



## **Business Skills for STEMM Professionals**

### **How are these courses tailored for STEMM Professionals?**

These course modules have been specially developed for those working in science, technology, engineering, mathematics and medical sectors and their companies looking for help with transferrable, business skills outside of their field of technical expertise.

Courses are supported by relevant, real-life case studies and the trainers adapt their training styles to meet the needs of the delegates in the room. Trainers adapt pace, take care to provide outcomes around repeatable structures and processes and use techniques to embed the learning for lasting effectiveness.

### **How are courses tailored for delegates?**

Trainers will contact senior managers and individual delegates order to prepare. They will request information to be sent a week before the course, which may include:

- A pre-questionnaire sent to all delegates – to understand levels of experience, key concerns and personal desired outcomes.
- A senior-manager interview to understand the specific market, commercial drivers and company requirements for the training.
- A skills-based questionnaire (Gallup).

### **What additional support will I receive?**

All training on the day is interactive, and supported by a workbook for each delegate to complete and take away.

After-training delegates and their managers will have access to ongoing support after their training. Depending on which modules are chosen, this may include:

- 30-day direct line mentoring.
- 1-2-1 follow up calls with the trainer.
- Up to 12 months virtual learning environment support.

### **How are the courses delivered?**

- For companies and groups wanting closed training, courses are based on 1 or 2 days and delivered in-house or at a nearby venue offsite. Cost £600 per delegate day.
- For individuals, we offer 1-2-1 remote training, delivered over 3 x two-hour sessions. Cost £750 for three sessions.
- We are scheduling Open Courses in Oxford, Cambridge and London – please enquire if of interest. Cost £600 per delegate day.

Discounts are available for booking more than one course at the same time and for members of The Royal Society of Chemistry.

As courses are tailored to attending delegates and we are devising new courses all the time. if you don't see what you are looking for, please ask!

## THE COURSES

### One - Project Management Skills – 1 to 2 Days (depending on requirements)

Your Questions	Answers
Who will benefit?	Team leaders looking to improve their team management on projects
What is included in the course?	<ul style="list-style-type: none"> <li>• The mechanics of setting up project management</li> <li>• Communication and negotiation Skills               <ul style="list-style-type: none"> <li>○ Stakeholder engagement and conflict resolution</li> </ul> </li> <li>• Leadership Skills               <ul style="list-style-type: none"> <li>○ Leading the team and systematic team building</li> <li>○ The six keys to developing successful teams</li> </ul> </li> <li>• Goal mapping and planning               <ul style="list-style-type: none"> <li>○ Structure, time models</li> <li>○ Project management tools for this and future projects</li> </ul> </li> <li>• Presentation giving               <ul style="list-style-type: none"> <li>○ Delivering results</li> </ul> </li> </ul>
What can I expect to achieve?	Highly engaged teams; committed to delivering research, development and commercial projects on time, and to budget

### Two – Develop your Leadership Skills

Your Questions	Answers
Who will benefit?	STEMM professionals looking to improve their leadership skills
What is included in the course?	<ul style="list-style-type: none"> <li>• Defining leadership               <ul style="list-style-type: none"> <li>○ Leadership v management</li> <li>○ The differing leadership styles</li> <li>○ Values, strengths and expertise – your leadership brand</li> <li>○ 6 Principles of Influence and how to apply them</li> </ul> </li> <li>• Identify your 'followers' and how to influence them</li> <li>• Listening and questioning</li> <li>• Commanding the Room: Gravitas and leadership</li> <li>• Ambushes and how to overcome them</li> </ul>
What can I expect to achieve?	<ul style="list-style-type: none"> <li>• Understanding of your leadership style</li> <li>• The skills to build strong academic and commercial 'followership'</li> <li>• A leadership plan for career development</li> </ul>

### Three – Presenting with Confidence (maximum six delegates)

Your Questions	Answers
Who will benefit?	STEMM professionals looking to improve their presentation skills, whether to colleagues, stakeholders, peer groups or customers.
What is included in the course?	<ul style="list-style-type: none"> <li>• Delivery of written and face-to-face presentations               <ul style="list-style-type: none"> <li>○ Outcomes and how to achieve them</li> <li>○ How to know and hook your audience</li> <li>○ Content structure and management; Ethical influencing techniques, Less is More, You:I ratio</li> </ul> </li> <li>• Personal Impact               <ul style="list-style-type: none"> <li>○ Non-verbal impact techniques</li> <li>○ Voice techniques</li> <li>○ Tackling the nerves</li> </ul> </li> </ul>
What can I expect to achieve?	Increased confidence, credible persuasive ability and buy-in to: <ul style="list-style-type: none"> <li>• Win investment</li> <li>• Get published</li> <li>• Receive recognition and strong demand</li> </ul>

**Four A – Commercial Awareness - Creating Value**

Your Questions	Answers
Who will benefit?	STEMM professionals who have not worked in a commercial environment or have limited commercial experience, and have some commercial responsibility. Companies moving out of Research & Development into the commercial phase.
What is included in the course?	<ul style="list-style-type: none"> <li>• What is commercial success?</li> <li>• Understanding business models</li> <li>• How is value created by an organisation?</li> <li>• Stakeholders and Governance</li> <li>• Intellectual property</li> <li>• The competitive environment</li> <li>• Personal Value Creation Project</li> </ul>
What can I expect to achieve?	An understanding of the commercial realities and drivers including: <ul style="list-style-type: none"> <li>• Case studies for guidance and influence</li> <li>• Increased astuteness to survive and grow in a more commercial environment</li> <li>• Understanding of how to be more attractive for investment</li> </ul>

**Four B – Commercial Awareness- Finance 101**

Your Questions	Answers
Who will benefit?	STEMM professionals who have not worked in a commercial environment or have limited commercial experience, and have some commercial responsibility. Companies moving out of the Research & Development phase into the commercial phase.
What is included in the course?	<ul style="list-style-type: none"> <li>• What is commercial success?</li> <li>• Understanding the key financial statements</li> <li>• Cash flow –why do profitable businesses fail?</li> <li>• Sources of funding and the budgeting process</li> <li>• Return on Investment</li> <li>• Sources of funding</li> <li>• Personal Value Creation Project</li> </ul>
What can I expect to achieve?	An understanding of the commercial realities and drivers including: <ul style="list-style-type: none"> <li>• Case studies for guidance and influence</li> <li>• Increased astuteness to help your company survive and grow in a more commercial environment</li> <li>• Understanding of how to be more attractive for investment</li> </ul>

**Five – Sales and Marketing 101**

Your Questions	Answers
Who will benefit?	For STEMM professionals looking for an introduction into sales and marketing concepts and practical delivery tools.
What is included in the course?	<ul style="list-style-type: none"> <li>• Understanding your market (incl overview of SWOT, PESTLE, sales pipeline)</li> <li>• Developing your sales and marketing message</li> <li>• Developing your sales process               <ul style="list-style-type: none"> <li>◦ Sales targets and KPI's – incl setting the sales agenda</li> </ul> </li> <li>• Matching message ad process with marketing channels and tools</li> <li>• Ethical influencing techniques - or sales, networking, telemarketing and peer engagement</li> </ul>
What can I expect to achieve?	Understanding of sales and marketing concepts Practical tools to use in your environment, such as: <ul style="list-style-type: none"> <li>• Ethical influencing techniques for sales, networking and peer engagement</li> <li>• Processes to deliver comfortable, confident pitches</li> <li>• A checklist of activities to increase commercial success</li> </ul>



**Six – Ethical Telemarketing**

Your Questions	Answers
Who will benefit?	For STEMM professionals working in an increasingly commercial environment and need to communicate via the telephone., for example for industry events, sales meetings, or follow up to expressions of interest.
What is included in the course?	<ul style="list-style-type: none"> <li>• Fears and misconceptions around telemarketing</li> <li>• Establishing a calling process including                             <ul style="list-style-type: none"> <li>○ Key stages</li> <li>○ Developing phrases that are natural and comfortable to use</li> <li>○ Developing your script</li> </ul> </li> <li>• How to approach the first call</li> <li>• How to get to speak with the ‘decision maker’</li> <li>• Objection handling</li> <li>• Live Telephone Practice</li> <li>• Immediate helpful 1-2-1 and group feedback</li> </ul>
What can I expect to achieve?	A comfortable call process, ‘script’ and toolkit of phrases which will increase your confidence in making business phone calls, for <ul style="list-style-type: none"> <li>• Stakeholder engagement</li> <li>• Marketing influence</li> <li>• Increased sales success</li> </ul> leading to increased commercial impact

**Terms and Conditions**

- All costs quoted are exclusive of VAT.
- If you book two courses at the same time the cost is discounted to £500 per delegate day. If you book three or more courses at the same time the cost is discounted to £450 per delegate day.
- Minimum of three delegates per course, unless otherwise stated.
- Lunch, refreshments, offsite venue costs and out-of-pocket expenses not included. Any costs will be agreed in advance.
- Payment to be received in advance of training.
- Cancellation by delegate, the following fees apply unless unable to rebook within the same calendar month.
  - 7-3 days before course date incurs 75% course fee.
  - 48 hours before course date 100% course fee.
- Cancellation by STEMM Commercial. In the unlikely event that it becomes necessary for STEMM Commercial to cancel training, every effort will be made to reschedule quickly or a full refund will be given.

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