a new manager and responsible for the performance and well-being of staff? Explore what it means to be an effective manager and identify the type of manager you want to be.

In this course you will learn to:

- Identify effective management styles
- Think strategically and plan for building your team
- Delegate and encourage participation
- Be confident in your management decisions.

This course is designed for anyone who has recently been appointed to a team leader, supervisor or manager role for the first time or for people who have been managing for a period of time but lack training.

Class Number:	17980
Cost:	\$960.00 + GST
When:	2 Sessions, Wednesday 24 and Thursday 25 March

Class Number:	37745
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 6 and Wednesday 7 July

Class Number:	37746
Cost:	\$960.00 + GST
When:	2 Sessions, Thursday 14 and Wednesday 15 October

NEW Leading and Implementing Change in the Workplace

Penny Holden

The only constant in today's business world is change, yet how you implement it and involve staff can make or break your company.

In this course you will learn to:

- Describe how different change models apply to your workplace
- Develop a strategy for change
- Get buy-in from different stakeholders
- Lead the change process.

This course is designed for business owners, managers and team leaders or anyone involved in leading, implementing and supporting change in the workplace.

Class Number:	8334
Cost:	\$548.00 + GST
When:	1 Session, Thursday 22 April

Class Number:	37847
Cost:	\$548.00 + GST
When:	1 Session, Thursday 21 October

NEW How to Manage Sustainably

Denise Conroy

Do you want to increase profit and efficiency and also be environmentally responsible?

In this course you will learn to:

- Identify areas in your business that can be addressed
- Identify the negative consequences of trying to pay 'lip service' to becoming sustainable
- Plan strategically for successful, sustainable business development.

This course will be of interest and benefit to anyone interested in how sustainable business practices can achieve innovative change and provide the opportunity for increased profitability. It is suitable for people running a department, or a business, or anyone wanting to understand how a business becomes sustainable.

Class Number:	18054
Cost:	\$548.00 + GST
When:	1 Session, Friday 21 May

NEW Engaging Your Stakeholders

Geoff Pearman

Who has the power to make you and your organisation successful? This one-day course will help you to analyse your stakeholders and get them working with you and for you.

In this course you will learn to:

- Understand what stakeholder engagement is and how it differs from other forms of relationship management
- Identify your key stakeholders
- Identify and evaluate a range of actions that can be used to build stakeholder engagement.

This course is designed for managers and team leaders; relationship and key account managers or anyone who is concerned about developing more effective stakeholder relationships and are in a position to influence the future.

Class Number:	18056
Cost:	\$548.00 + GST
When:	1 Session, Friday 16 April



Maximising the Effectiveness of Your Team

Penny Holden

Research shows that we often utilise only 40% of the true potential of our staff. On this course you will learn how to unlock the other 60%!

In this course you will learn to:

- Encourage staff engagement and so improve their role in productivity, innovation and staff retention
- Develop techniques for delegating effectively
- Implement strategies to encourage maximum performance.

This course will be of benefit to managers, in any type of department, team or organisation, who are or who expect to be in a position to increase effectiveness through influencing the management style and ethos of their own teams or indeed the organisation as a whole. It will also benefit managers who feel their team is pulling against them and not with them.

Class Number:	18060
Cost:	\$960.00 + GST
When:	2 Sessions, Thursday 20 and 27 May

Class Number:	37788
Cost:	\$960.00 + GST
When:	2 Sessions, Wednesday 6 and 13 October

Introduction to Managing the Performance of Staff

Hazel Hodgkin

As a manager you must have staff who are motivated, productive and have job satisfaction. Do you have a plan to ensure these requirements are met?

In this course you will learn to:

- Develop the key components of a sound performance management system
- Design clear goals and specific performance objectives for staff
- Give effective and appropriate feedback.

This course is designed for anyone from any organisation who has to manage the performance of staff and/or volunteers.

Class Number:	18005
Cost:	\$548.00 + GST
When:	1 Session, Thursday 13 May

Class Number:	37762
Cost:	\$548.00 + GST
When:	1 Session, Thursday 7 October

Training for Trainers

Sandy Millar

Do you want to deliver well planned and executed training sessions? Do you want to get rave reviews from course participants?

In this course you will learn to:

- Identify and understand adult learners' characteristics
- Develop options to suit different learners and different content
- Apply accelerated learning techniques
- Manage difficult participants
- Deliver training that makes a difference.

This course will benefit all those people who design and deliver learning interventions, including corporate trainers and coaches.

Class Number:	17989
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 18 and Wednesday 19 May

Class Number:	37754
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 28 and Wednesday 29 September

Solving Problems and Making Decisions

Penny Holden

Got a problem you can't solve? Got a solution that no one seems to be running with? Come on this course and learn how to solve seemingly impossible problems!

In this course you will learn to:

- Describe the dilemmas and barriers facing decision makers
- Use tools to analyse problems and identify causes
- Identify possible solutions
- Analyse options and make a sound decision.

This course is designed for team leaders and middle managers, staff in non-routine roles, those looking to step up to more strategic/tactical roles or anyone who needs to demonstrate creativity and utilise varied techniques to solve problems as part of their job.

Class Number:	18049
Cost:	\$960.00 + GST
When:	2 Sessions, Wednesday 28 April and 5 May

Class Number:	37884
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 12 and 19 October

Sustain Learning and Lift Performance

Helen McPhun

Would you like to spend less on training but achieve a whole lot more? This course looks at techniques for promoting learning within the workplace and helps you maximise the return you get from your training budget.

In this course you will learn to:

- Develop plans for high impact learning
- Use tools to evidence and justify learning and development
- Develop strategies to build commitment to learning in your organisation.

This course is aimed at managers, human resource generalists, supervisors, trainers or anyone who is involved in organising, planning, designing or contributing to the staff training or knowledge retention processes in their workplace.

Class Number:	18333
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 17 March

Project Management Essentials

Trevor Stafford

Ever wondered how to get a project delivered on time, within budget, to specification and without moments of high drama? On this course you will learn skills that make managing projects a simple matter of being organised.

In this course you will learn to:

- Identify project stages
- Monitor and report on your progress
- Identify and arrest the causes of problems or slippage
- Successfully manage large and small project teams.

This course is intended for anyone who is currently running or involved in the management of projects of any size and who recognises the need for training and learning to apply fundamental project management skills. Skills that will result in more confidence, less stress and more control.

Class Number:	18003
Cost:	\$960.00 + GST
When:	2 Sessions, Thursday 11 and Friday 12 March

Class Number:	37761
Cost:	\$960.00 + GST
When:	2 Sessions, Wednesday 20 and Thursday 21 October



Effective Meeting Management

Robyn Bennett

Ever wondered why some meetings fail? Are you aware of the specific skills, strategies, practical tools and techniques required to run an effective meeting?

In this course you will learn to:

- Recognise why meetings fail
- Identify the top ten requirements for effective meeting management
- Prepare adequately for meetings
- Identify essential requirements for working with meeting participants
- Ensure effective notes are taken at meetings.

This seminar is aimed at any individual involved in conducting a meeting or those wanting a refresher.

Class Number:	17996
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 26 May

Class Number:	37757
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 17 November

Working Smarter

Kim Hope

Are you finding it difficult to deal with distractions, deadlines and high work volume? Is your productivity being hampered by inefficiency?

In this course you will learn to:

- Identify personal habits and preferences which impact on your use of time
- Identify strategies to deal with time wasting situations
- Recognise your own symptoms of stress and identify strategies to deal with them
- Identify time management tools and techniques to achieve more in less time.

This course is designed for any person who is struggling with accomplishing their current workload or achieving their desired work/life balance.

Class Number:	17987
Cost:	\$548.00 + GST
When:	1 Session, Tuesday 9 March

Class Number:	37763
Cost:	\$548.00 + GST
When:	1 Session, Tuesday 10 August

Coaching Conversations

Yvonne McLean

Effective coaching will relieve you of tasks you thought only you could do. Interested? Join this course and learn how to lift others to performance levels you, and they, had only dreamed of.

In this course you will learn to:

- Understand a simple 5-step coaching model
- Coach your staff and transform performance
- Discover the core principles of a successful coach approach
- Apply coaching conversations into your work.

This course is designed for managers, supervisors, mentors, team leaders and consultants without prior formal coach training. No previous coaching experience is required.

Class Number:	17998
Cost:	\$548.00 + GST
When:	1 Session, Friday 30 April

Class Number:	37758
Cost:	\$548.00 + GST
When:	1 Session, Friday 27 August

Marketing



Marketing Essentials

Tom Agee

Marketing is not just advertising or promotion, it is a way of doing successful business.

In this course you will learn to:

- Determine the needs of your customers through market research
- Select specific markets to serve by target marketing
- Develop a one-year marketing plan to enable you to manage an effective marketing programme
- Determine ways of measuring marketing performance.

This course is designed for those who have recently taken on a marketing role, entrepreneurs who need to compete more effectively in the marketplace, owners and managers who need to update their marketing skills and develop a marketing plan and those in other functional areas who might benefit from a better understanding of marketing.

Class Number:	17997
Cost:	\$960.00 + GST
When:	2 Sessions, Thursday 18 and 25 March

Class Number:	37797
Cost:	\$960.00 + GST
When:	2 Sessions, Wednesday 1 and 8 September

Crafting Good Copy

Jane Berney

Do you want to improve your marketing communications and get results by writing effective, persuasive copy?

In this course you will learn to:

- Use clear, concise and compelling language for marketing purposes
- Understand how to capture and maintain attention through crafting of copy
- Use the appropriate language for a range of marketing materials.

This course will appeal to anyone who is keen to improve the effectiveness of their written marketing communications. It is designed for (but certainly not confined to) people involved in communications - business, schools, small business, not-for-profits - as the skills learned are transferable across all areas of day-to-day life where writing is involved (e.g. email, personal correspondence - even texting!). Organisations of all sizes will find it useful for helping them to draft the majority of their sales and marketing materials in-house (including press releases, newsletters and web copy).

Class Number:	18002
Cost:	\$548.00 + GST
When:	1 Session, Monday 29 March

Class Number:	7760
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 25 August

NEW How to Market Sustainability

Kath Dewar

Consumers are demanding the companies they buy from behave in a more ethical and environmentally conscious way. In this course you will learn how to adapt your organisation to meet these new expectations.

In this course you will learn to:

- Recognise the key issues in marketing to ethical consumers
- Identify ways to communicate with this rapidly growing segment
- Understand how to comply with the specific requirements of the Advertising Standards Authority and Commerce Commission.

This course will benefit staff in advertising, design and communications agencies, marketing professionals and business managers/owners with large customer bases who need to accommodate ethical demands if they are to maintain market share.

Class Number:	17999
Cost:	\$548.00 + GST
When:	1 Session, Wednesday 5 May

Class Number:	37850
Cost:	\$548.00 + GST
When:	1 Session, Friday 1 October

NEW Writing for the Web

Kath Dewar

Most visitors assess your website in less than twenty seconds. If they don't see what they are looking for, they leave.

In this course you will learn to:

- Understand what your website visitors need from the text on your site
- Understand how search engines use copy and how to delight them with yours
- Use copy tone and style to build your brand and get results

This course is designed for business owners, managers and marketers managing new website projects or updating websites; Not-for-profit team members wanting to maximise their organisation's online presence; PR and advertising agency staff wanting to upskill in this increasingly important area; Anyone using a content management system to organise and update web content.

Class Number:	18053
Cost:	\$548.00 + GST
When:	1 Session, Tuesday 20 April

Class Number:	37846
Cost:	\$548.00 + GST
When:	1 Session, Monday 20 September



Beyond The Website – New Digital Marketing Opportunities

Kath Dewar

Would you like to use technology to attract new customers and build business relationships?

In this course you will learn to:

- Appreciate the range of new digital marketing opportunities
- Understand the latest online behavioural trends
- Understand the challenges and opportunities presented by social networking sites
- Understand the risks and opportunities concerning data, txt campaigns, email and privacy.

This course will benefit business people, managers, innovators and marketers who already have a basic understanding of the importance of the Internet and who wish to further their knowledge.

Class Number:	17983
Cost:	\$960.00 + GST
When:	2 Sessions, Monday 8 and 15 March

Class Number:	37750
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 20 and 27 July

The Multi-Cultural Workforce



Writing for Business: An Advanced ESOL Course

Rosemary Hepozden

Are you a non-native English speaker and perhaps finding it difficult to master written English at work? Do you have staff who are non-native speakers who you feel could do with help with their written language?

In this course you will learn to:

- Plan and organise your writing to achieve a specific purpose
- Use clear, concise, plain English that communicates effectively
- Identify common mistakes in grammar and punctuation, and remedy them.

This course is designed for non-native speakers of English with at least a good intermediate level of English who are in a work situation that requires them to produce clear and correct written English - whether it be emails, letters, faxes or reports.

Class Number:	18057
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 23 and 30 March

Class Number:	37854
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 31 August and 7 September

Communicating at Work: An Advanced ESOL Course

Rosemary Hepozden

Are you a non-native English speaker and finding your verbal communication at work challenging? Do you have staff who you feel need to gain confidence in their verbal communication?

In this course you will learn to:

- Deal with challenging verbal situations
- Contribute to meetings in a positive way
- Communicate more confidently.

This course is ideal for non-native English-speaking employees who have an upper-intermediate or advanced language level.

Class Number:	18058
Cost:	\$960.00 + GST
When:	2 Sessions, Friday 23 and 30 April

Class Number:	37853
Cost:	\$960.00 + GST
When:	2 Sessions, Tuesday 12 and Tuesday 19 October

Communication in a Culturally Diverse Workplace

Taruni Falconer

Do you communicate daily with people from ethnically diverse backgrounds? Would you like to do this more effectively?

In this course you will learn to:

- Define culture and cultural differences
- Understand the perceptions of other cultures and reasons why misunderstandings occur
- Identify the differences in the use of language, courtesy rules and expression of emotion.

This course is ideal for non-native English-speaking employees who have an upper-intermediate or advanced language level.

Class Number:	17992
Cost:	\$960.00 + GST
When:	2 Sessions, Thursday 27 and Friday 28 May

Class Number:	37798
Cost:	\$960.00 + GST
When:	2 Sessions, Thursday 11 and Friday 12 November

2010 Calendar

2010 Professional Development Courses												
Accounting and Finance	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Accounting for Non-Accountants			16/17					17/18				
Understanding and Interpreting Financial Statements				13						7		
Finance Essentials for Managers					11					5		
Administration	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Essential Skills for the Administrator			3					11			18	
The Outstanding Personal Assistant / Executive Assistant			4/11		25/1			12/19			9/16	
Building an Effective PA / Manager Relationship						4						
Professional Minute Taking			5			3		20			10	
Managing Successful Events			10			2					11	
Communication	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Effective Business Communication				15					9			
Beyond Office Politics				27/4					3/10			
Conflict Resolution in the Workplace					12/19				22/29			
Delivering Bad News			31						23			
Giving Confident, Dynamic and Engaging Presentations			26							13		
Public Relations: An Introduction			19						16			
Writing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Better Business Grammar				14					8			
Better Writing for Business			2/9					24/31				
Management	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Essential Management Skills			24/25				6/7			14/15		
How to Manage Sustainably					21							
Maximising the Effectiveness of Your Team					20/27					6/13		
Introduction to Managing the Performance of Staff					13					7		
Training for Trainers					18/19				28/29			
Sustain Learning and Lift Performance			17									
Solving Problems and Making Decisions				28/5						12/19		
Project Management Essentials			11/12							20/21		
Coaching Conversations				30				27				
Working Smarter			9					10				
Leading and Implementing Change in the Workplace				22						21		
Engaging Your Stakeholders				16								
Effective Meeting Management					26						17	
Marketing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Marketing Essentials			18/25						1/8			
Crafting Good Copy			29					25				
How to Market Sustainability					5					1		
Beyond The Website			8/15				20/27					
Writing for the Web				20					20			
The Multi-Cultural Workforce	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Writing for Business: An Advanced ESOL Course			23/30					31/7				
Communicating at Work: An Advanced ESOL Course				23/30						12/19		
Communication in a Culturally Diverse Workplace					27/28						11/12	

Our facilitators



Tom Agee

Tom is a regular magazine contributor to NZ Marketing and in 2004 was inducted into the New Zealand Marketing Hall of Fame. His vast experience in both NZ and the USA means he is a much sought after speaker and trainer.



Kath Dewar

Kath Dewar has over 17 years experience as a professional marketer, including many social and environmental marketing initiatives, in the UK and New Zealand. She has led both agency and corporate teams.



Hazel Hodgkin

Hazel is an experienced coach and mediator and uses a strengths-based approach to developing people. The training and development of beginning managers is one of her particular interests.



Robyn Bennett

Robyn has over 17 years of secretarial experience at a senior management level and in 2007 established her own business providing training for administrators. She is a past National President of the Association of Administrative Professionals.



Taruni Falconer

Taruni has worked cross-culturally for three decades in business and education communities on five continents, with over 70 different cultures, and has been a catalyst in generating intercultural training programmes.



Penny Holden

Penny has an enviable reputation for delivering and driving results with over 20 years in the field of people and organisational capability, working at all levels, all sectors and most industries.



Jane Berney

Jane has worked as a copywriter and creative director in New Zealand and Australia. She has written industry and academic articles and helped to establish training programmes in the ad industry.



Jordi Garcia

Jordi is a director of a financial planning company and has over two decades experience in the financial services industry. In 2001, he was awarded the "Good Returns" Financial Planner of the Year Award for excellence and professionalism within the industry.



Kim Hope

Kim has more than 25 years experience in training and professional development roles working in both the public and private sector. As an experienced facilitator Kim has expertise in the design and facilitation of interactive programmes and workshops.



Denise Conroy

Denise has an extensive business background in the communication industry and is a Senior Lecturer in Marketing at The University of Auckland. She also holds a University of Auckland Business School award for teaching excellence.



Rosemary Hepozden

Rosemary has been teaching English as a Second Language since 1991. She taught in Europe before returning to Auckland. She has a passion for teaching to non-native speakers of English.



Anita Jenkins

Anita is an experienced business writer and training facilitator. She firmly believes that business writing can be simple and enjoyable once you have the right tools. Anita coaches and writes for clients in the corporate, tertiary and not-for-profit sectors.



Sally Mabelle

Sally is a specialist in 'the voice of leadership', President of the Auckland Chapter of the National Speakers Association of New Zealand, and a mentor for the YWCA's Future Leaders program. For the past 20 years, she has empowered many groups and individuals to find their 'authentic voice', presence, and leadership communication skills.



Sandy Millar

Sandy has been involved in tertiary education for over 20 years and has held learning and development roles in both large and medium-sized organisations. Her passion lies with helping adults to see their own potential through coaching and development.



Sally Raudon

Sally is Managing Director of a public relations firm and works with a wide range of clients in sectors as diverse as high technology, biotechnology, aviation, financial services and food. A common thread in much of her work is helping organisations and individuals find a way through troubling situations.



Yvonne McLean

Yvonne McLean is an executive coach based in Auckland. She was previously a lawyer for 22 years, working in large corporate law firms in New Zealand and overseas. She has a wealth of experience in dealing with people at all levels from CEO level to new graduates.



Greg Moyle

Greg is a founding Director and Principal of NZ Financial Planning Co Ltd and has 19 years experience in the industry. For many years Greg has held part-time lecturing positions at The University of Auckland in Management Accounting and Engineering Economics.



Trevor Stafford

Trevor's career as a project management consultant has involved years of experience developing and delivering internationally approved project management training courses.



Helen McPhun

As a learning and development specialist and experienced business manager Helen provides creative and engaging programmes for business, industry and academic environments in New Zealand and Canada.



Geoff Pearman

Geoff is the Principal of Partners in Change, an organisational and workforce development consultancy. He is an experienced manager, adult educator and trainer having worked in the university, government and human services sectors. Geoff is regarded as an innovator, an effective change manager and a thought leader in the field of stakeholder engagement.



Louisa Walker

Louisa is a Clinical Psychologist who has worked extensively with groups and organisations on issues related to workplace dynamics, team building, communication and change management.

Enrolment information

We offer a 10% discount off the course fee for more than one registration from the same organisation on the same course.

Online

www.cce.auckland.ac.nz/pdcourses

By telephone

0800 UNICONTED (0800 864 266)
or +64 9 373 7599 ext 87831/87832

By facsimile

+64 9 373 7419

By mail

Freepost No. 5058
Centre for Continuing Education
The University of Auckland
Private Bag 92019
Auckland Mail Centre
Auckland 1142

In person

Centre for Continuing Education
Level 6, 1-11 Short Street
Auckland City

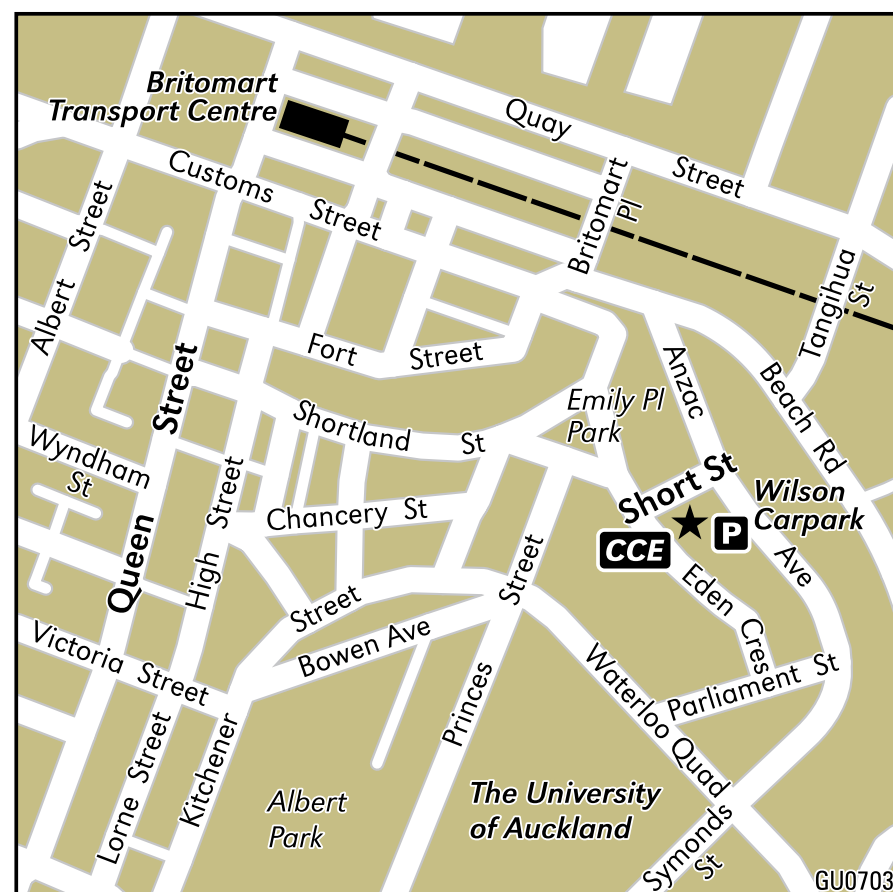
Office Hours: 8:30am-5pm, Monday to Friday

Withdrawals, transfers and cancellations

- If you cannot attend a course, a substitute participant is welcome.
- If you withdraw from a course in writing or by email more than five working days prior to the course, you will receive a full refund less a \$20 administration fee.
- If you transfer more than five working days before the course, a \$20 administration fee will apply.
- If you withdraw within five working days of the course, you will receive a 50% refund.
- If you transfer within five working days of the course, a \$100 administration fee will apply.
- If you do not attend the course and have not advised us in writing or by email before the start date the full fee will apply.
- If a course is cancelled by the Centre for Continuing Education you will be advised and your course fee will be refunded in full or a transfer arranged.

University's undertakings

The University's undertakings are limited to those set out in the course materials relating to the advertised course, together with any other terms implied by law. While from time to time, tutors may offer to provide additional assistance to a student that does not constitute any undertaking by the University or binding legal obligation upon it. The agreement between the University and the students enrolled in the courses is limited to the supply of the course as described in the course materials.



All courses run from 8.30am to 4.30pm and are held at the Centre for Continuing Education, Level 3, 1-11 Short Street, Auckland, unless otherwise stated.

Parking

Parking is available at Wilson Parking 57-73 Anzac Avenue.

The Earlybird rate of \$10.00 per day is available for parking before 9.30am. You must be out by 7pm.



Contact

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