

Overview

The main aims of the programme are to develop the key talent within an organisation to enable them to communicate and represent themselves more effectively and to forge a strong career path, including:

- Increase self-awareness
- Understand themselves and their development path
- Recognise the impact they have on others
- Collaborate more effectively
- Build confidence
- Retain & grow key talent
- Develop stronger client relationships

Module	Content
1	Personal Brand <ul style="list-style-type: none"> • Definition of personal brand • Self-assessment of your existing brand • Famous personal brands • What to do when brands go bad • Managing your emotions • Developing your own brand • Key strengths analysis & peer advice • Aligning personal brand with organisational brand • Creating good first impressions using PLEASE • Defining your brand • Presenting your brand • Building a professional network with spheres of influence
2	Motivation & Engagement <ul style="list-style-type: none"> • Definition of motivation • Motivation Questionnaire • Maslow’s Hierarchy of Needs • 6 Areas of human need • Uncovering human needs • Branch/Head Office - experiential activity • Herzberg - hygiene factors & satisfiers • Work based values elicitation • Personal SWOT
3	Communicating with Confidence <ul style="list-style-type: none"> • Importance of clear communication • Behaviour iceberg • Comination model & filtering • Assertiveness - the ASSERT model • Active listening • Communication styles • The Charisma model • Personality profiling • 4-MAT system for presenting effectively

Module	Content
4	<p>Constructive Conversations</p> <ul style="list-style-type: none"> • Understanding & recognising conflict situations • Thomas Kilmann conflict model • Conflict Management - AGREE model <ul style="list-style-type: none"> Acknowledge Ground Rules Reframe Explore Evaluate
5	<p>Delivering Service Excellence - Part 1</p> <ul style="list-style-type: none"> • Definition of service excellence • Good vs. bad customer service • Knowing your customers • Customer journey • Customer centric approach • Uncovering customer needs • RESPECT your customers • Customer loyalty & creating advocates • RATER customer service model • Filling the service gap • Customer engagement cycle • Rapport building • Delivering feedback • Recognising development needs • Dealing with disagreement & conflict
6	<p>Delivering Service Excellence - Part 2</p> <ul style="list-style-type: none"> • Customer profiling • Effective questioning • Ladder of inference - checking assumptions • Demonstrating empathy • Developing solutions • Solutions matrix • Managing customer expectations • Closing the service gap • Gaining agreement • Customer retention

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Stage	Content
1	Pre-work to be sent to all participants. To include: overview of the Rising Stars programme aims of the course self-assessment personal objective setting issues or challenges they face & would like to overcome personal development plan template
1	Manager meeting - each participant to have a brief discussion with their line manager to review pre-work, personal issues, aims & objectives prior to commencement of the programme
2	Delivery of 6 one-day modules: 1. Personal Brand 2. Motivation & Engagement 3. Communicating with Confidence 4. Constructive Conversations 5. Delivering Service Excellence - Part 1 6. Delivering Service Excellence - Part 2
3	Peer Coaching - in between each module. Peer partners to meet to discuss their action plans and reflections from each module - the summary of which is to be recorded in their Personal Development Plans (PDP). Typically, these sessions last between 30-60 minutes.
3	Monthly Meeting - action learning sets for all participants to discuss the on-going application of each module & their learning journey. A framework for that discussion is recommended and could include: a chair person and minute-taker; reflection on real scenarios that have occurred in the work place in staff and in themselves; what issues & challenges they have experienced and how they have overcome them or plan to; what successes they've had and which strategies they used to succeed. The main idea is for them to take ownership of these sessions. Typically, they would last an hour, the outcome of which is to be recorded in their PDPs.
4	Personal Development Plan & Reflective Statement - the PDP is for them to log any relevant activities they have undertaken throughout the programme to apply what they have learned on each module, for example: - Met with line manager to discuss my action plan - Attended peer coaching session with x - Practiced x model on y Following all six modules, they will complete a 500-word reflective statement to summarise their thoughts and views on the programme and what they have learned and applied throughout.
5	Final presentations - 2 months after the final module, they will come back together as a group and in pre-determined pairs deliver a 15-20 minute presentation on their learning, outcomes and experience of the programme. These presentations need to include 2 aspects: 1. A teach-back on a topic of their choice from the whole course. This should be an interactive session that they will deliver to their peers and to key stakeholders who will be observing the presentations. To avoid duplication of topics - they will need to decide as a peer group who is doing which topic. 2. During the teach-back they will need to demonstrate where they have applied what they have learned throughout the programme.

