

## PARRALLEL TRAINING SUMMARY

Parrallel offers a range of training courses covering many aspects of business, leadership and management. All of our courses are based on four simple principles:

- Training without applying it to real situations is of little value
- All courses are flexible and tailored to suit your needs
- We keep them simple and avoid jargon
- All trainers are experienced business people

<b>PARRALLEL TRAINING COURSES</b>					
<b>BUSINESS FUNCTIONAL AREAS</b>					
<b>Product</b>	<b>Marketing</b>	<b>Sales</b>	<b>People</b>	<b>Operations</b>	<b>Finance</b>
New product development & introduction	Researching new markets & planning	Presenting & Customer engagement	Managing people - delegating, measuring performance	Supply chain management	Managing finances - internal and external incl. raising finance
	Developing Marketing Strategies	Negotiating and deal closing	Managing, developing performance	Inventory management	Setting and managing budgets
	Market Analysis	Managing the sales process	Coaching and counselling sessions	Quality management	Producing management accounts
	Competitive Analysis	Customer relationship management	Recruitment	Health and safety management	Measuring financial performance
	B2B marketing			Process improvement	Understanding company reports
	Exhibitions & conference strategies			Lean manufacturing basics	Identifying and using key business levers
	Public Relations /Corporate Communications				Pricing for Profit

<b>PARRALLEL TRAINING COURSES</b>			
<b>LEADERSHIP &amp; MANAGEMENT</b>			
<b>Strategic</b>	<b>Analytical</b>	<b>Motivational</b>	<b>Personal</b>
Where do you want to be and what are your goals? (Visions & goals)	What gets measured gets done; but be careful what you measure (KPI)	Creating and leading change teams	Developing the kind of culture you want in your business
Something everyone can believe in and follow (Mission, Purpose & Values)	Making sense of business data and jargon	Unlocking your peoples' enthusiasm	Mentoring and coaching staff
Creating, planning and implementing strategy	Problem solving - sorting the wood from the trees	Practice what you preach - lead by example	Effective performance reviews
Translating strategic goals into action and targets		Communications - Telling everyone what's going on	Establishing rapport and trust
Managing major change or turnarounds		Using De Bono's 'Six Hats' to understand different points of view	Inspiring presentations
Writing Business Plans & raising finance			Training trainers and staff
International development			
Crisis management			
Mergers & Acquisitions			
Exit Planning			

Here are some of the courses we offer. If you can't find exactly what you want, call us and in most cases we'll develop something for you.

**For further information: Call 01295 760071**

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