

# Professional Development Workshops

## Overview

Northampton Business School Professional Development Workshops (PDWs) provide training to meet defined business needs quickly, flexibly and cost-effectively. They can be delivered as a one-off skills boost, or as a programme of skills development. We always deliver within a timescale and at a location which match your operational requirements.

PDWs offer development for individuals and teams on specific topics, tailored to fit your business context. They provide a forum for discussion, critical examination and development on contemporary issues and ensure your employees are growing personally and professionally. Our academic and professional experts – who have practical or managerial experience in public, private and third sector organisations - can deliver workshops on a range of topics such as:

- Marketing, including Digital Marketing Strategy
- Entrepreneurship and Social Enterprise
- Human Resource Management
- Leadership
- Change and Innovation
- Business Strategy Development and Implementation
- Financial Strategy and Accounting
- Project Management and IT
- Leisure and Tourism Management
- Risk and Security Management

Sample programmes of PDWs are available. As with all our corporate programmes, we will adapt these to meet your pre-defined requirements and evaluate the business impact on completion.

## Who Will Benefit?

PDWs are suitable for all business groups and levels, for example:

- Business directors, leaders or managers attending a range of PDWs covering business critical issues such as strategy development and implementation, leadership, change, project management, financial strategy and digital marketing.
- Business specialists (e.g. in Marketing, Finance or HR) attending a programme of development specific to their area of professional expertise.
- Whole-business groups on business critical issues such as developing an environment that is entrepreneurial or embraces change and innovation.

## Business Outcomes

At the outset of the PDWs we will identify with you business outcomes then tailor our programme to meet these requirements.

## Programme Delivery

PDWs work well delivered in small or medium sized groups where interaction and discussion are encouraged and supported. We can deliver the workshops as full day, half day or evening, breakfast or lunchtime sessions to suit your operational environment. We can support PDWs with online learning materials.

## Progression

The workshops are non-accredited but we can assess contribution to the workshops so that we can accredit learning towards our Corporate Programmes.

## What Next?

We would welcome the opportunity to discuss how we can support your staff development requirements.

For more information or an informal discussion please contact one of our team.

Telephone: **01604 893428**

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**Your Business.  
Our Business.**