



# THE TALENT CRAFTSMEN **MASTERCLASSES** **COLLECTION**

# INTRODUCTION

Welcome to your bespoke learning catalogue.

At The Talent Craftsmen, we believe that impactful learning experiences are crafted—not off-the-shelf. This catalogue presents a curated collection of masterclasses organised by subject category. Every offering is fully customisable: content, delivery format, duration, learning objectives, and target audience can all be tailored to align with your organisation's culture, strategic goals, and learner needs.

Use this catalogue as both an inspiration and a starting point. Whether you're building a new learning pathway, planning a leadership offsite, or strengthening core competencies across your teams, these masterclasses are your foundation for powerful, people-centred development

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# — LEADERSHIP —

## PROGRAMMES

# LEADERSHIP VS. MANAGEMENT

## DESCRIPTION:

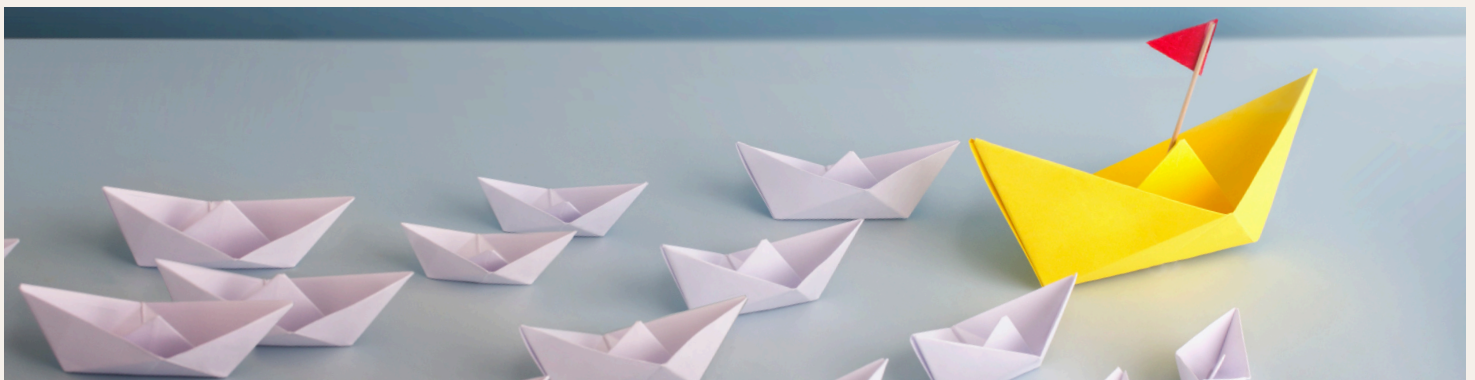
Leadership and management are distinct yet complementary skill sets. This insightful session helps participants explore their personal style, understand the expectations of both roles, and identify opportunities to strengthen their leadership influence while managing effectively.

## TARGET AUDIENCE:

New Managers, Aspiring Leaders, and Seasoned Professionals seeking clarity and recalibration on leadership fundamentals.

## KEY CONTENT:

- The Leadership vs. Management Spectrum
- Understanding Leadership Competencies
- Personal Leadership Index Assessment
- Leading with Vision vs. Managing with Systems
- Transitioning from Doer to Leader



## LEARNING OBJECTIVES:

- Differentiate between leadership and management functions.
- Explore the leadership process and key competencies.
- Discover your leadership style and influence index.
- Identify areas for growth to lead with greater impact.

## DURATION:

4 – Hours

## WORKSHOP SIZE:

8–20 Participants

## SUBJECT CATEGORIES:

Leadership | Management | Teamwork

# LEADERSHIFT

## DESCRIPTION:

The future demands leaders who can adapt, pivot, and elevate others with clarity and courage. This transformational workshop challenges participants to rethink leadership as a dynamic process, align with purpose, and grow through intentional action.

## TARGET AUDIENCE:

New Managers, Mid-Level Leaders, and Seasoned Executives / Owners who are committed to continuous leadership growth.

## KEY CONTENT:

- The Leadershift Mindset and Model
- Crafting Vision-Mission with Personal Alignment
- The 5 Levels of Leadership Influence
- Purposeful Planning and Growth Mapping
- Leading with Agility and Impact



## LEARNING OBJECTIVES:

- Discover your Ultimate Needs and leadership style.
- Create a personal or departmental Vision-Mission link.
- Assess your current leadership level and influence.
- Design action plans to shift and grow as a future-ready leader.

## DURATION:

3 - Days

## WORKSHOP SIZE:

8-20 Participants

## SUBJECT CATEGORIES:

Leadership | Strategic Alignment  
| Business Acumen



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The Talent Craftsmen Masterclasses Collection  
- Management Development

# MANAGEMENT DEVELOPMENT PROGRAMMES

# DIRECTING AND MOTIVATING OTHERS

## DESCRIPTION:

Exceptional leadership is the catalyst for high-performing teams. In this module, participants will uncover what truly motivates individuals and how to adapt their leadership style using proven techniques. Through the lens of Situational Leadership, they will learn how to inspire, support, and drive performance in a way that builds trust and accountability.

## TARGET AUDIENCE:

Supervisors, managers, and emerging leaders in customer-facing roles or operational teams seeking to enhance their leadership impact.

## KEY CONTENT:

- Motivation in Practice: What drives people at work
- Directing with Clarity: Communicating goals and expectations
- Situational Leadership: Flexing your style for results
- Inspiring Through Action: Creating engagement and ownership



## LEARNING OBJECTIVES:

- Identify what motivates both yourself and your team
- Learn and apply skills and techniques to direct and inspire others
- Understand and use Situational Leadership effectively
- Adopt the appropriate leadership style to influence team performance

## DURATION:

4 – Hours

## WORKSHOP SIZE:

6-12 Participants

## SUBJECT CATEGORIES:

Leadership |  
People Management |  
Performance Development



# COACHING AND FEEDBACK SKILLS

## DESCRIPTION:

Exceptional leadership is the catalyst for high-performing teams. In this module, participants will uncover what truly motivates individuals and how to adapt their leadership style using proven techniques. Through the lens of Situational Leadership, they will learn how to inspire, support, and drive performance in a way that builds trust and accountability.

## TARGET AUDIENCE:

Supervisors, managers, and emerging leaders in customer-facing roles or operational teams seeking to enhance their leadership impact.

## KEY CONTENT:

- Motivation in Practice: What drives people at work
- Directing with Clarity: Communicating goals and expectations
- Situational Leadership: Flexing your style for results
- Inspiring Through Action: Creating engagement and ownership



## LEARNING OBJECTIVES:

- Identify what motivates both yourself and your team
- Learn and apply skills and techniques to direct and inspire others
- Understand and use Situational Leadership effectively
- Adopt the appropriate leadership style to influence team performance

## DURATION:

4 – Hours

## WORKSHOP SIZE:

6-12 Participants

## SUBJECT CATEGORIES:

Leadership |  
People Management |  
Performance Development

# MASTERING TIME AND ENERGY

## - Strategies for Sustainable Performance

### DESCRIPTION:

In a world of competing priorities, managing your time is only half the equation —sustaining your energy is the key to lasting effectiveness. This module blends practical time management techniques with personal energy insights, helping participants optimise their daily rhythm, manage stress, and maintain focus under pressure.

### TARGET AUDIENCE:

Professionals at all levels looking to regain control over their workload and enhance their productivity and wellbeing.

### KEY CONTENT:

- Understanding Energy: Your fuel vs. your drain
- Prioritisation Matrix: What matters most
- Resilience in Action: Managing pressure and stress
- The Productive Day: Tools, habits, and boundaries



### LEARNING OBJECTIVES:

- Identify your energy sources and drainers
- Prioritise tasks with impact and intention
- Apply stress management strategies to maintain composure
- Create a personalised time and energy management action plan

### DURATION:

4 – Hours

### WORKSHOP SIZE:

6–12 Participants

### SUBJECT CATEGORIES:

Time Management |  
Personal Effectiveness |  
Resilience | Energy Management



# DRIVING PERFORMANCE AND RESULTS

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## DESCRIPTION:

High standards and results don't happen by chance—they are driven by clear leadership and consistent follow-through. This module empowers leaders to align their teams to organisational goals, set and uphold performance standards, and create a culture of continuous improvement.

## TARGET AUDIENCE:

Team leaders, supervisors, and managers responsible for driving team outcomes and maintaining quality standards.

## KEY CONTENT:

- From Vision to Action: Aligning team goals with purpose
- Setting Standards: What 'good' looks like
- Accountability Conversations: Feedback that motivates
- Performance Uplift: Making good teams great



## LEARNING OBJECTIVES:

- Understand your role in achieving your organisation's vision
- Set clear goals and expectations for your team
- Monitor and maintain performance standards
- Encourage innovation and continuous improvement

## DURATION:

4 – Hours

## WORKSHOP SIZE:

6–12 Participants

## SUBJECT CATEGORIES:

Performance Management |  
Leadership | Quality Assurance

# CONFLICT MANAGEMENT SKILLS

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## DESCRIPTION:

Conflict is inevitable in team dynamics—but it can be constructive when handled well. This workshop helps managers understand their conflict triggers and styles, and provides practical tools to manage both interpersonal and team-based conflict constructively.

## TARGET AUDIENCE:

Leaders and team managers navigating complex relationships and needing to address workplace tensions effectively.

## KEY CONTENT:

- Understanding Conflict Triggers and Responses
- The Five Conflict Styles and Their Application
- Strategies for Constructive Conflict Resolution



## LEARNING OBJECTIVES:

- Identify and manage your personal triggers during conflict
- Recognise your preferred conflict style and when it is effective
- Apply other conflict styles appropriately for different scenarios

## DURATION:

4 – Hours

## WORKSHOP SIZE:

6–12 Participants

## SUBJECT CATEGORIES:

Communication |  
Self-Management

# PROBLEM SOLVING SKILLS

## DESCRIPTION:

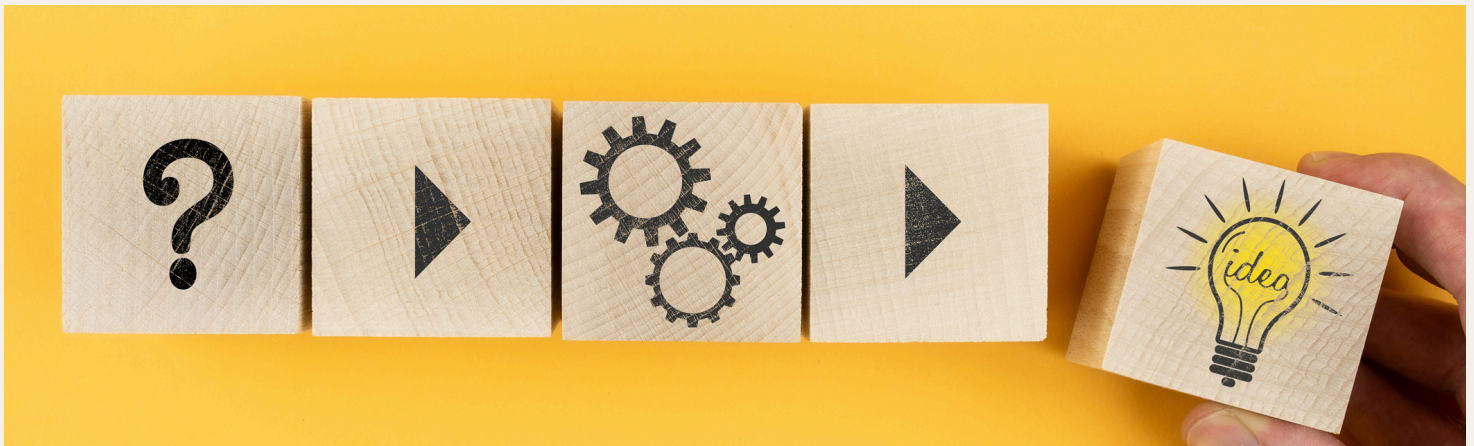
Great managers are great problem-solvers. This workshop introduces structured thinking frameworks to help managers accurately assess root causes and generate effective, creative, and implementable solutions to workplace challenges.

## TARGET AUDIENCE:

Mid-level managers and decision-makers involved in operational or strategic problem-solving.

## KEY CONTENT:

- Structured Problem-Solving Frameworks
- Root Cause Analysis (e.g. Fishbone, 5 Whys)
- Solution Development and Implementation Planning



## LEARNING OBJECTIVES:

- Apply a structured approach to problem-solving
- Distinguish between symptoms and root causes of issues
- Develop, evaluate, and implement practical solutions

## DURATION:

4 - Hours

## WORKSHOP SIZE:

6-12 Participants

## SUBJECT CATEGORIES:

Objective Problem Solving |  
Innovation and Creativity |  
People and Team Leadership



# CHANGE MANAGEMENT

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## DESCRIPTION:

Managers play a critical role in leading people through change. This workshop explores why change is often resisted, how to manage resistance constructively, and ways to communicate and gain commitment for successful transitions.

## TARGET AUDIENCE:

Managers leading teams through organisational, structural, or process changes.

## KEY CONTENT:

- Psychology of Change and Resistance
- Strategies to Reduce Resistance
- Communicating Change and Influencing Buy-in



## LEARNING OBJECTIVES:

- Understand why change is often difficult and how to manage it
- Recognise and address resistance to change
- Communicate change effectively to gain commitment

## DURATION:

4 - Hours

## WORKSHOP SIZE:

6-12 Participants

## SUBJECT CATEGORIES:

People and Team Leadership |  
Self-Management |  
Developing Others

# DELIVERING YOUR MESSAGE CONFIDENTLY

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## DESCRIPTION:

Communicating under pressure is a vital skill for leaders. This workshop equips participants with tools to manage their nervous responses and deliver clear, calm, and confident messages, especially in high-stakes conversations.

## TARGET AUDIENCE:

Managers and team leaders who regularly engage in challenging conversations or high-pressure communication scenarios.

## KEY CONTENT:

- Active Listening and Clarification Skills
- Managing Stress in Communication
- Clear and Concise Messaging Techniques



## LEARNING OBJECTIVES:

- Apply active listening to clarify and confirm understanding
- Manage nervous reactions to maintain composure under stress
- Communicate messages clearly and succinctly

## DURATION:

4 – Hours

## WORKSHOP SIZE:

6–12 Participants

## SUBJECT CATEGORIES:

Self-Management |  
Communication

# TEAMS IN ACTION

## - Collaborating for Collective Success

### DESCRIPTION:

Great teams don't just happen—they're built through mutual understanding, shared goals, and purposeful collaboration. This dynamic module helps participants recognise their individual contribution, reflect on team strengths and gaps, and create an actionable plan to enhance team performance.

### TARGET AUDIENCE:

Team members and team leaders seeking to elevate collaboration, trust, and accountability within their teams.

### KEY CONTENT:

- You in the Team: Roles, strengths, and impact
- Team Dynamics: What helps and what hinders
- From Me to We: Building trust and collaboration
- Team Growth Plan: Tools to move forward together



### LEARNING OBJECTIVES:

- Recognise your unique contribution to your team
- Assess your strengths and areas for development as a team player and leader
- Create a practical team development action plan

### DURATION:

1 - Day

### WORKSHOP SIZE:

6-12 Participants

### SUBJECT CATEGORIES:

Teamwork |  
Leadership Development |  
Collaboration



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# SALES & REVENUE OPTIMISATION PROGRAMMES



# SALES AND SERVICE SYNCHRONICITY

## DESCRIPTION:

In today's competitive landscape, service and sales are no longer siloed functions—they are interdependent forces that shape the customer experience and influence purchasing decisions. Success is no longer about closing a transaction; it's about building trust, adding value, and delivering a seamless, consultative journey that supports long-term relationships and sustainable results.

## TARGET AUDIENCE:

Sales Executives, Relationship Managers, Business Development Professionals, and Frontline Managers in high-touch, high-value industries.

## KEY CONTENT:

- Cultivating a Client-First Mindset: Selling through the lens of service
- The Art of First Impressions & Prospecting
- Building Trust through Consultation & Relationship-Centered Service
- Presenting with Purpose: Elevating impact through value and clarity
- Navigating Objections & Negotiations with Confidence
- Closing with Integrity: Delivering on the Promise through Service



## LEARNING OBJECTIVES:

- Master a step-by-step model of professional selling infused with service excellence principles.
- Develop consultative selling capabilities to position as a trusted advisor, not just a vendor.
- Gain confidence in delivering compelling presentations, managing objections, and closing with credibility.
- Understand how service excellence becomes a strategic differentiator in achieving sustainable sales success.

## DURATION:

3 - Days

## WORKSHOP SIZE:

6-12 Participants

## SUBJECT CATEGORIES:

Sales | Customer Service |  
Business Development |  
Revenue Optimisation



# PERSUASIVE SELLING TECHNIQUES

## DESCRIPTION:

Persuasion is the invisible engine behind effective sales. This workshop explores the psychological principles of persuasion and teaches participants how to embed them strategically in sales conversations, customer interactions, and the customer journey. Participants will gain tools to subtly influence decision-making and foster long-term buy-in through intentional, impactful communication.

## TARGET AUDIENCE:

Sales Professionals, Relationship Managers, Account Executives, and Business Developers seeking to elevate their influence and effectiveness beyond traditional selling tactics.

## KEY CONTENT:

- The Science of Persuasion: Principles that guide decisions
- Mapping the Customer Journey for Influence
- Embedding Persuasive Triggers in Sales Interactions
- From Pitch to Close: Persuading with Intent
- Influence without Manipulation: Ethics and Impact



## LEARNING OBJECTIVES:

- Understand the psychology behind persuasion and buying behaviour.
- Embed persuasive techniques into key customer touchpoints.
- Design influence-driven customer journeys with subliminal messaging.
- Build buy-in and trust using ethical and intentional persuasive strategies.

## DURATION:

2 – Days

## WORKSHOP SIZE:

4-10 Participants

## SUBJECT CATEGORIES:

Sales |  
Revenue Optimisation

# UPSELLING TECHNIQUES

## DESCRIPTION:

Drive incremental revenue by mastering the art of upselling. This practical workshop equips participants with a proven 4-step framework to profile customers accurately, tailor their offers effectively, and overcome resistance. Learn how to read subtle body language cues and close with confidence.

## TARGET AUDIENCE:

Frontline Sales Staff, Service Advisors, and Professionals handling product bundles or optional add-ons.

## KEY CONTENT:

- Identifying Upsell Opportunities in Real-Time
- The 4 Steps to Effective Upselling
- Overcoming Resistance with Empathy and Tact
- Body Language Signals that Influence Buying
- Closing the Upsell with Confidence



## LEARNING OBJECTIVES:

- Profile customer needs quickly and effectively.
- Apply the 4-step upselling framework for consistent results.
- Recognise and respond to upselling resistance.
- Use body language to build rapport and influence decisions.

## DURATION:

1.5 – Days

## WORKSHOP SIZE:

4-10 Participants

## SUBJECT CATEGORIES:

Sales |  
Revenue Optimisation

# SUGGESTIVE SELLING TECHNIQUES

## DESCRIPTION:

Increase transaction value by learning how to tailor suggestions that resonate. This workshop introduces a tested framework for suggestive selling, teaching participants how to identify complementary products or services, tailor their suggestions, and track effectiveness.

## TARGET AUDIENCE:

Retail Staff, F&B Team Members, and Service Professionals with cross-selling responsibilities.

## KEY CONTENT:

- Suggestive vs. Aggressive Selling: Striking the Balance
- Identifying Complementary Product Opportunities
- Crafting Personalised Recommendations
- The Suggestive Selling Technique in Practice
- Measuring Impact and Sales Conversion



## LEARNING OBJECTIVES:

- Identify upsell and cross-sell opportunities based on customer behaviour.
- Apply the suggestive selling model to boost sales.
- Tailor product suggestions to customer preferences.
- Track and measure the effectiveness of suggestive selling efforts.

## DURATION:

1.5 - Days

## WORKSHOP SIZE:

4-10 Participants

## SUBJECT CATEGORIES:

Sales |  
Revenue Optimisation



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# CUSTOMER SERVICE & HOSPITALITY PROGRAMMES



# BE OUR GUEST

## - The Service Experience Blueprint

### DESCRIPTION:

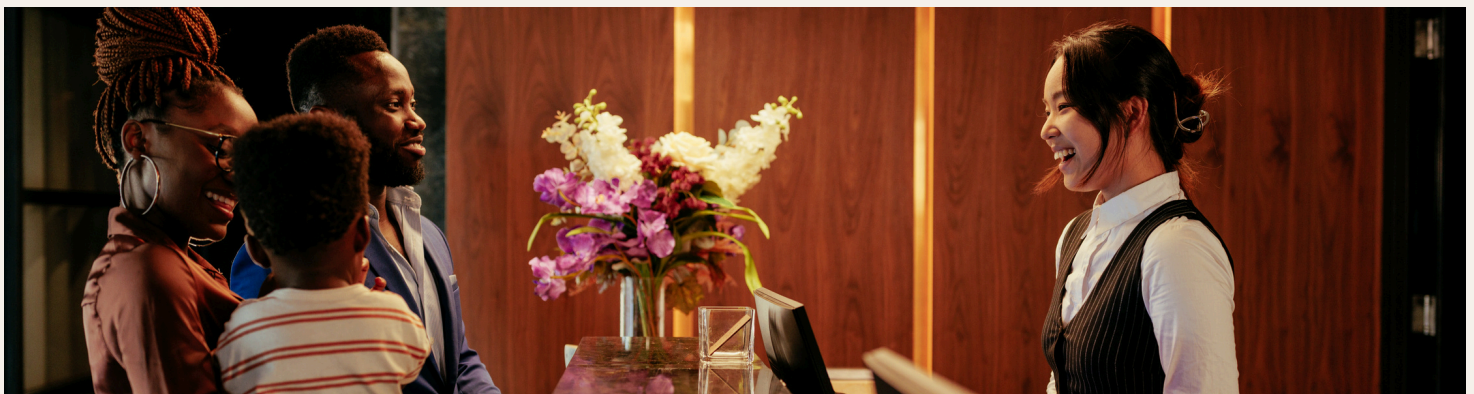
Exceptional service is more than a skill—it's a mentality. In today's luxury service landscape, professionals must become experience curators who connect meaningfully with every guest. This highly practical programme guides participants through the full guest experience journey—from recognition to recovery—equipping them to deliver emotionally engaging service at every touchpoint.

### TARGET AUDIENCE:

Frontline service professionals in luxury sectors such as hospitality, airlines, fine dining, retail, and any customer-facing roles.

### KEY CONTENT:

- Recognising Guests: Moments that matter
- Understanding Guests: Emotional intelligence in action
- Engaging Guests: Building rapport and trust
- Service Recovery: Turning mishaps into moments
- Telephone Etiquette: Professionalism through voice



### LEARNING OBJECTIVES:

- Recognise and anticipate guest needs with empathy and precision
- Apply professional guest engagement techniques across service stages
- Handle service recovery situations with grace and ownership
- Deliver outstanding telephone service that reflects your brand's

### DURATION:

2 - Days

### WORKSHOP SIZE:

8-20 Participants

### SUBJECT CATEGORIES:

Customer Service |  
Guest Relations |  
Luxury Hospitality

# FOOD & BEVERAGE SERVICE CULTURE

## - Excellence in Every Plate

### DESCRIPTION:

In the world of hospitality, the dining experience is a key emotional touchpoint. This programme equips Food & Beverage professionals with the skills and service mindset to consistently deliver elevated guest experiences that reflect international luxury standards.

### TARGET AUDIENCE:

New F&B talents or experienced professionals seeking a refresh on service excellence.

### KEY CONTENT:

- Luxury Service Standards in F&B Operations
- Restaurant, Bar & In-Room Dining Protocols
- Emotional Intelligence in Hospitality Interactions



### LEARNING OBJECTIVES:

- Understand and apply global service standards across F&B settings
- Deliver emotionally engaging service that elevates the guest experience
- Execute restaurant sequence of service with confidence and professionalism

### DURATION:

2 - Days

### WORKSHOP SIZE:

4-8 Participants

### SUBJECT CATEGORIES:

Hospitality |  
Food & Beverage |  
Guest Experience

# FRONT DESK SERVICE CULTURE

## - The Face of Hospitality

### DESCRIPTION:

The front desk is the heartbeat of the guest journey. This programme develops front desk professionals into confident, service-oriented ambassadors who deliver luxury experiences that begin the moment a guest arrives.

### TARGET AUDIENCE:

Entry-level front desk professionals or experienced staff looking to elevate their service delivery.

### KEY CONTENT:

- Front Desk Sequence of Service
- International Luxury Service Standards
- Emotional Engagement Techniques for Guest Satisfaction



### LEARNING OBJECTIVES:

- Master front desk service standards for luxury properties
- Create meaningful emotional engagement from check-in to check-out
- Execute seamless front desk operations with poise and professionalism

### DURATION:

2 - Days

### WORKSHOP SIZE:

4-8 Participants

### SUBJECT CATEGORIES:

Hospitality |  
Front Office |  
Guest Relations



# HOUSEKEEPING SERVICE CULTURE

## - Excellence Behind the Scenes

### DESCRIPTION:

Housekeeping professionals shape the invisible backbone of guest comfort. This programme builds pride, precision, and a guest-centric mindset in those responsible for delivering the highest standards of cleanliness and presentation.

### TARGET AUDIENCE:

Entry-level housekeeping attendants and seasoned professionals refreshing service skills.

### KEY CONTENT:

- International Room Cleaning Protocols
- Housekeeping Sequence of Service
- Creating a Positive Guest Impression



### LEARNING OBJECTIVES:

- Deliver room cleaning and turndown service to international luxury standards
- Understand and apply the housekeeping sequence of service
- Engage emotionally and professionally with guests when interactions occur

### DURATION:

2 - Days

### WORKSHOP SIZE:

4-8 Participants

### SUBJECT CATEGORIES:

Hospitality |  
Front Office |  
Guest Relations



# BE YOUR OWN AUDITOR

## DESCRIPTION:

LQA Self-Assessment is more than a compliance exercise—it's a mindset of continuous improvement. This hands-on programme empowers participants to critically assess operational practices, simulate real audit scenarios, and confidently conduct internal evaluations. Through practical tools and guided simulations, learners will build the competence and confidence to lead audits that drive quality and accountability.

Note: Client should be subscribed to LQA's service audit before engaging for this workshop.

## TARGET AUDIENCE:

Hoteliers involved in quality assurance, compliance, or operational roles across hospitality, retail, aviation, and customer-focused sectors.

## KEY CONTENT:

- Preexisting Practices: Identifying what's already in place
- Self-Assessment: Using the LQA site effectively
- Becoming an Auditor: Competencies and preparation
- Audit Simulations: Realistic and relevant scenarios
- Gathering Evidence: Planning and precision
- Conducting Debriefs: Insights and improvement



## LEARNING OBJECTIVES:

- Identify and reflect on existing operational practices
- Conduct effective self-assessments using the LQA platform
- Develop key competencies to qualify as an internal auditor
- Simulate realistic audit scenarios with confidence
- Gather evidence and plan audits with rigour
- Lead structured, impactful debriefs following audits

## DURATION:

1 - Day

## WORKSHOP SIZE:

6-8 Participants

## SUBJECT CATEGORIES:

Quality Assurance |  
Internal Auditing |  
Operational Excellence



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# — COMMUNICATION — PROGRAMMES

# KEY COMMUNICATION SKILLS

## DESCRIPTION:

Effective communication is fundamental to leadership success. This workshop equips managers with the skills to navigate communication challenges, listen with intent, and express themselves clearly and assertively—even under stress. Participants will learn to align their communication style with situational demands to achieve personal and team goals.

## TARGET AUDIENCE:

People managers and supervisors seeking to enhance their everyday workplace communication and leadership influence.

## KEY CONTENT:

- Communication Dynamics and Barriers
- Active and Empathic Listening
- Assertive Expression and Situational Communication



## LEARNING OBJECTIVES:

- Recognise common communication challenges and how to overcome them
- Demonstrate effective listening for better understanding and engagement
- Communicate assertively, even in high-pressure or stressful situations

## DURATION:

4 - Hours

## WORKSHOP SIZE:

6-12 Participants

## SUBJECT CATEGORIES:

Communication |  
Self Management

# POWER PRESENTATIONS

## DESCRIPTION:

Turn every presentation into a moment of influence. This dynamic workshop introduces frameworks for preparation, delivery, and engagement to help participants design and deliver memorable presentations with clarity, confidence, and impact.

## TARGET AUDIENCE:

Leaders, Managers, Sales Professionals, Business Owners, and anyone presenting to internal or external stakeholders.

## KEY CONTENT:

- Structuring Presentations: PASS, INTRO & PREP Models
- Engaging Openings and Powerful Closures
- Visual Aids, Room Layout, and Voice Projection
- OSA Model for Answering Questions
- Facilitation and Handling Difficult Audiences



## LEARNING OBJECTIVES:

- Plan compelling presentations using the PASS model.
- Deliver structured content with clarity using the INTRO and PREP models.
- Engage audiences effectively with storytelling and questioning.
- Handle Q&A sessions with professionalism and poise.

## DURATION:

2 - Days

## WORKSHOP SIZE:

6-12 Participants

## SUBJECT CATEGORIES:

Communication | Influence



# PLAY AND CONNECT

## DESCRIPTION:

Confidence and connection are at the heart of powerful communication. This engaging and interactive programme focuses on refining communication presence—both verbal and non-verbal—while encouraging spontaneity and self-expression. Through voice work, body language awareness, and impromptu speaking, participants will build trust, authenticity, and persuasive impact in every interaction.

## TARGET AUDIENCE:

Customer-facing professionals, team leaders, performing arts professionals and anyone looking to enhance their communication and presentation skills with authenticity and energy.

## KEY CONTENT:

- Play with Communication: Unlocking expressive freedom
- Visual and Vocal Image: Creating presence and impact
- Delivering Confident Messages: Craft and conviction
- Table Topics: Thinking on your feet
- Body Language: Non-verbal storytelling
- Video Reviews & Speech Preparation: Feedback and refinement
- Overcoming Nervousness: Tools for composure
- Prepared Speeches: Polished delivery in action



## LEARNING OBJECTIVES:

- Express ideas with clarity, confidence, and credibility
- Strengthen vocal and visual communication impact
- Overcome nervousness and manage presentation anxiety
- Engage audiences through dynamic and structured speech delivery
- Develop flexibility through impromptu speaking and feedback

## DURATION:

1 – Day

## WORKSHOP SIZE:

8–20 Participants

## SUBJECT CATEGORIES:

Communication Skills |  
Personal Presence |  
Presentation Mastery |  
Performing Arts



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# TRAIN THE TRAINER PROGRAMMES

# JOB TRAINER CERTIFICATION

## - Enabling Excellence Through Others

### DESCRIPTION:

Elevate your craft by learning how to pass it on. This hands-on certification empowers supervisors and team leaders to become confident job trainers who enable consistent, high-quality task execution. Participants will learn practical frameworks for structuring training, giving feedback, and writing effective SOPs to build operational excellence.

### TARGET AUDIENCE:

Supervisors, senior staff, and managers responsible for on-the-job training or coaching.

### KEY CONTENT:

- Adult Learning Principles & The Learning Cycle
- On-the-Job Training Structure
- SOP Writing for Consistency & Clarity
- Feedback that Drives Growth
- Practical Coaching Techniques



### LEARNING OBJECTIVES:

- Understand how adults learn and apply the Learning Cycle in training
- Conduct structured, on-the-job training sessions with clarity and focus
- Write clear, actionable Standard Operating Procedures (SOPs)
- Deliver feedback that improves performance and builds morale

### DURATION:

4 – Days

### WORKSHOP SIZE:

4-6 Participants

### SUBJECT CATEGORIES:

Train-The-Trainer |  
Supervisory Development |  
Operational Excellence

# GROUP FACILITATION CERTIFICATION

## - Leading Learning with Impact

### DESCRIPTION:

Great facilitators don't just deliver content—they create transformation. This immersive programme equips aspiring facilitators with the techniques, mindset, and structure needed to deliver engaging, learner-centred workshops.

### TARGET AUDIENCE:

Trainers, managers, educators, and team leads who need to lead group learning or run impactful workshops.

### KEY CONTENT:

- Creating Safe & Dynamic Learning Environments
- Managing Facilitator Biases & Expectations
- Preparation & Session Structuring
- Questioning Techniques for Engagement
- Giving Constructive Feedback
- Developing & Delivering Your Own Workshop Content



### LEARNING OBJECTIVES:

- Design and deliver interactive, purpose-driven learning sessions
- Recognise and manage facilitation biases and group dynamics
- Apply effective questioning and feedback techniques
- Develop your own facilitation content aligned to learning outcomes

### DURATION:

4 – Days

### WORKSHOP SIZE:

4-6 Participants

### SUBJECT CATEGORIES:

Train-The-Trainer |  
Learning Design |  
Group Facilitation





THE TALENT CRAFTSMEN

# TALENT & PROJECT MANAGEMENT PROGRAMMES

# PERFORMANCE MANAGEMENT

## DESCRIPTION:

Effective performance management goes beyond annual reviews—it's a continuous process of setting expectations, monitoring progress, and coaching for growth. This focused session equips leaders with the tools to manage performance constructively and consistently, fostering motivation and accountability within teams.

## TARGET AUDIENCE:

People Managers, Supervisors, Business Owners, and HR Practitioners managing teams of any size.

## KEY CONTENT:

- The Performance Management Cycle
- Goal Setting and Alignment
- Real-time Feedback and Coaching
- Conducting Effective Performance Reviews
- Motivating through Developmental Conversations



## LEARNING OBJECTIVES:

- Understand the performance management cycle and its strategic value.
- Set clear expectations and performance indicators.
- Deliver constructive feedback that drives improvement.
- Write useful, objective, and developmental performance reviews.

## DURATION:

4 – Hours

## WORKSHOP SIZE:

6–12 Participants

## SUBJECT CATEGORIES:

Management |  
Talent Retention

# DESIGN DEVELOPMENT PLAN

## DESCRIPTION:

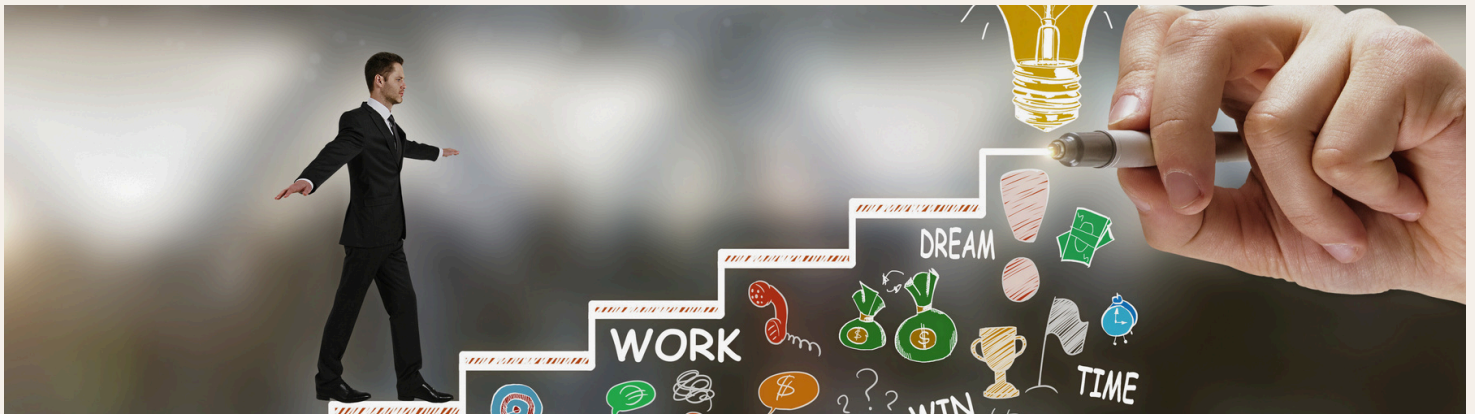
Unlock the potential of your team by aligning personal aspirations with organisational growth. This workshop provides a practical framework for designing development plans that support skill-building and career progression, enabling employees to thrive while delivering business value.

## TARGET AUDIENCE:

People Managers, Business Owners, HR Practitioners, and Talent Developers.

## KEY CONTENT:

- The Development Planning Framework
- Coaching Conversations for Growth
- Aligning Individual Goals with Organisational Needs
- Documenting and Reviewing Progress
- Empowering Ownership of Development



## LEARNING OBJECTIVES:

- Understand the performance management cycle and its strategic value.
- Set clear expectations and performance indicators.
- Deliver constructive feedback that drives improvement.
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# INSIGHTFUL INTERVIEWING

## DESCRIPTION:

Hiring the right talent begins with asking the right questions. This practical workshop equips participants to conduct structured, insightful interviews that reveal behavioural indicators, cultural fit, and functional alignment—helping organisations hire with confidence and clarity.

## TARGET AUDIENCE:

People Managers, Team Leads, HR Practitioners, and Business Owners involved in hiring decisions.

## KEY CONTENT:

- Interview Preparation and Brand Alignment
- Behaviour-Based Questioning Techniques
- Listening for Cues: Values, Fit, and Potential
- Structuring and Scoring Interviews
- Avoiding Hiring Biases and Common Pitfalls



## LEARNING OBJECTIVES:

- Prepare effectively for structured interviews.
- Represent your brand and culture during the interview.
- Apply behavioural-based techniques to elicit real responses.
- Assess candidate fit against organisational values and role needs.

## DURATION:

8 – Hours

## WORKSHOP SIZE:

6–12 Participants

## SUBJECT CATEGORIES:

Human Resources |  
Talent Acquisition



# EVENTS PLANNING & EXECUTION

## DESCRIPTION:

Successful events don't just happen—they're meticulously planned. This hands-on session walks participants through the essentials of event planning, from setting objectives and allocating resources to anticipating risks and executing a seamless experience.

## TARGET AUDIENCE:

Event Planners, HR Practitioners, Admin Professionals, and anyone tasked with organising bespoke events.

## KEY CONTENT:

- Defining Purpose, Audience, and Outcomes
- Event Timeline and Resource Planning
- Creating Contingency Plans for Event Risks
- Event Run-Down Template and Roles
- Debriefing and Continuous Improvement



## LEARNING OBJECTIVES:

- Set clear event objectives and success metrics.
- Plan logistics, timelines, and contingencies.
- Allocate resources effectively for smooth execution.
- Manage on-the-day roles and troubleshoot common issues.

## DURATION:

4 - Hours

## WORKSHOP SIZE:

8-16 Participants

## SUBJECT CATEGORIES:

Events |  
Project Management



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# PERSONAL MASTERY PROGRAMMES

# MBTI - TYPE IN ORGANISATION

## DESCRIPTION:

Harness the power of personality to improve team dynamics and communication. Rooted in over 90 years of research, this workshop uses the MBTI framework to help participants understand their preferences, enhance collaboration, and manage stress more effectively.

## TARGET AUDIENCE:

Managers, Coaches, Educators, Students, and Professionals looking to boost communication and collaboration through self-awareness.

## KEY CONTENT:

- Introduction to the MBTI Instrument
- Type Verification and Preference Pairs
- Type Learning and Communication Styles
- Team Type Grids and Working Styles
- Managing Stress Using MBTI



## LEARNING OBJECTIVES:

- Understand the MBTI framework and verify your type.
- Apply MBTI insights to personal development and career alignment.
- Explore team dynamics through personality differences.
- Recognise and manage stress responses ("in the grip" moments).

## DURATION:

4 - Hours

## WORKSHOP SIZE:

8-20 Participants

## SUBJECT CATEGORIES:

Personal Mastery | Teamwork |  
Communication |  
Career Navigation |  
Talent Management



# BUSINESS EMOTIONAL INTELLIGENCE

## DESCRIPTION:

Emotional Intelligence (EI) is a critical differentiator in how professionals lead, collaborate, and handle stress. This practical workshop builds self-awareness and interpersonal savvy, helping participants navigate workplace dynamics with emotional mastery and resilience.

## TARGET AUDIENCE:

Professionals at all levels seeking to improve relationships, enhance personal effectiveness, and boost team harmony.

## KEY CONTENT:

- The 4 Pillars of Emotional Intelligence at Work
- Identifying Emotions and Personal Triggers
- Bias Recognition and Regulation
- Building Resilience and Saying “No” with Respect
- Practical EQ Exercises and Reflection



## LEARNING OBJECTIVES:

- Understand the 4 paradigms of Emotional Intelligence.
- Recognise emotional triggers and unconscious biases.
- Practise self-awareness and self-management techniques.
- Build empathy and assertiveness in professional interactions.

## DURATION:

4 – Hours

## WORKSHOP SIZE:

6-18 Participants

## SUBJECT CATEGORIES:

Personal Mastery |  
Management |  
Teamwork