

**THE PEOPLE STUFF:
WHAT WORKS AT WORK.
MADE SIMPLE.**



ABOUT US.

What Do We Do?

Training, webinars, events, advice and consultancy with organisations to help people get stuff done at work in simpler ways and in half the time.

Why Lightbulb?

For us, it's about practical, original, plain-speaking, no-fluff expertise that challenges the clichés and apparent 'best practices' to give you techniques and tools you can actually do something with. Be it opting for a memorable and punchy workshop, ditching your annual performance appraisals and reimagining how you manage performance or needing straightforward, 'real world' employment law support: everything we do is about keeping things jargon-free, plain-speaking and painless!

PAUL MARSH, FOUNDER/MD LIGHTBULB





PAUL@LIGHTBULB.WORK



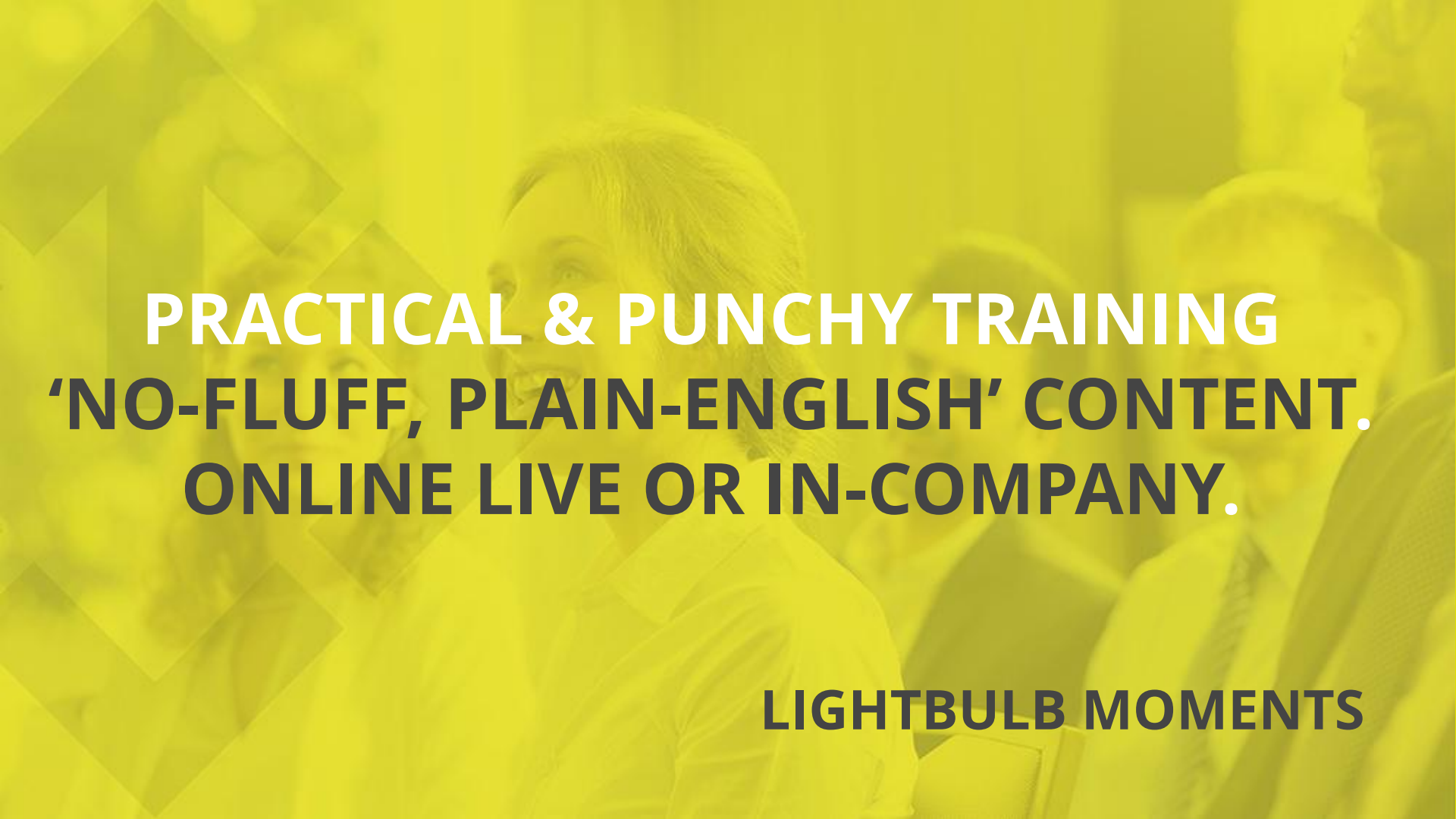
LIGHTBULB.WORK



07903 233214



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PRACTICAL & PUNCHY TRAINING
'NO-FLUFF, PLAIN-ENGLISH' CONTENT.
ONLINE LIVE OR IN-COMPANY.

LIGHTBULB MOMENTS

PRACTICAL & PUNCHY WORKSHOPS

In-Company & 'Online Live' Workshops: Our Different Approach

- **Because no-one ever said “I wish that training had lasted much longer, had loads more business models, buzzwords and clichés in it and had just used stuff I could have found online!”**
- Our 'online live' and in-Company workshops combine the style of a 'TED talk' with step-by-step techniques and tools: short learning bursts in half-a-day or less!
- No role-plays or gimmicky ice-breakers. People generally hate them!
- We don't fill time with academic, unusable business models
- We give you practical stuff rather than generic pieces of 'advice' or cliché one-liners!
– telling you to 'empower' people isn't really that helpful!
- We don't use the bog-standard agendas you may find elsewhere! Our techniques are often not found in textbooks (where competitors often copy theirs from) and are focused on what actually works at work
- Energetic and inspiring sessions that won't distract you to your phone!
- We train what we know works and what we and others have successfully used
- Plain-speaking: we work hard to minimise buzzwords and corporate-speak
- FREE **'Total Recall' handouts/key slides/additional tools.**





PAINLESS PEOPLE
MANAGEMENT
—
PROGRAMME

THE PAINLESS PEOPLE MANAGEMENT PROGRAMME.

Free-of-charge content plus two Lightbulb-supported options

96% of those surveyed said they would 'definitely use' the tools and techniques and 'would recommend' the training to other managers/leaders



LIFE AT WORK. MADE SIMPLE.

THE PROGRAMME

An Essential Toolbox for Managers/Leaders

Part One

Managing Teams for Overnight Results

- A unique intro to managing people
- The five-step plan for setting team direction/expectations that also helps when managing 'hybrid' or remote working – includes:
 - Putting together a strategy and identifying priorities
 - A new approach to focus on results
 - Using 'early warning indicators' to reduce 'nasty surprises'!
- The 'new meeting rules' and handling team questions

Part Two

Difficult Conversations Made Simple

- How to prepare for challenging conversations in a unique way
- Beginning the conversation with a new approach to reduce nerves
- A script and structure to follow for the conversation that '180' flips how you currently approach it!
- The 'non-buzzword' way to improve concerning behaviour/habits!

Part Three

Targeting and Managing Performance

- Targeting/measuring results in any role for increased visibility
- Using 'the one magic ingredient, three triggers, five new steps' formula for objective-setting that will boost performance
- How to write behavioural objectives
- The underperformance formula
- The complete step-by-step routine for amazing 121's in half the time!

THE PROGRAMME

An Essential Toolbox for Managers/Leaders

Part Four

Essential Employment Law: What Do I Do If.....

- Poor performance next steps
- Equality/discrimination legislation facts and myths
- 'Banter' v Harassment
- Some key people 'emergency' scenarios at work and how to practically handle them
- Only what managers need – and without the lecture!

Part Five

New Time-Management Habits for Busy People

- Balancing people management with the 'day job' when everything is important and urgent!
- A unique '21st century' time management system for the rest of your life
- Reduce 'time-stealing' and distractions from others
- 'To-Do' lists and 'stress-free' email – A better approach!

Part Six

The 'Chameleon Manager' At Work

- A revealing insight into how we tick and why we behave the way we do
- Includes a questionnaire tool to better understand what motivates you and others for great working relationships
- How to manage and deal with people who are 'not like me'



100% FREE-OF-CHARGE CONTENT

The Essential No-Obligation Toolbox for Managers/Leaders

Step-By-Step Videos

- Short videos with key tools and techniques
- Accessed from our website: lightbulb.work

Covering the First Four Parts of the Programme

- Managing teams for overnight results
- Difficult conversations made simple
- Targeting and managing performance
- Essential employment law

LIGHTBULB-SUPPORTED: OPTION 1

Additional Content and 121 Support for Managers/Leaders



Free Step-By-Step Videos +

- **Part Five: New Time-Management Habits for Busy People**
- **Part Six: The 'Chameleon Manager' At Work (SDI)**



'Total Recall' A-Z Tools/Techniques PDF

- The complete A-Z guide of tools/techniques to accompany videos
- Includes 'kickstart' next steps and new routines calendar



Practical 'On-The-Job' Activities and Feedback

- Opportunity to try out what you have learnt
- Completed and sent to Lightbulb for 121 feedback/advice

- **£995 plus VAT** - Up to 12 people
- Contact paul@lightbulb.work or call Paul on 07903 233214

Onsite/In-Company condensed one-day workshop programmes are also available – enquire for details

LIGHTBULB-SUPPORTED: OPTION 2

A Calendar-Driven, Structured Programme for Manager/Leader Groups



Free Step-By-Step Videos +

- **Part Five: New Time-Management Habits for Busy People**
- **Part Six: The 'Chameleon Manager' At Work (SDI)**

'Total Recall' A-Z Tools/Techniques PDF

- The complete A-Z guide of tools/techniques to accompany videos
- Includes 'kickstart' next steps and new routines calendar

Practical 'On-The-Job' Activities and Feedback

- Opportunity to try out what you have learnt
- Completed and sent to Lightbulb for feedback/advice

Online Live Practise/Q & A

- Two 90-minute sessions – One for each half of the programme, with additional tools and techniques
- Delivered by Paul Marsh, MD Lightbulb

3 Months of Our Support

- Identifying result-focused objectives and KPIs
- 121 email support and advice on all programme content available to each manager

The Investment

- **£2495 plus VAT**
- Up to 12 people delivered only to your organisation
- Contact paul@lightbulb.work or call Paul on 07903 233214

Onsite/In-Company condensed one-day workshop programmes are also available – enquire for details

ONLY ONE OR TWO MANAGERS?

INDIVIDUAL FORMAT

- You may only have one or two managers who require the programme at any one time
- The Lightbulb-supported, structured programme is also available for individuals – the only difference is that the live workshops are replaced with 2 x 30-minute coaching calls with Paul Marsh held during the programme
- The complete programme for each 'ad-hoc' individual manager is £499 plus VAT
- Contact paul@lightbulb.work or call 07903 233214 for more details



SMART OBJECTIVES
REIMAGINED
—
FOR OVERNIGHT RESULTS



LIGHTBULB'S
OVERNIGHT RESULTS
FORMULA

MANAGING PERFORMANCE.

LIGHTBULB MOMENTS

OUR SIGNATURE WORKSHOP

Managing Performance for 'Overnight Results': Online/In-Company from £699/group

Managing Performance for Overnight Results

- Identify, target and measure results for ANY role
- Using the '**one magic ingredient, three triggers, five new steps**' formula for if needed, when needed objective-setting that will boost performance
- Adapting objectives to handle concerning attitudes/behaviour
- Includes our unique objectives design 'trouble-shooter' one-page tool
- Practice time + post-workshop support
- 90 Mins £699 / 2 hours £799 (Online or In-Company)

ALSO, CHECK OUT OUR 'DIFFICULT CONVERSATIONS MADE SIMPLE' WORKSHOP



PRACTICAL & PUNCHY
TRAINING
—
WHAT WORKS AT WORK

PERSONAL EFFECTIVENESS.

LIGHTBULB MOMENTS

LIGHTBULB MOMENTS

Personal Effectiveness: Online/In-Company from £699/group



Difficult Conversations Made Simple

- How to prepare for challenging conversations in a unique way
- Beginning the conversation with a new approach to reduce nerves
- A script and structure to follow for the conversation that '180' flips how you currently approach it!
- The 'non-buzzword' way to improve concerning behaviour/habits!
- **90 Minutes**



Killer Presentations

- Whether in front of an audience, in meetings, on the phone or in email and documents
- A unique, logical structure for presentations, proposals etc that will eliminate nerves and hook your audience!
- Improve your body language/ public speaking style
- **90 Minutes or split into two workshops to review subsequent presentations**



Get On With & Influence Everyone At Work!

- A self-awareness tool to help understand how you & others tick
- Tips/tricks to help get on with those who 'aren't like you'
- Reduces conflict at work & improves relationships
- Ideal for team training/ teambuilding sessions
- **90 mins to half-day**



PRACTICAL & PUNCHY
TRAINING
—
WHAT WORKS AT WORK

RECRUITMENT INTERVIEWING.

LIGHTBULB MOMENTS

LIGHTBULB MOMENTS

Recruitment Interviewing: Online/In-Company from £699/group



The Ultimate CV Interview

- The interview structure from start to finish
- The legal stuff you need to know
- CV shortlisting and 'deal-breakers'
- 'WHAT' they have done: amazing CV questioning tools that tell you if they are a higher or lower performer
- 'Lie detector' questions that encourage the truth!
- Selling your organisation in a new way
- **90 Minutes**



Predict Attitude & Behaviour

- 'HOW' they get the job done: Identifying the type of person you need for the role in a different way
- Understanding and grouping behaviours
- How to design non-leading questions interviewees can't prepare for!
- Techniques to encourage the truth
- Clever ways to analyse answers and the words used
- A new five-step model for advanced interviewing
- **90 Minutes**



STRATEGY & BUSINESS PLANNING.

LIGHTBULB PERFORMANCE

LIGHTBULB PERFORMANCE

Strategy–Priorities–Metrics–Momentum: One Direction!

- Is the team's focus in the wrong place?
- Are individual's often 'doing their own thing'?
- Not hitting the targets/standards/goals expected?
- Finding it hard to identify what the priorities should be?
- Or just wanting to inspire and motivate the team for even greater impact?
- **FREE REVIEW** of what you are currently doing around planning, priorities and measuring success
- FREE advice provided for you using our approach



- **Welcome to 'One Direction': A unique way of identifying what we should be doing and how we are doing....**
- A step-by-step methodology that takes you from where you want be to identifying priorities and designing quick-and-easy, **powerful KPIs/metrics** to measure progress and help you get there: in an all-new way
- Includes an '**early warning**' **mechanism** you won't see anywhere that identifies issues before it's too late and tells you what to do now!
- A common-sense link throughout from organisation strategy to the team member's priorities
- **One Direction for green lights, not red ones!!**
- **PERFECT FOR TEAMBUILDING SESSIONS**



PERFORMANCE APPRAISAL/REVIEW.

LIGHTBULB PERFORMANCE

Why What We Do Doesn't Work...

- Most performance review processes are **not directly improving performance** in most organisations. You still have good people leaving, under-performers not improving, a lack of internal talent, concerning behaviours and pay/reward processes that are subjective or just don't feel fair
- **Most Managers already do regular informal 121s!** They *also* then have to do the more formal, 'appraisal' style process because that's **what HR wants to see, police and report on** – it's designed for them!
- The process is normally **one-size-fits-all** and the manager has to **compliantly follow every step** with every team member, and with the same frequency as opposed to a tailored approach
- **Managers don't have the time** to wade through lots of admin-heavy clicks, screens and paperwork
- They would rather have conversations without the need to then **waste time documenting everything** that was said as if collating 'legal evidence'.



.... And Another Thing

- Any performance review process needs to be straightforward enough that **the worst manager will want to do it** – your best managers are already doing the ‘best practice’
- Online systems are full of ‘shout outs’, ‘emojis’, ‘celebrating success’ and ‘feedback’ gimmicks to justify their cost: **few people use or need them** because they already tell the person verbally or via email!
- **Ratings are pointless**, subjective and full of discontent – if they are there for reward calculation reasons then do the money bit another way
- Most performance/development **objectives are poorly worded**, full of buzzwords and euphemisms, are not result-focused and stretched over rigid 6 and 12 month periods. What does ‘*own X process*’ or ‘*manage Y efficiently*’ even mean? Do people always even need objectives?
- The typical process/system **doesn't address underperformance** early enough or have a direct focus on **retaining great people**
- TO SUMMARISE: SOMETHING SIMPLE HAS JUST BEEN **MADE TOO COMPLICATED!**





The Solution...

- Welcome to 'Chinwag': Merging 'formal' performance review with 'informal' 121s to give **Personalised, flexible 121s and performance reviews on an if and when needed basis** but still with a quality control mechanism. No more one-size-fits-all!
- It's not a 'bells and whistles', expensive online system, **it's just a different way of doing things day-to-day**. A plain-speaking focus on what people are achieving and how they are doing it.
- Our simple '**admin-lite**' process is based on a **prompts, not paperwork** approach across 365 days of the year: If you're happy with your team member's performance and they are happy with how things are going then the process you follow with them is different and quicker than with someone who may want/require more attention.
- **A different approach to objective-setting**: Move beyond the SMART cliché with our unique 'three triggers/five-step system'.
- Plus: How to link Chinwag to **pay/bonus** decisions.

Welcome to 'Chinwag'



'CHINWAG' OPTIONS

The Money Bit!



The Essentials: Process & Training

- How it works, 'managers prompts' process, supporting tools, 'launch' PowerPoint, troubleshooting guide and consultancy/tailoring as required
- Plus: how to link 'Chinwag' to reward
- Includes 'MOT' three-month review
- £999 plus VAT

People-Managers' Training

- Managing performance for 'overnight results' using our 1/3/5 formula plus Chinwag process comms
- £899 plus VAT (2.5-hour workshop)



'Chinwag+' Subscription From £79 a month plus VAT

- Ask for Help option: ongoing email support to help Managers create amazing objectives
- Ongoing 'MOT' Chinwag review for troubleshooting, embedding etc



Alternatively...

- Want to just find out more for now?
- Alternative 'show and tell' consultancy option: Taking you through the Chinwag approach and process plus recommendations around your current system (templates, docs, launch PowerPoint etc not provided afterwards)
- £399 plus VAT

**EMPLOYMENT LAW SUPPORT
FOR PAINLESS PEOPLE
MANAGEMENT.**

LIGHTBULB LEGAL

LIGHTBULB LEGAL

Employment Law Support



Retained

- Day-to-day telephone/email advice around employment law and all 'people' subjects: commercial, not 'overly-cautious' advice!
- 'Nip it in the bud' advice around managing performance & behaviour, structuring difficult conversations, creating powerful objectives and retaining high performers
- Letters and templates provided when needed
- Initial review/annual updating of contracts and employee handbooks
- Ongoing legal updates
- Discounted training
- **Short, six-month contracts**
- **From £99 a month plus VAT**

Ad-Hoc Options

- Contracts of employment £175 plus VAT
- Employee handbooks £499 plus VAT
- Settlement agreements £199 plus VAT
- All other ad-hoc work charged at fixed fee of £90 an hour (min £40) plus VAT
Letters drafted from £20 plus VAT
- No contract lock-in

Manager Training

- Attracting and selecting in recruitment
- Equality/discrimination legislation facts and myths
- How to engage in banter and stay within the law and what is deemed acceptable
- Discipline & grievance
- **90 mins to half-day**



"Turned everything I thought I knew on its head! Most useful management training I've had"



"Best thing I have been to in ages - real food for thought"



"Techniques and ideas I can actually use rather than jargon and theory"



"A really different but fantastic way to approach 121s and moving away from appraisals"



"The best guidance I have ever had when it comes to this subject. Thank you!"



"A most interesting morning and I can honestly say that I will be applying many of the tools"



"It was very refreshing to come to such a lively, inspiring and informative workshop"



"Many thanks - it was an amazing workshop - used a lot of it already!"

