



MAXIMUM  
PERFORMANCE



MAXIMUM  
COACHING



MAXIMUM  
HR



IMPROVING THE  
PERFORMANCE OF  
INDIVIDUALS,  
TEAMS &  
ORGANISATIONS

THE IN-HOUSE TRAINING COMPANY

THE IN-HOUSE  
CUSTOMER SERVICE  
TRAINING COMPANY

# CONTENTS



<b>Maximum Performance:</b> Development programmes	<b>4</b>
Workshops and other interventions	6
Global delivery	8
Cyrus Cooper	10
<b>Maximum Coaching</b>	<b>12</b>
Elizabeth Crosse	14
<b>Maximum HR</b>	<b>16</b>
Rosanne Bernard	18
<b>The In-House Training Company</b>	<b>20</b>
<b>The In-House Customer Service Training Company</b>	<b>22</b>
Contact details	24

**Our mission at Maximum Performance is quite simple:** to help improve the performance of individuals, teams and organisations. We're passionate about it.

We've had the privilege, over the last twenty years, of working with some great clients who share that passion. Organisations such as Unilever, S&P Global, SITA, Nomad Foods Europe, Easyjet, EUSA Pharma, London Executive Offices, the BIG Lottery Fund, Royal Ascot, Buckinghamshire County Council, Housing Solutions, Zeiss, Wellcome Trust, London Business School, Fingleaves, Lancashire Group, Legoland, Stevenage Leisure, Ultra Electronics, The Wine Society, the BBC, Viking Cruises, Garden Court Chambers, National Gallery, Specsavers, Sainsbury, etc, etc, etc.

And we've had the pleasure of working with a team of great facilitators, trainers and consultants, across the UK and globally.

And we've had some fun building up a range of products and brands to serve a growing range of clients.

And now we'd like to share it all – with you.

# DEVELOPMENT PROGRAMMES

**Most clients come to us for a structured programme.** It might be at board or senior management level or it might be at first line manager / team leader level (where there's usually most need).

A programme might run for just a couple of months, with two or three modules, or it might run for a couple of years, with activities on a monthly basis. It's usually highly bespoke although increasingly clients are taking a 'pick 'n' mix' approach, from a menu of tried-and-tested modules that can be delivered more or less 'off the shelf'.

Most programmes start with a launch event, a psychometric profile, and a 360° review. We then deliver a number of experiential high-energy classroom-based modules, which might be half-a-day each, a full day or sometimes two days. There's usually some online 'pre-work' for each module, there's often some one-to-one coaching between modules and there's sometimes a business project running alongside the modules, depending on how the client wants us to structure things. Presentations, a final 360° review and a completion event close the event in style.

After years of running bespoke management development programmes on an in-house basis for a wide range of organisations – public sector,

private sector, voluntary sector, large and small – we distilled the most common issues that managers struggle with and designed a unique, modular, open programme to address just those issues. This is now our 'flagship' **Management Development Programme**. It takes a structured approach over eight months, dealing with all the key topics in 'bite-sized' fashion, roughly one day a month. It's a very experiential, stimulating, challenging programme, that gives lots of opportunity for skills practice and feedback in a supportive environment. The strict limit on the group size ensures that each participant has ample opportunity to discuss their challenges on a one-to-one basis with the expert trainer and coach. The programme is delivered on an open basis twice a year in London by Cyrus Cooper (see [www.tinyurl.com/MDprog-MP](http://www.tinyurl.com/MDprog-MP) for details) and on an in-house basis by a network of trainers across the country and internationally.

Our **Inspiring Leader Programme** is also available on both an open and an in-house basis [[www.tinyurl.com/ILprog-MP](http://www.tinyurl.com/ILprog-MP)], delivered by David Durkin.

Both these programmes are **ILM**-recognised and we also deliver ILM Level 3 and Level 5 programmes, which can be sometimes be funded through the Apprenticeship Levy.

# WORKSHOPS & OTHER INTERVENTIONS

Not everyone wants a structured programme. Sometimes clients just want a single day's training, perhaps our very popular **Presentation skills, TED-style** workshop [[www.tinyurl.com/TED-style-MP](http://www.tinyurl.com/TED-style-MP)]. Or sometimes they want to weave some of our stand-alone programmes into a general skills curriculum. Either approach is fine by us – we're here to serve the client, not push our own agenda.

Some of the more **popular topics** include:

- Assertiveness
- Change management
- Coaching skills for line managers
- Communication skills
- Creativity and innovation
- Dealing with change
- Emotional intelligence
- From team member to team leader
- Honest conversations
- Influencing and persuading with impact
- Management essentials
- Meetings, meetings, meetings!
- Performance management
- Presentation skills
- Remote management
- Stress, resilience & mental toughness
- Time and priority management

These programmes are all available in a variety of formats on an 'off-the-shelf' basis – see [www.tinyurl.com/MPE-modules](http://www.tinyurl.com/MPE-modules) for details.

Sometimes the client simply needs an external facilitator, whether to run a focus group or to work with a specific team. The latter might be based on our very popular **'Team identity day'** [[www.tinyurl.com/Team-id-MP](http://www.tinyurl.com/Team-id-MP)] or we might create an agenda to meet the client's specific objectives. The choice, as ever, is yours.

We also facilitate much **larger events**, team-building programmes, company conferences and the like. This is an opportunity to let rip creatively – whilst still keeping an eye on your budget. Past events have featured treasure hunts, chocolate-making, cocktail-making, hostage-hunting, country sports activities, treasure chest activities, quizzes, cartooning, actors, filming, etc.

And we do a lot of **profiling and assessment** work too, using a range of psychometrics (including DiSC, MBTI, Facet5, TMSDI) and 360s (including LeaderView / ManagerView / PerformanceView / CustomView and the Hay Emotional and Social Competency Inventory [ESCI]) as well as the exciting new Aptimore 19 module e-learning tool which we use as part of our Management Development Programme.

# GLOBAL DELIVERY



## The sun never sets on our training!

We deliver our programmes on a truly global basis – more than 50 countries over the last ten years, in a dozen different languages. For very specialist subjects we send a trainer from the UK, but the vast majority of our global delivery is undertaken by members of our impressive network of some **140 trainers**, coaches, facilitators and consultants located in more than **60 countries** around the world (as shown in purple on the map).

**Trainers** are selected for training experience and capability, sector and cultural background, language capability and, of course, subject matter qualifications, knowledge and experience. Most of our trainers specialise in management and personal effectiveness training. Some of them work at Board level, many of them have experience of front-line training (particularly customer service training), some of them also work as qualified coaches and some of them have particular specialisms in project management, sales and marketing, HR, L&D, engineering, IT, finance, procurement, etc.

**Programmes** are designed here in the UK, usually by our Managing Director, Cyrus Cooper, who then talks each trainer through each new programme before it is delivered in either English or the local language as required. Local trainers also have an input into the customisation of the programme for local differences. The whole process is project managed from here in the UK.

**Languages** in which we have delivered training internationally so far include: Brazilian Portuguese • Cantonese • Dutch • French • German • Italian • Japanese • Korean • Mandarin • Polish • Portuguese • Romanian • Simplified Chinese • Spanish • Thai • Turkish. We also look after all the translation requirements.

It's in the nature of the subject matter that most clients prefer classroom-based delivery but we also do a lot of **virtual sessions**, which can be done in most languages and all time zones. We're also very experienced in delivering follow-up coaching, often from the UK (ie, in English), via Skype, Lync, Zoom, etc.

For further information, including case studies, please see the separate booklet on *Global training delivery*.

# CYRUS COOPER



**CYRUS COOPER** (Managing Director, *Maximum Performance*) is an exceptional international trainer, facilitator and coach. He specialises in helping managers to focus on their roles and responsibilities with the aim of getting great results with the people they manage. He has helped organisations in the public, private and voluntary sectors to improve their performance through a range of interventions covering leadership challenges, motivational management and corporate and executive 1:1 coaching.

Cyrus is enthusiastic and practical in his approach. His strong facilitation skills and focus on his audience create a powerful learning experience. This comes through very clearly in his book, *Brilliant Workshops*, published by Pearson Education.

# FEEDBACK



“

**Cyrus invariably gets great feedback, as you can see from the following comments from programme participants:**

*‘Engaging, enthusiastic, passionate.’*

*‘Cyrus is a very responsive trainer who happily adapted to the group whilst maintaining the flow.’*

**‘An eye-opening experience** – helps you to see what type of personality you have and the skills that you can use from your strengths to be a good manager. Cyrus is great at engaging you and keeping focus.’

**‘One of the best training programmes I have attended.** Helped me understand the person I am and the type of manager I want to be. The teaching mechanism is designed to keep you fully engaged and all programmes are relevant in day-to-day management life.’

*‘Very engaging style. Very knowledgeable about the subject and particularly good at finding examples that are relevant.’*

*‘Very enthusiastic and patient with learners who were extroverted. Very engaging.’*

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# PASSIONATE ABOUT COACHING!

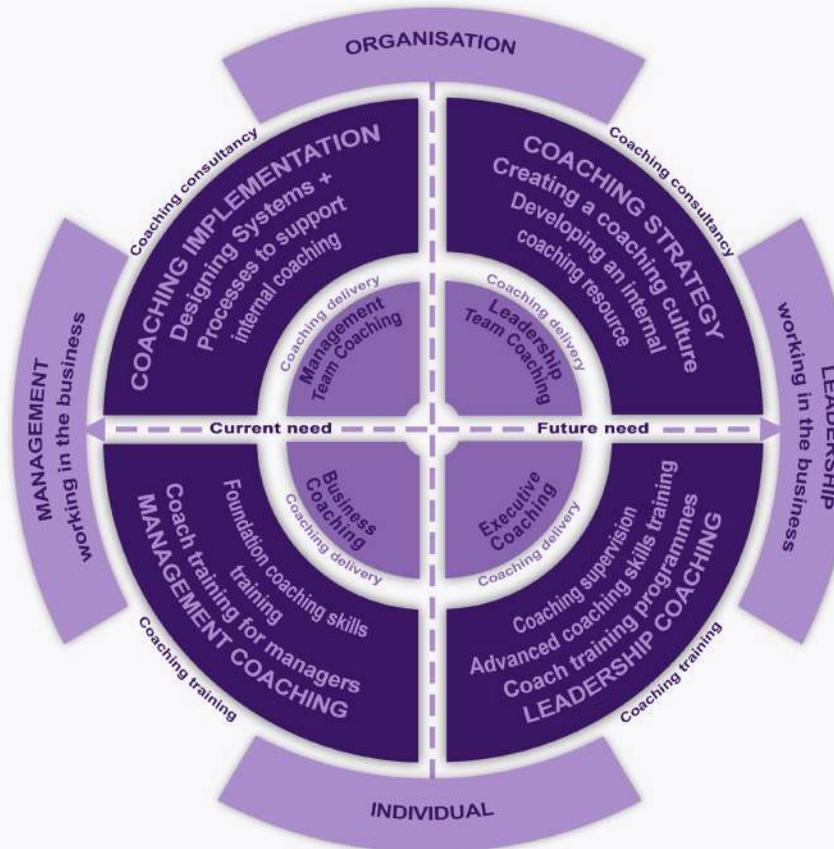
We'd been using coaching to support our development programmes for many years, so when the chance came to work with Elizabeth Crosse in setting up a service dedicated to all things coaching we leapt at the chance.

As our 'coaching wheel' shows, we deliver coaching services at a number of levels:

- **Leadership** – helping leaders address future needs, working on the business
- **Individual** – helping individual address current and future needs, improving their performance
- **Management** – helping managers address current needs, working in the business
- **Organisation** – helping organisations get the most from coaching

And we do this in a number of ways:

- **Coaching consultancy** – helping you get the most from coaching for your organisation (whether that's creating a coaching culture, developing an internal coaching resource or simply taking the first steps towards using coaching) and then helping you implement your chosen approach.
- **Coaching training** – helping develop talented coaches within your organisation: training your leaders and managers in coaching skills, specialist coaching skills training, coaching supervision, accreditation for internal coaches.



- **Coaching delivery** – our highly qualified coaching specialists have vast experience of delivering performance coaching, on a one-to-one basis and with teams, at both management and leadership level.

Our training programmes are particularly popular, especially:

- **The Maximum Coaching Certified Coach Training Programme** – the best route to the coveted ICF ACC award. Available on both an open and an in-house basis [[www.tinyurl.com/ICFprogMC](http://www.tinyurl.com/ICFprogMC)]
- **Coaching skills for line managers** – the definitive two-day programme [[www.tinyurl.com/CSforLM-MC](http://www.tinyurl.com/CSforLM-MC)]
- **Coaching skills in a day!** – a one-day introduction to coaching skills [[www.tinyurl.com/CSinaday-MC](http://www.tinyurl.com/CSinaday-MC)]

Our coaching services clients include such organisations as Deutsche Bank, London Business School, BNP Paribas, Coty, Eurostar, London Borough of Hackney, Tottenham Hotspur FC, Performing Rights Society, Central Bedfordshire Council, London Borough of Lambeth, BIG Lottery Fund, De Lage Landen, Hannover Re, Lancashire Group, Société Générale, House of Fraser, Nestlé, London Executive Offices, The British Council, EUSA Pharma, etc, etc.

# ELIZABETH CROSSE



**ELIZABETH CROSSE** MCC is our Coaching Practice Director, and delivers professional coaching, internal coach training, mentoring and supervision programmes.

She is an experienced professional coach (one of only a handful of Master Certified Coaches in the UK) and a qualified coach supervisor with over 25 years of expertise in learning, facilitating and training in the UK and abroad. She has delivered more than 10,000 hours of one-to-one and team coaching and more than 5,000 hours of coach training and supervision.

A pioneer in introducing internal coaching and the ICF to the public sector, over the last 15 years she has shared her experience with organisations across the public, private and voluntary sectors in both the UK and internationally.

# FEEDBACK



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**Elizabeth invariably gets great feedback, as you can see from the following comments from participants on the Maximum Coaching Certified Coach Training Programme:**

*‘The first module was well structured providing sufficient challenge each day to enable me to grow in understanding and confidence. **I came away ‘buzzing’ and am really looking forward to the next module.’***

*‘I have recently been awarded the Associate Certified Coaching accreditation by the ICF... **I was fortunate to be on a coaching course with Maximum Coaching** that covered a broad and challenging curriculum aligned with the ICF coaching competencies... my preparation, delivery, and review of coaching has become more sophisticated and Elizabeth’s coach mentoring definitely helped in my preparation for ICF accreditation.’*

**‘An excellent and extremely well delivered programme** that enabled me to quickly develop my understanding and delivery of value-adding coaching practices. I found the blend of classroom-based, content rich, presentations and practical skills practice an effective way to learn and an approach that allowed me to develop an effective coaching style in a timely and cost effective manner. **Highly recommended.’**

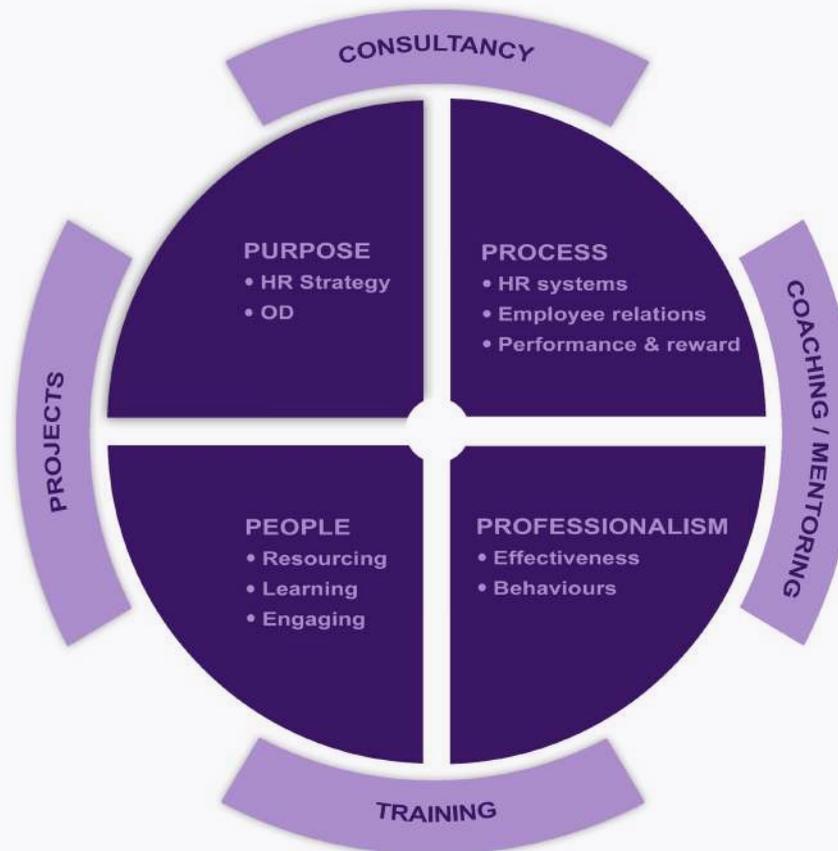
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# PASSIONATE ABOUT HR!

## The latest addition to the Maximum

**Performance 'stable'.** A number of clients have had us take on various HR projects over the years. At the same time our sister organisation, The In-House Training Company, had been doing more and more HR training. Having acquired both the experience and the resources, it seemed high time to bring the two together and offer a full HR consultancy service. As the diagram shows, we now offer a complete range of HR services:

- **HR consultancy** – practical advice on any HR issue.
- **HR training** – whether training in HR issues for line managers and staff (especially on policies and procedures) or more advanced training on specialist HR topics and / or professional behaviours for HR teams.
- **HR coaching / mentoring** – we can offer both coaching and mentoring to HR teams and individuals, whether on a one-to-one or a team basis.
- **HR projects** – most organisations need a little extra hands-on help from time to time. If you've got a special project coming up and need some additional resource on a temporary basis, we've probably got just the right person to help you.



And we can do this right across the HR spectrum:

- **HR purpose** – strategic reviews, capacity and capability needs analysis; organisation design and development support (especially around change management)
- **HR process** – HR systems (especially process mapping); employee relations (with a particular specialism in workplace investigations); performance and reward (from management systems to boardroom packages)
- **HR people** – resourcing (especially talent identification, succession planning, assessment and selection); learning (all aspects – obviously!); engaging (especially employee engagement interventions)
- **HR professionalism** – effectiveness (all aspects, but particularly HR team identity and effectiveness) and behaviours (whether supported by training, coaching or mentoring)

Current and recent clients include Stevenage Leisure, Letchworth Garden City Heritage Foundation, The Salvation Army, National Autistic Society, Lancashire, Civil Nuclear Constabulary, London Business School, London Executive Offices, Insolvency Service, Hertfordshire County Council, Heart of England NHS Trust, Higher Education Funding Council, Children's Society, Independent Police Complaints Commission, University of Derby, London Borough of Hackney, Johnson Matthey, YMCA, Médecins Sans Frontières, Regent's University, Young Epilepsy, etc, etc.

# ROSANNE BERNARD



**ROSANNE BERNARD** heads up our HR practice as lead trainer / consultant, supported by a team of independent specialists based around the country.

She's a highly-experienced trainer, facilitator and coach with substantial experience gained in both the public and private sectors. She worked for many years as a generalist HR Business Partner and has experience working at a senior level formulating and implementing HR strategy and policies. In addition, she has extensive experience advising and supporting managers with the full range of HR responsibilities, including recruitment, employee and industrial relations issues.

Rosanne also has extensive experience working as a learning and development consultant, trainer and coach. She brings enthusiasm, pragmatism and a real understanding of the challenges facing organisations today.

# FEEDBACK



## “

**Rosanne gets outstanding feedback from workshop participants, as the following comments show:**

*'**Fantastic!** Extremely helpful and very knowledgeable.'*

*I don't think I've ever had such a good day's training – very relevant, good information and the trainer was very good.'*

*'**Excellent** course in terms of content, right balance of theory and practical sessions. Rosanne made us feel extremely relaxed and gave feedback to help us learn from the practical sessions.'*

*'I think that this is the most useful and enjoyable course I have attended so far, not only in content but also in presentation.'*

*'Rosanne's presentation and knowledge were **brilliant**.'*

*'Excellent facilitator. Can draw the audience and get the best out of them.'*

*'A lot of information was absorbed. I've not had **so much fun** on any previous course.'*

*'**Thoroughly enjoyable and highly relevant throughout.** Very professionally prepared and presented. Thank you.'*

## ”

# PASSIONATE ABOUT TRAINING!

THE IN-HOUSE TRAINING COMPANY

The In-House Training Company offers top-quality training, in a wide range of subjects, at a sensible price.

We've trained more than 30,000 people over the last few years, across the UK and internationally.

All our programmes are delivered by subject specialists who also have outstanding training skills, in the following areas:

- Commercial, contracts, procurement
- Director development / corporate governance
- Facilities management
- Finance
- Health, safety and environment
- IT
- Leadership, management and personal effectiveness
- Lean Six Sigma
- Project management
- Public service and VCSE
- Retail, hospitality and leisure
- Sales

The website ([www.tihtc.co.uk](http://www.tihtc.co.uk)) gives details of well over 200 courses although these are just the tip of the iceberg in terms of what can be offered on an 'off-the-shelf' basis and, of course, we deliver a lot of completely bespoke programmes too. Some of the training is formally certified (eg, IOSH, CIEH, Lean Six Sigma) and all of it qualifies as CPD where relevant.

We have an incredibly wide range of clients, of all sizes and across all sectors, as the following selection from the last couple of years shows:

## PRIVATE SECTOR

Airbus • Alcoa • Arvato UK • ASOS • Atlas Copco • ATS Euromaster • Babcock International • BAe Systems • BE Aerospace • Berkman Wine Cellars • Biffa Waste Management • BSKyB • buy-a-gift.com • Carillion • Computacenter • e2v technologies plc • Grant Thornton • Hutchison Whampoa • Hydro International • Johnson Matthey • London Underground • Mole Valley Farmers • Moon Beever Solicitors • Natixis • Northern Rail • OpenText • Oxford Instruments • Paul Smith • Ping • Port of Dover • Reaction Engines • Red Funnel Ferries • Rentokil • Renewable Energy Systems • RIAS • Roadchef • Rugeley Power Station • RWE npower • Sage UK • Scottish Power • Smiths Detection • Strutt & Parker • Tennants • UKPN • Ultra Electronics • United Healthcare • Victoria Palace Theatre • Wasabi • Whitbread • Wincanton • Yorkshire Water

## PUBLIC SECTOR / EDUCATION

Arun District Council • Aylesbury College • Basildon Council • Berkshire Healthcare Authority • Big Lottery Fund • Bournemouth Borough Council • Brighton Hove & Sussex Sixth Form College • Cambridge City Council • Canterbury College • Central Bedfordshire Council • County Durham & Darlington Fire & Rescue Service • Coventry University • East Kent NHS Trust • Enfield LB • Environment Agency • Gloucestershire County Council • H M Treasury • Hertfordshire County Council • Kingston University • Lancashire County Council • Medical Research Council • NHS Western Isles • Open University • Peak District National Park Authority • Redditch & Bromsgrove Councils • Regent's University • RAF Brize Norton • SEPA • Teignmouth Community School • UK Payments Administration • University of Portsmouth • University of Southampton • Welwyn Hatfield Borough Council • Windsor & Maidenhead Council

## VCSE / NOT-FOR-PROFIT

AgeUK • British Film Institute • British Standards Institution • Building Research Establishment • Charities Aid Foundation • Circle Housing • Hexagon Housing • Housing Solutions • Independent Age • LCCA • Life • Magenta Living • Marie Stopes International • Methodist Church • MS Trust • NAVCA • Northants Homes • North Herts Homes • Nuffield Hospitals • Origins Housing • RNLI • Royal British Legion • Stenage Leisure • Independent Living • The Wine Society • Unity Partnership • WENTA • Yorkshire Housing

## INTERNATIONAL

African Development Bank (Tunisia) • Aramco (Saudi Arabia) • Bank of Qatar (Qatar) • Bearing Point (Holland) • Belchim (Belgium) • Camco Global (China) • Ciar (Kenya) • DDB (France) • Difko (Denmark) • DONG Energy (Denmark) • East-West Seeds (Thailand) • European Central Bank (Germany) • Fluenta (Poland) • Haya Water (Oman) • Integrated Learning (Maldives) • KNMG (Holland) • NHMFL (USA) • Oman Oil (Oman) • OpenText (Germany) • Oyo State (Nigeria) • Scott Bader (Dubai) • Statoil (Norway and USA) • Syngenta (Greece)

# PASSIONATE ABOUT CUSTOMER SERVICE!

It's all in the name – welcome to **The In-House Customer Service Training Company**. Customer service training is our largest single category, hence the different brand.

We offer a very flexible service. To use a well-worn tailoring analogy:

- **'Off-the-peg'** – our flagship programme, **'Successful Customer Service'** [[www.tinyurl.com/SuccessCS](http://www.tinyurl.com/SuccessCS)], can be delivered exactly as advertised. You get a tried-and-tested programme delivered by your choice from our wonderful team of 30+ experienced trainers across the country. Whether you're looking for a local trainer or one with experience of your particular sector, the choice is yours.
- **'A few alterations'** – the flagship programme is designed specifically to allow for a few alterations in order to make it even more relevant to your particular sector. All the examples and case studies used in the programme can be tailored to your specific requirements. At no extra charge.
- **'Tailored'** – you might like our overall approach yet feel that it needs tailoring to your particular circumstances. Give us a call, talk us through your requirements and we'll put you in touch directly, usually over the phone, with the most appropriate expert from our team of 30+ trainers across the country. They can tailor the programme to meet your specific requirements.

This can usually be done at no extra charge and you would be under no obligation until you had both approved the tailored programme and agreed a date for its delivery.

- **'Bespoke'** – some clients prefer to start from a blank sheet of paper. This is often the case with larger 'roll-out' programmes or where the training needs to achieve very specific objectives or, perhaps, where there are constraints on the method of delivery or where the client is looking for a special type of event (keynote conference presentations, away-days, team events, etc, etc). Just give us a call to talk through your requirement and we will recommend a trainer for you. We can set up a call or a meeting so that you can brief us more fully and we can work with the trainer to prepare a detailed costed proposal for you.

The first two options are particularly appropriate for those clients with a small team to train; the latter two for larger programmes or more specific requirements.

The client list, feedback and sample projects list are all far too long to show here – see the website for details [[www.ih-customerservicetraining.co.uk](http://www.ih-customerservicetraining.co.uk)] and give us a call now to discuss how we can help you with your customer service training requirements.

# HAVE YOU SEEN...

**...our other booklets? Give us a call and we'll send them to you.**

- Developing Coaching Capability
- Global Training Delivery
- Improving the Performance of Individuals, Teams and Organisations
- Making a Success of Customer Service: training and support
- Management and Personal Effectiveness: workshops and webinars
- The Maximum Coaching Certified Coach Training Programme
- The Maximum Performance Inspiring Leader Programme
- The Maximum Performance Management Development Programme



## **Maximum Performance**

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## **Maximum HR**

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