

ALEXANDER BROOKES



# NHS Training Brochure



NHS CPD  
Accredited  
courses  
available NOW

[www.alexanderbrookes.com/nhs-courses](http://www.alexanderbrookes.com/nhs-courses)

## ABOUT ALEXANDER BROOKES ASSOCIATES



Alexander Brookes provides training in Leadership, Management, Business and Finance for public and private sector organisations. We also provide consultancy in building human capacity, economics, energy and international development.



Our trainers have many years of experience and significant knowledge and skills in their subject areas and they help to make Alexander Brookes one of the UK's leading sources of expertise in developing capacity in organisations.

Our regular clients include National Agency for the Control of AIDS, National Health Insurance Authority (NHIA), Action for Aids and Uganda Development Services amongst others.

Alexander Brookes also has valuable experience in delivering training to World Bank development partners and we keep to rigorous standards that have helped us to grow from strength to strength since we started.

Alexander Brookes has extensive experience of designing and delivering tailored programmes and services for various categories managers and leaders within the public and private sector. Whatever your training needs Alexander Brookes can develop a training package to meet your individual specifications.



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# Medical Management & Leadership

## Course Overview

This course focuses on developing personal qualities of leadership within the NHS, providing a deep level of insight into current theory; how it can be deployed in leadership, motivation, influencing and managing others. It will aim to advance understanding of how to adapt to change and influence change within the NHS. Whatever the level of seniority or area of specialism of delegates; this course provides practical, strong guidance to people in a wide variety of scenarios.



## Benefits of Attending

- Identify the essential skills required to manage teams effectively
- Linking goals, vision and values to the leadership role
- Evaluate performance management and personal effectiveness.
- How can you get the maximum from yourself and your team?

## Course Outline

- Leadership versus management
- Medical management responsibility in the modern NHS
- Management & Leadership styles- Identify your leadership style
- Managing and improving service delivery in the NHS
- Behavioural drivers –demonstrating personal qualities
- Build expertise on the NHS Leadership models & frameworks
- Setting direction – coaching and skill development
- Vision to reality
- Change Management in the NHS
- Strategy Development

## Who Should Enrol

Doctors, consultants, senior nurses at all grades, including other allied health professionals who are responsible for the supervision or management of staff, resources and services.

## Course Structure

Delegates will attend this course between 9:00– 17:00 each day

**6 CPD points = 1 day**

**12 CPD points = 2 days**

# Presentations Skills for NHS Professionals



## Course Overview

Effective presentation skills form one of the core elements of a successful career in healthcare. Faced with a wide range of scenarios, from teaching staff to interview presentations right through to a presentation of a Trust board meeting.

This course is designed to help delegates become a more effective and confident public speaker. We will demystify the process of writing, practicing, and performing a clear and work through the unique traits of oral versus written communication, and learn how to prepare speeches that are easier to deliver orally and under-

## Who Should Enrol

The course is ideal for participants who need to build confidence in public speaking and presentation skills, including voice projection and language enhancement.

## Course Structure

Delegates will attend this course between 9.00 – 17.00 each day

## Benefits of Attending

- Understand the attributes of effective presentations and teaching
- Improve delivery and content of presentations
- Apply strategies to build confidence when speaking in public
- Increased awareness of your habits and strengths as a speaker

## Course Outline

- Understanding the attributes of successful presentations
- Analysing your target audience
- Setting presentation objectives to achieve specific outcomes
- Conveying complex ideas and results
- Using PowerPoint & other media effectively
- Creating professional presentations
- Audience psychology and how to manage it
- Engaging your audience
- Applying relaxation techniques
- Effective delivery – posture, voice & psychology
- Developing openings and closure with impact
- Dealing with difficult people & Questions
- Identify key areas for progression

6 CPD points = 1 day

# Communication Skills

## Course Overview

Effective healthcare in the 21st century is dependent on multidisciplinary teams and contributions from many health professions. This course aims to develop and enhance health care practitioners' communication, skills and abilities at any level. Theoretical application of communication models and theories will aid participants to build upon their experience. Delegates will develop advanced interpersonal skills and strategies through innovative techniques and feedback gained throughout the duration of the course.

## Course Outline

- Factors affecting communication performance
- Communication Models
- Exploration and review of complaints and difficulties
- Influencing Others
- Handling Conflict
- Effective Handovers
- Observations
- Give and receive tailored feedback
- Personal Development Plan

## Benefits of Attending

- Identify the importance of both verbal and non-verbal communication when consulting with patients
- Give and receive feedback effectively
- Improve skills and techniques to enhance performance
- Learn and practice methods to handle conflict

## Who Should Enrol

This course is suitable for any health professionals who lead, facilitate, or need to improve their ability to communicate effectively – for all grades and specialities.

## Course Structure

Delegates will attend this course between 9.00 – 17.00 each day.



6 CPD points = 1 day

# Effective Hospital Complaints Management



## Course Overview

Handling customer complaints can be difficult, but successful organisations rely on satisfied customers. Having the understanding that the customers' perception is their reality, is an important step in creating customer loyalty, and minimising complaints. This practical course builds on existing systems and processes, using self-assessments, practical examples and case-studies. Participants will discover how important self-awareness and self-control are when it comes to dealing with difficult situations and

complaints, whilst developing the necessary skills to manage the total complaints process professionally.

## Benefits of Attending

- Learn how to manage difficult situations more effectively
- Develop advanced communication skills
- Gain the confidence to minimise conflict

6 CPD points = 1 day

## Course Outline

- Understanding your customers' needs
- Complaint Management systems
- Complaint handling process
- Reacting to Difficult Customers
- Being assertiveness without provoking
- Delivering Bad News and dealing
- Giving Feedback diplomatically
- Managing Confrontations in Public
- Handling criticism about yourself or colleagues
- Conducting meetings
- Debriefing and improvement
- Following up complaints
- Action Planning
- National trends

## Who Should Enrol

Anyone in a customer facing role, or dealing with customers on the phone, via email or letter. Staff who manage complaints. Suitable for situations involving internal and external customers.

## Course Structure

Delegates will attend this 1 day course between 09:00 and 17:00

# Effective Medical Receptionist Training

## Course Overview

As the face of the GP practice, health centre or hospital, medical receptionists have the 'front line' responsibility of showcasing the level of professionalism and customer service given to patients. A positive attitude, and compassionate, friendly and calm demeanour can make a significant

difference to effective healthcare delivery. Receptionists in a medical facility also requires good office skills, efficiency, as well as familiarity with medical terminology and procedures. This highly participative Medical Receptionist training course has been designed for staff handling the general public and supporting co-workers. It enables participants to increase their effectiveness in projecting a professional image, information exchange and creating customer satisfaction.



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## Benefits of Attending

- Manage telephone communication with clarity, accuracy and courtesy
- Improve verbal communication
- Implement strategies for dealing with different types of customers
- Create positive customer service experiences

## Course Outline

- The role of a medical receptionist
- Meeting and Greeting Patients
- Prioritising your workload
- Communication and Customer Service
- Confidentiality, Privacy & Security
- Objection handling techniques
- Working effectively with your line manager
- Assertiveness techniques
- Telephone Manner and Etiquette
- Personal action planning

## Who Should Enrol

This is suitable for Receptionists, administrators, secretaries, clerical assistants, in the medical sector. Those new to the role as well as existing receptionists dealing with the public, either face-to-face or on the telephone.

## Course Structure

Delegates will attend this course between 9.00– 17.00 each day.

6 CPD points = 1 day



# Facilitating Behavior Change



## Course Outline

- Introduction to theories of behaviour change
- The role of physicians in improving patient outcomes
- Factors involved in promoting behaviour change
- Explore the stages of behaviour change
- Assessing barriers to behaviour change
- Behaviour-change techniques
- Testing behaviour-change methods in the real world
- Assessment tools

## Benefits of Attending

- Understand the theory of behaviour change techniques
- Identify individual barriers to change
- Learn how to use behaviour change techniques more effectively
- Awareness of issues in developing and evaluating behaviour change interventions

## Course Overview

One of the biggest challenges that practitioners face is helping patients to change longstanding behaviours that pose significant health risks. With the increased importance of telephone consultations and ongoing requirements to help patients to make behaviour changes, it is vital for practitioners to have an understanding of how and why people change. This one day course for GPs, GP Registrars and Practice Nurses aims to deliver practical skills which can be put to use in the general practice setting immediately. This interactive, action learning based course will help professionals to deliver brief and effective behaviour change interventions.

## Who Should Enrol

All clinicians in primary care, new GPs, experienced GPs, hospital or community based nurses and other primary care clinical professionals. Allied healthcare professionals, Social care professionals, Personal trainers.

## Course Structure

Delegates will attend this course between 9.00– 17.00 each day.

6 CPD points = 1 day

# Business Planning Within Healthcare

## Course Overview

The NHS is going through a period of unprecedented change. Managers are learning new skills and taking on more responsibility as the number of innovative services grow and managers are playing a more active role in impacting positively on people's health and wellbeing. This course assists participants to deliver effective management through the planning, formulating, delivery and evaluation of the business and management of health services. It provides managers with a theoretical framework grounded in practical case studies to enable participants to foster a balanced perspective of developing a business.



## Benefits of Attending

- Understand both the nature and source of risk and threat to medical services
- Develop knowledge of the steps in developing a business plan
- Understand long term viability concerns, risks and options
- Process complex information into a manageable format, and communicate the results through verbal and written presentation methods

## Course Outline

- The purpose and reasons for business planning
- Business case development in a health context:
- Tools for analysing health market and trends
- Assessing financial and operational risk
- Techniques for choosing strategic options
- Discuss the environmental forces affecting health markets and their influence and impact on health services
- Short, medium and longer term implications
- Regulatory and policy requirements affecting services
- Discuss planning, implementation and evaluation issues

## Who Should Enrol

Service managers, Directors,  
Other Senior and middle staff.

## Course Structure

Delegates will attend this 1 day  
course between 09:00 and 17:00

**6 CPD points = 1 day**

# Financial Management



## Course Overview

In the current economic climate, NHS have the responsibility for using commissioning budgets wisely and fairly to secure the best possible outcomes for both patients and the taxpayer. In addition to this, have more innovative ways to deliver a better service at a minimal cost. This course will focus on identifying factors that can impact the performance of the organisation, and equip managers to effectively plan, consider contingencies, and evaluate resource levels as an ongoing process. The course is delivered in a practical and enjoyable interactive format. Delegates will work with the trainer on how to apply new and existing finance skills back into their organisation to improve decision making.

## Course Outline

- Define and critically analyse the key features of a financing strategy
- Understand the relevance of financial management tools
- Learn ways to improve financial performance and productivity
- Identify areas for cost savings across your organisation

## Benefits of Attending

- Introduction to financial management within the NHS
- The statutory financial framework
- Challenges of financial management
- Financial Performance
- Financial management processes
- Financial Planning
- Medium & Long-term
- Revenue and Capital planning
- The Future
- Financial Budget setting and control
- Budget-setting methods
- Protecting Resources
- Financial Auditing, assurance and accountability
- Financial Decision-making
- Management Information
- Investments
- Financing alternatives
- Dividends
- Reporting
- Learning from financial failures

## Who Should Enrol

Business and management accountants, finance assistants, clinicians and any staff or Line Managers with responsibilities of financial or resource management, or policy.

12 CPD points = 2 days  
6 CPD points = 1 day

## Course Structure

Delegates will attend this two day course between 09:00 and 17:00

# Equality and Diversity

## Course Overview

While many organisations operate with equal opportunities policies and clearly state their commitment to diversity, there is still some work to do to ensure that diversity is embedded in all aspects of any organisations work.



All NHS organisations have an Equality Duty to ensure they are exercising fairness, including assessing what needs to be done to ensure they do not discriminate or exclude specific people. The aim of this course is to equip delegates with the knowledge and skill needed to reduce incidents of unfair treatment in the work place and enhance communication, efficiency and effectiveness. This course will also encourage delegates to consider the practical application of their organisations Equality and Diversity Policy within their departments and ensures delegates not only understand their roles and responsibilities within the context of equality legislation but also how to promote equality and diversity in the workplace.

## Benefits of Attending

- Understand how the law impacts on equality & diversity
- Identify individual rights and responsibilities
- Understand the values and beliefs that underpin diversity
- Promote best practice within the organisation

## Course Outline

- Identifying Discrimination
- Meeting the challenge of diversity
- Exploring the legal framework
- Responsibilities of NHS professionals
- How is your organisation doing?
- Managing inappropriate behaviour
- Inclusive practices in the NHS
- Case Studies
- Stages of diversity awareness
- Equality impact assessments
- The next steps

## Who Should Enrol

This training will be beneficial for all line managers at both operational and strategic levels

## Course Structure

Delegates will attend this 1 day course between 09:00 and 17:00

**6 CPD points = 1 day**

# SCOPE AND DURATION OF THE TRAINING

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The duration of each of the training courses is usually 1-2 days but alternative course schedules can be arranged for bespoke courses. We work with clients and delegates to:

- Identify and assess competency levels and skill gaps during the training, and refine the curriculum as appropriate
- Provide practical and applicable hands-on training by consulting with the group
- Design the training materials and provide ongoing assistance to delegates



## TRAINING METHODOLOGY

The proposed courses are delivered through instructor led lectures, presentations that are integrated with interactive group discussions. The hands-on sessions (usually done in small groups) are used for selected courses to give practical application of the course using real life data.

Relevant case studies of international practical experience, regulatory and industry developments are used to increase the understanding of the subject. Detailed training course notes are included as future reference material for the delegates.

## CERTIFICATION

At the end of the training course, each participant with 100% attendance will be presented with a certificate summarising the skills they have acquired during the course, signed by the Course Director.

For more information on these workshops and other high value training workshops, please contact:

Head Office

Alexander Brookes Associates Limited  
Lombard Business Park  
8 Lombard Road  
London, SW19 3TZ  
United Kingdom

Tel/Fax: +44(0)207 147 9989  
Email: [info@alexanderbrookes.com](mailto:info@alexanderbrookes.com)  
Web: <http://www.alexanderbrookes.com>

Alexander Brookes reserves the right to alter or cancel a course at any time and offer an alternative date, a credit or a refund without any liability for consequential or indirect loss or damage.

**To book call:**  
020 7147 9989

## RECENT CLIENTS

- National Health Insurance Authority (NHIA)
- Action for Aids
- National Agency for the Controls of Aids (NACA)
- National Veterinary Research Institute
- Community and Social Development Project (CSDP)
- Uganda Development Services
- Jordan Enterprise Development Corporation (JEDCO)
- The National FADAMA III Project
- Infrastructure Concession Regulatory Commission
- Nigeria National Assembly
- University of Ibadan
- Central Bank of Nigeria
- Tullow Oil Plc
- Nigerian Ports Authority
- Petroleum Equalisation Fund (Management) Board
- Petroleum Products Pricing Regulatory Agency (PPPRA)
- Petroleum Technology Development Fund (PTDF)
- Abuja Metropolitan Management Council

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## TESTIMONIES FROM RECENT CLIENTS

*“The Innovative, constructive hands-on approach is great for learning. A very friendly, conducive atmosphere for receiving new knowledge and changing old ways of doing things; Small class proved to be very good. Please keep the focus, innovation and drive”*

**Director, National Agency for Control of AIDS-Nigeria Delegate,  
Leadership & Strategic Change Management – March 2012**

*“The course has crystallised for me the importance of Monitoring and Evaluations the key to measuring/supporting the management of projects”*

**Assistant Director, National Veterinary Research Institute Monitoring and  
Evaluation of Projects—March 2014**

*“This course has given me a greater understanding of Monitoring and Evaluation which will be carried into our courses with the anticipated result of greater funding opportunities for our charity. Thank you for the opportunity”.*

**Administrator Uganda Development Services (UK) Monitoring and Evaluation of Projects—March 2014**

*“Alexander Brookes is a wonderful training centre with professional resource persons, who are grounded and masters in their own right. I am so glad I attended a training course here. Please keep it up”.*

**General Manager, CSDP Nigeria Delegate, Impact Evaluation and Assessment—April 2013**

*“Alexander Brookes is a household name in the area of capacity building. It has very good facilitators that are highly experienced in project development and management for sustainable results”.*

**General Manager, CSDP Nigeria Delegate, Impact Evaluation and Assessment—April 2013**

*“I have been to a lot of training courses, but I must say, I found this training quite exiting and very practical, the lecturers are quite experienced and warm. The location is serene and the topics very apt and can be related to practical experience. I say thank you!”*

**Legal Adviser, National Planning Commission-Nigeria Delegate, Leadership & Strategic Change Management – March 2012**

*“Course content was excellent and delivery was hands-on with plenty of real-life examples that I could relate to. I wish I had taken the course earlier. Nice friendly environment with lots of customer care and support.”*

**Assistant Director (Research), National Veterinary Institute, Nigeria Project and Programme Management – October 2012**

# ALEXANDER BROOKES BOOKING FORM

Please complete and submit the following information. Please note that all fields must be filled in as they are all required to make a booking. For any enquiries please contact us by email at [info@alexanderbrookes.com](mailto:info@alexanderbrookes.com) or by telephone +44 (0)207 147



## COURSE TYPE: CPD

### 1. Course Information

Course Name	
Course Code	
Start Date	
End Date	
Fees (per delegate):	£
Total Fee (plus VAT):	£

### 2. Delegate Information

Title: Mr/Mrs/Miss/Ms		First Name	
Surname			
Organisation Name			
Job Title			
Department			
Organisation Address			
Town/City			
Mobile Number		Work Number	
Fax Number			
Email address			

## SPECIAL NEEDS

Please tell us about any special needs or essential dietary requirements and we will contact you as soon as possible to discuss your requirements.

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### 3. Payment Details—Please tick one of the following to indicate the method of Payment:

Please invoice my organisation for the attention of:

BACS Payment

PayPal (please visit the relevant course page)

Cheque enclosed for £ \_\_\_\_\_ (please complete – make cheque payable to Alexander Brookes Associates Limited)

### 4. How did you hear about us? (Please tick one category):

Google	<input type="checkbox"/>	Recommended by colleague/friend	<input type="checkbox"/>
Other search engine	<input type="checkbox"/>	Directory	<input type="checkbox"/>
Attended course previously	<input type="checkbox"/>	Facebook	<input type="checkbox"/>
Word of Mouth	<input type="checkbox"/>	Twitter	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	Other: Please specify	<input type="checkbox"/>

### 5. What do I do now?

#### **Submit this form by:**

- Email this form to [bookings@alexanderbrookes.com](mailto:bookings@alexanderbrookes.com)
- Fax to: 020 7147 9989
- Post to: Admissions Team, Alexander Brookes Associates Limited, 8 Lombard Road, Wimbledon, London, SW19 3TZ
- Submitting this form is accepted as signature and acceptance of Alexander Brookes terms and conditions - see terms and conditions
- For your security and peace of mind, Alexander Brookes Associates Limited will not supply your details to any organisation for marketing purposes.

### 6. What will happen next?

Upon receipt of your booking form, Alexander Brookes will process it as soon as possible. If an invoice is required, this will be sent to the approving Manager detailed on this form. Full payment must be made 5 working days before the course start date.

Any delegates who have not made payment 5 working days prior to the course start date will be withdrawn from the course.

# BOOKING TERMS AND CONDITIONS

## 1. Payment Terms

Payment must be received 5 working days before the start of the course or within 14 days of invoice, whichever is sooner. Bookings will not be confirmed until payment has been received.

We accept payment via BACS, cheque or PayPal (online via relevant course page on our website [www.alexanderbrookes.com/nhs-courses/](http://www.alexanderbrookes.com/nhs-courses/) )

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## 2. Cancellations, transfers and non-attendance

All cancellations and requests to transfer must be made in writing to the Administration Team either by email [bookings@alexanderbrookes.com](mailto:bookings@alexanderbrookes.com) or fax on 020 7147 9989, and will be acknowledged in writing.

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### 2.1. Transfers

There is no charge for transferring to an alternative course start date, provided the request is received 21 days or more days before the start of the course.

Requests to transfer received less than 21 days will be subject to the following transfer fees:

Requests to transfer received **14- 20** days before the start of the course:  
20 per cent of the fees.

Requests to transfer received **7- 13** days before the start of the course:  
**30** per cent of the course fees.

Requests to transfer received **0 – 6** days before the start of the course:  
**50** per cent of the course fees.

~~Delegates are unable to transfer to another course once they have~~

### 2.2. Cancellations

There is a no charge for cancellations received 21 days or more days before the start of the course. Cancellations received after this are subject to the following cancellation fees:

Cancellations received **14 – 20** days before the start of the course:  
**25** percent of the fees.

Cancellations received **7 – 13** days before the start of the course:  
**50** percent of the fees.

Cancellations received **0 – 6** days before the start of the course:  
**100** percent of the fees.

[How to book](#)

Book online at [www.alexanderbrookes.com](http://www.alexanderbrookes.com)

Fax attached booking form to:

+44 (0)20 7147 9989

Call Client Services on:

+44 (0)20 7147 9989

### Telephone Bookings

Bookings can also be made by telephone, but these bookings will be regarded as provisional. Please note that the bookings will remain provisional until we have received written confirmation.

You can also book any of our courses by logging on to our website at [www.alexanderbrookes.com](http://www.alexanderbrookes.com)

Complete the booking form online and click the submit button.

### Other Terms

Alexander Brookes reserves the right to remove any delegate from their course should their behaviour be deemed inappropriate by Alexander Brookes or its partners. This will result in no refund of course fees or

For any enquiries, please contact us by email at [info@alexanderbrookes.com](mailto:info@alexanderbrookes.com) or by telephone on:

+44 (0)20 7147 9989

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ALEXANDER BROOKES  
ASSOCIATES LIMITED

## HOW TO PAY

### By BACS (money transfer)

**Account Name:**

Alexander Brookes Associates Ltd

**Bank:**

Barclays Bank PLC  
Hatton Garden Branch  
99, Hatton Garden  
London, EC1N 8DN  
United Kingdom

**Sort Code:**

20- 41 -41

**Account No:**

53486591

**IBAN:**

GB79 BARC 2041 4153 4865 91

**SWIFTBIC:**

BARCGB22

### By Bankers Draft

Drawn in GBP sterling, made payable to:

**Alexander Brookes Associates Ltd.**

Post to:

**Alexander Brookes Associates Ltd  
Lombard Business Park  
8 Lombard Road  
London SW19 3TZ  
United Kingdom**



**ALEXANDER BROOKES  
ASSOCIATES LIMITED**

Lombard Business Park  
8 Lombard Road  
Wimbledon, London  
SW19 3TZ

Phone: +44 (0)20 7147 9989

E-mail: [info@alexanderbrookes.com](mailto:info@alexanderbrookes.com)

Web: <http://www.alexanderbrookes.com/nhs-courses>

The CPD Standards Office

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2015 - 2016

[www.cpdstandards.com](http://www.cpdstandards.com)



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Independent Further and Higher Education as a Short  
Course Provider**