

# Synergised Solutions

[SynergisedSolutions.co.uk](http://SynergisedSolutions.co.uk)



# We're Synergised Solutions

**Management and development training for the hospitality, leisure and retail sectors**

## **Who we are:**

We specialise in management training and development specifically for the hospitality, leisure and retail industry.

Before we established Synergised, all our team worked in this industry for well known and respected high-street companies in management training and development roles.

## **What we do:**

The core of our business is in the design and delivery of management training and development courses. On the Training Courses page, you'll see a list of our main training areas.

A lot of training companies will offer courses and hope what they offer fits your needs. We don't do that. We will always ensure your course fits your requirements and unique business needs.

Additionally, we also offer a number of targeted areas to help ensure your business stays ahead of the competition.

We're at: [SynergisedSolutions.co.uk](http://SynergisedSolutions.co.uk)



## Training Courses

Our training courses are certainly not about learning a theory or a model you'll never put into practice. We will always ensure that our training links back into the workplace so there's a change in the way your managers do things.

Here you'll find a list of what we currently offer for in-house and public courses. If you feel that you need something tailored more to your individual needs just let us know.

[synergisedsolutions.co.uk/trainingcourses.php](http://synergisedsolutions.co.uk/trainingcourses.php)

[synergisedsolutions.co.uk/publiccourses.php](http://synergisedsolutions.co.uk/publiccourses.php)



### Interview Skills

This gives more than just the basic dos and don'ts of interviewing; it delves into getting more from candidates on their behavioural qualities and personality to ensure you get the right fit. Candidates will also undertake two interviews to put the skills into practise.

### First 90 Days

A short course for newly appointed managers to guide and equip them with strategies for a successful transition into their new job

### Appraisal Skills

Once you've recruited the right staff, how do you keep them motivated to try harder, achieve more and keep engaged? Conducting regular appraisals is a proven way of doing this. This course covers all aspects of appraisals and how to avoid the most common pitfalls that would lead to de-motivation.

### Coaching for Managers

There are times when you need to move from a tell approach to a more coaching approach to help maximise staff potential, improve performance and get others to think for themselves. Here you'll learn how to coach managers and staff effectively for improved performance.

### Giving & Receiving Feedback

This covers how to give proper constructive feedback to staff and, in turn, how to handle feedback given to you from others without going into defensive mode.

### Developing Self-Awareness

There are times when you need to move from a tell approach to a more coaching approach to help maximise staff potential, improve performance and get others to think for themselves. Here you'll learn how to coach managers and staff effectively for improved performance.

## Customer Focus

We all know customers are absolutely integral to the survival of our business but are we really truly customer focused? Are we giving fantastic service and hospitality? Here we look at how to develop these areas so it becomes cultural.

## Developing Assertiveness

As a manager there are times when we can't help saying yes to things or with our need to be liked we try and please everyone. Here we look at tackling those areas and measure your own assertiveness and build on developing it.

## Personal Productivity

Here we focus on various areas from time-management to focusing the team and yourself on organisational goals resulting in an improvement in your productivity.

## First-time Management

This course can be used before or after appointment. We look at the skills required to help participants into managing a team for the first time. It also looks at the different personalities of the people in it and how we can adapt our own style to best effect. It's also good as a refresher course for exiting managers.

## Building and Leading a High-Performing Team

In the hospitality/leisure/retail industries traditionally staff turnover is high and this impacts on team dynamics. This course looks at building the right team and ensuring they get to become a highly productive team as soon as possible.

## Engaged Teams

Both team courses can be used as standalone courses or used together. Engaged Teams looks at once we've got the right team in place, how do we increase their workplace engagement and therefore increase their productivity and retention.

## Managing Staff Performance

Here we look at dealing with both sides of staff performance: good and poor. We look at tackling the issues that these two areas bring and deal with them effectively and use it as a motivation tool.

## Basic Leadership Skills

The course is to enable participants to develop a greater understanding of the difference between management and leadership and learn the fundamentals of leadership and apply it.

## Delegation Skills

An excellent course for both new and existing managers wanting a refresher. It covers the principles of effective delegation in developing staff and junior managers for further responsibilities. You'll discover where your natural style of management is in relation to delegation and how to achieve a balance of these styles.

## **Change and Innovation**

Our industry is one of constant change – if we don't, the competition will and we'll be left behind. However, staff can become resistant to change. Here we develop strategies to overcome resistance from your team when implementing change.

## **Employment Law**

This is to provide delegates with a better understanding of disciplinary and grievance procedures; how to correctly carry this out should the situation arise and general employment law that is affecting your business.

## **Time Management**

Looks at why we sometimes put off or delay things leading to increased stress through our own disorganisation. The course will help delegates organise their own time effectively and establish which tasks take priority and learn when to say no.

## **Personal Safety**

While the overwhelming majority of customers are out to enjoy themselves and have a nice time, some can overstep the mark. This course is aimed at all people who come into contact with the public from bars, restaurants and retailers. It shows how to resolve a conflict verbally but then shows you practical techniques that you'll practice on the day if a customer decides to turn violent.

## **Communicating with Impact (2-Days)**

This 2-day course covers a wide range of communication areas to help build stronger relationships within work. It also covers the impact you have on others you work with.

## **1-2-1 Training/Train-the-Trainer (2-Days)**

This course is in two-parts: theory and then putting that straight into practice. If you have staff or managers whose job has a practical element in producing something from a cocktail to a coffee to making a pizza, this course is aimed at those people. It delves deep into how different people learn in different ways and how we cover these aspects when training someone back at work on something practical.

## **Presentation Skills (2-Days)**

This 2-day course is very practical based and is for those that undertake presentations to their team or other managers. A presentation doesn't just have to be a formal PowerPoint scenario – it could also be a manager just talking to all their team at the start of a shift. We show you the skills in how to present with confidence.

## **Common Approach to Planning (2-Days)**

If we use a common structured approach to projects across our business then all your staff and management team will know their roles and what's required on up and coming events. It could be the lead up to Christmas, student return, planning for a great Valentine's night, a sales promotion or some other big event. Being clear and concise and ensuring everyone knows their part will ensure a greater success. If we use the same system across the business then it's easier to share ideas and time-frames as we all stick to the same structure.

## Your Training Manager

If you're a business that would like to start management training and development but don't know where to start and don't want to employ someone full-time, this is where we can help.

### We can act in two main ways:

1. Firstly as your basic company trainer rolling out courses that meet the needs of your situation and each course is paid on a pay-as-you-go basis.
2. Secondly, for a fixed monthly fee we can be your T&D manager on terms that suit you. The most common options are:
  - **Option 1:** 2-days per-month training and you organise all the particulars.
  - **Option 2:** 2-days training per-month and we take care of all the arrangements of invites, liaising with the training venues etc.
  - **Option 3:** To work for you 3-days per-month with 2 of those days training, 1-day consultancy ensuring legal compliance and all managers having access to us via phone or email for advice throughout the month.
  - **Option 4:** A total mix-and-match approach from training delivery, consulting, to the customer experience analysis, you use the days to whatever you wish.



Of course you may want your own specifics such as extra days, less days or a mix of different things such as help on recruitment, or undertaking psychometric profiling. You may even just need us on a consultancy basis 1-day a month with occasional ad-hoc training days. Just let us know what you're after and we'll happily work out a costing.

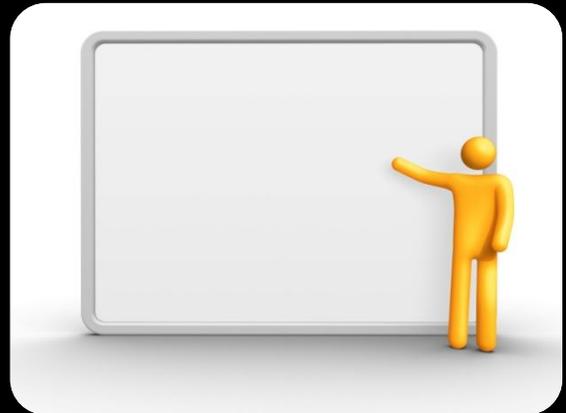
## Training & Presentations

### Writing and Developing

You may not have the time or experience in writing a whole training course with support guides, trainer's notes and PowerPoint slides, but would like one written and developed for you to train internally. We offer a simple way for you to do this and in all the courses we run, we've done exactly that – written, designed and developed our own materials. So we have real experience in doing this.

Quite often companies will offer a course design service but designed by someone who's never trained. This is not the Synergised way.

We've also designed and written developmental academies for clients with great success and fantastic feedback, so regardless of whether you're after a half-a-day course or a full-on 3-day session, we've got the experience and knowledge to design something you'll be happy to put your name to.



[synergisedsolutions.co.uk/writinganddeveloping.php](http://synergisedsolutions.co.uk/writinganddeveloping.php)



### Presentations

Much like Writing and Developing, you may need to present to work colleagues, a group of stakeholders or even the company owners but just don't know where to start and designing slides isn't your forte. Here again, we have a solution. Working with you, we can design a presentation that meets your needs. Predominantly centred around PowerPoint but we can also produce them in Symphony by IBM/Lotus, Open Office's Impress, Slide Rocket or Google Docs.

[synergisedsolutions.co.uk/presentations.php](http://synergisedsolutions.co.uk/presentations.php)

## Customer Experience Analysis



This is far more than simple mystery shopping! You've probably had first-hand experience of mystery shoppers and some see it as a quick exercise to get a free meal, a drink or payment and not give sufficient in-depth feedback you can act upon. Our approach is the whole experience a customer would receive right from stepping inside to leaving your business.

For example, if you're a **restaurant** we'll look at the whole customer experience from out and inside the venue, service and standards and staff/customer interaction. But, we'll also look at areas of opportunity, growth, proof-read menus and spend some quality time there and getting a feel for the place. The same goes if you're a **pub, bar, café** or any type of establishment where the public can go.

If you're a hotel we'll do exactly the same and spend a few hours there. To make sure we get the full picture we'll even stay overnight if necessary.

The quality of the feedback we give you will be a reflection of our business and that's why we take real ownership in everything we do.

[synergisedsolutions.co.uk/customerexperienceanalysis.php](http://synergisedsolutions.co.uk/customerexperienceanalysis.php)

## Extra Solutions

### Recruitment Support

As all of our team have been responsible for management recruitment within their previous roles at some point, we have genuine experience of appointing managers and ensuring they're the right fit to the business.

Getting this wrong can have a disastrous affect on team morale and motivation. This could result in high staff turnover, high absence levels and low levels of workplace engagement. Not the image you'd want to project to your customers.

We also have experience in designing and holding recruitment and assessment days for staff and manager levels. If you need help in running one, or for us to design and run one for you don't hesitate to contact us.

[synergisedsolutions.co.uk/recruitmentsupport.php](http://synergisedsolutions.co.uk/recruitmentsupport.php)



### Psychometrics



Psychometrics isn't new but they're still not widely used but have the very real potential of saving you money in selecting the right people for a job. We're accredited users for Thomas psychometric profiling and have used this with great effect over the years.

Usually used in recruitment of managers, profiling can reduce the chances of selecting the wrong candidate leading to higher staff turnover, increased employment agency fees and a team that is in constant flux with new managers coming and going. The cost of using psychometrics can more than pay for itself.

It doesn't have to be used solely for recruitment either, it can be used for a whole host of other things such as seeing who's ready for a more challenging role, who's been over-promoted and is possibly struggling, and how someone new will fit into a team.

Feel free to contact us about the different ways in which psychometrics can help you and your business.

[synergisedsolutions.co.uk/psychometrics.php](http://synergisedsolutions.co.uk/psychometrics.php)

## Appraisal System

Over the years organisations have seen the potential of appraising staff but not had a robust system in place that measures everyone equally.

We recognise that there are different levels within any organisation and for an appraisal to be effective employees should be measured against criteria pertaining to that level to ensure fairness.

Therefore, with our system staff won't be measured against the same criteria as managers. We've created a system of appraising staff that's discarded this method and introduces a system that is founded on the company's structure.



The idea behind our appraisal system is that it helps drive the following areas:

- **Recruitment and selection**
- **Succession planning**
- **Business planning and development**
- **Workforce analysis**
- **Pay and reward strategies**
- **Company performance**
- **Individual performance**

The system recognises that there are seven core competencies that everyone within the company must demonstrate at varying levels. Within each competency, at each level, is a set of behaviours which sets the standards that employees should be achieving. The behaviours are progressive – as you move up the hierarchy, the behaviours become more complex.

[synergisedsolutions.co.uk/appraisalsystem.php](http://synergisedsolutions.co.uk/appraisalsystem.php)

## Apprenticeships

While we don't directly offer Apprenticeships we have excellent relationships with national providers.

We've gone through the pain of sourcing decent companies who can deliver what they claim. We've also gone through the time and due-diligence of trying to source a provider that is hospitality and retail focused. This saves you the time and hassle of doing just that.

We don't charge for this service or take payment from the providers but take a holistic approach to it in the hope that you'll like us to oversee the programme or link some of our courses to the apprenticeship - but of course that's your choice.

[synergisedsolutions.co.uk/apprenticeships.php](http://synergisedsolutions.co.uk/apprenticeships.php)



## Due Diligence Courses

Due diligence courses are not our core subject areas and not areas we actually deliver training in. However, we do have huge experience in designing, developing and rolling these out with other training companies who are experts in this field. These are still vital areas and go a long way to ensure you're legally compliant and care about the welfare of your staff and customers.

These are usually courses such as:

- Food hygiene levels 1 to 3
- Health and safety
- Conflict Resolution/Personal Safety
- First Aid

These courses are focused around the hospitality, leisure and retail business. The courses can be bespoke to your business. For example if you're a night-club, first aid issues would be more serious than say in an office and therefore a generic course wouldn't necessarily suit.

[synergisedsolutions.co.uk/duediligence.php](http://synergisedsolutions.co.uk/duediligence.php)



## E-Learning

We've experienced the whole e-learning process from evaluating the good, bad and the ugly and rolling it out across UK wide sites. We've been there right from the start of how the system is set-up and managed, to ensuring end users use it.

Again we've got good relationships with the main players in this area and like Apprenticeships take a holistic overview. You may want us to manage the system, see that users are completing the courses and ensuring compliance – or to just pick our brains!

[synergisedsolutions.co.uk/elearning.php](http://synergisedsolutions.co.uk/elearning.php)



## About Us

We're a small team but between us have a wealth of experience in the hospitality, leisure and retail sectors, collectively having worked for a number of well known and respected high street companies.

All of our team come from a management and development training background; from starting as junior training officers then progressing to managing training teams. All of the services we offer we have first-hand practical experience of actually doing it – and in sector we know and love.

A desire for running our own business led us to take the plunge and offer our services out. Synergised Solutions was formed and as the name says, we work with clients in partnership to work out the best solution for their needs.

We're not interested in having a vast amount of companies we work for losing focus on their needs and diluting the training we do – you also need have and keep a competitive edge for your managers. We work with a small amount of clients but on a regular basis so we can hard focus on their needs, get to know the people we train and build on the skills and knowledge they've gained from the previous courses we've done together.

This approach works well and it's one we'll continue to pursue and develop now and in the future.

[synergisedsolutions.co.uk/aboutus.php](http://synergisedsolutions.co.uk/aboutus.php)

## Contact Us

If you'd like to discuss anything, please feel free to email, call or write to us whatever your needs and we'll be only too happy to help.

Email: [hello@synergisedsolutions.co.uk](mailto:hello@synergisedsolutions.co.uk)

Tel: 0151 636 0063

Post: 95 Greendale Road, Port Sunlight, Wirral, CH60 4XE

[synergisedsolutions.co.uk/contactus.php](http://synergisedsolutions.co.uk/contactus.php)



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