



**FOUR SPECIALIST TRAINING BRANDS.  
ONE SHARED PURPOSE...**

**HELPING INDIVIDUALS, TEAMS AND BOARDS MAKE AN IMPACT.**

# CONTENTS

- ABOUT US 3
- MAXIMUM PERFORMANCE 4
- THE IN-HOUSE TRAINING COMPANY 5
- THE CUSTOMER SERVICE TRAINING COMPANY 6
- THE BOARDROOM EFFECTIVENESS COMPANY 7
- WHY WORK WITH US? 8
- OUR APPROACH 9
- GLOBAL DELIVERY 10
- 2026 OPEN PROGRAMMES 11
- WHAT'S NEW? 12
- CONTACT DETAILS 13

# ABOUT US

We are a family of specialist training providers dedicated to helping people, teams, and boards make a meaningful impact.

## Maximum Performance

- Specialists in leadership, management, and personal effectiveness programmes.

## The In-House Training Company

- Practical, subject-specific training delivered at sensible prices across a wide range of topics.

## The Customer Service Training Company

- Experts in emotionally intelligent customer service training that turns satisfied customers into loyal advocates.

## The Boardroom Effectiveness Company

- Focused on governance, leadership, and development for boards and directors.

Together, we offer end-to-end learning and development solutions for every level of your organisation, with the aim of helping people, teams, and boards make an impact. We are passionate about what we do and committed to helping you achieve real results.

Over the past thirty years, we've had the privilege of partnering with exceptional clients who share our drive for improvement. We've also been fortunate to work with a remarkable team of facilitators, trainers, specialists, and consultants across the UK and around the world.

Along the way, we've enjoyed building a portfolio of brands and products designed to meet the evolving needs of our clients.

Now, we'd love to share that experience and capability with you.

# MAXIMUM PERFORMANCE

**At Maximum Performance we believe that great leadership drives great results.** We specialise in the design and delivery of training courses and development programmes to improve the performance of individuals, teams and organisations. Simply put, we create engaging learning experiences that build confidence, sharpen skills, and unlock potential. We've been doing this for over 25 years so whatever your training need we are confident we can help you to achieve your goals.

## Pivotal leader programme

This comprehensive twelve-month journey is designed to build leadership capability in four key areas, ensuring leadership with clarity, resilience, and strategic insight. Through accessible online resources, one-to-one coaching and a strong emphasis on practical application leaders will learn to navigate leadership with purpose and impact.

## Management development programme

Our ILM-recognised 10-day management development programme covers 17 essential subject areas and includes two individual coaching sessions to support managers growth. Through bite-sized modules, practical tools, and real-world challenges managers will gain the confidence and strategies to handle everyday management issues.

## Personal effectiveness training

We have a huge range of tried-and-tested personal effectiveness training courses, available in a variety of formats. From assertiveness training, to time and priority management to managing across generations and much more in between. The courses can be delivered 'off-the-shelf' or you can take a course outline as a starting point for a conversation with one of our specialist trainers and they can design a bespoke programme for you.

## Presentation skills

Making a presentation is often said to be one of life's most stressful events. But it doesn't have to be that way. Whether you want to prepare for a speech at a major conference or build confidence ahead of your first ever client pitch, we can help make sure your message 'lands'. We've helped thousands of people improve their presentation skills, from hundreds of different organisations across the UK and internationally.

## Coaching and mentoring

We have an extensive team of coaches and mentors, across the UK and internationally. We deliver coaching and mentoring services on a one-to-one basis, across the UK and internationally. We also offer a great range of practical options for training and developing your managers and leads as coaches and mentors.

## HR training

We deliver a wide range of HR courses, workshops, and webinars to organisations of all sizes. Some programmes are designed for HR professionals, others for line managers – but any of our content can be tailored to your audience. We can even design a session from scratch.



# THE IN-HOUSE TRAINING COMPANY

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

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

Working with a carefully selected team of associate trainers – independent subject specialists who all have outstanding training skills – means that we can offer a wide range of training, in the following broad subject areas:

- **AI training**
- **Commercial training**
- **Finance training**
- **Health and safety training**
- **IT training**
- **Project management training**
- **Public service sector and VCSE training**
- **Sales training**

Most of our in-house training is tailored specifically to client requirements, so all our course outlines can be viewed as a starting point for a conversation.



# THE CUSTOMER SERVICE TRAINING COMPANY

**We specialise in the design and delivery of customer service training courses.** Available in-person or virtually, our training equips people at every level to communicate clearly, raise service standards, and create customer experiences that inspire loyalty.

## **GREAT customer service programme**

Our flagship customer service training programme equips your team with the skills, confidence, and mindset to turn every customer interaction into a positive lasting impression.

## **Shorter “focus” workshops**

These GREAT customer service courses can all be delivered either as half-day workshops (face-to-face) or as 90-minute virtual sessions.

## **Specialist customer service related programmes**

We have a comprehensive range of customer service related training programmes that can be delivered off-the-shelf or customised to meet your organisations precise needs. From handling difficult customer situations to having sensitive conversations to delivering difficult messages and lots more in between.

## **On-demand programme**

An on-demand customer service training programme with six online modules.



# THE BOARDROOM EFFECTIVENESS COMPANY

**At The Boardroom Effectiveness Company we help boards to be more effective across the UK and internationally.**

We help organisations to strengthen leadership and governance through practical director training courses and programmes. From equipping individual directors with essential skills to running tailored board reviews, our focus is on improving performance, accountability and confidence in the boardroom.

## **Board and director development**

Practical, engaging, and results-focused — our director training gives boards, committees, and individual leaders the tools to make smarter decisions, drive performance, and lead with confidence.

## **Away-day workshops and facilitation**

We have a wide range of ‘away day’ or ‘strategy day’ experience that you can draw on to shape the perfect experience for your directors and senior management teams.

## **Board reviews**

Unlock your board’s full potential. Our expert board reviews go beyond compliance to reveal what’s working, what’s not, and how your board can perform at its very best.

## **Executive coaching and mentoring**

Boards can benefit from a coach too, and sometimes mentoring is the answer. We have a number of outstanding executive and leadership coaches and mentors in our team.

## **Consultancy services for directors and boards**

We’re here to help you with advice and support on virtually any boardroom issue you care to name. We have an outstanding team of specialist consultants who have supported a wide range of organisations on many different issues.



# WHY WORK WITH US?

**We give big company delivery with a small firm feel, being able to scale internationally while ensuring you have access to a core team that understand you and your business.**

Several of the other reasons clients consistently choose us include:

- Track record with multinational organisations
- UK capabilities, with trainers in the regions you need
- Expert facilitators with experience in management and leadership delivery
- A collaborative approach to learning design
- Agile and iterative, allowing you to flexibly meet your timeframes
- Work with you to ensure training is fit for purpose
- Able to recommend tools, platforms and approaches
- An obsession with impact and evaluating the effectiveness of everything we do
- Cost-effective pricing model
- Added value in the shape of project management, insight and intelligence

*Above all, however, our clients say that we are easy to work with. We bring the personal touch - and we hope to bring it to your project too!*



# OUR APPROACH

We believe effective learning starts with understanding your organisation and ends with measurable impact. Our approach is collaborative, practical, and built around your needs.

## Step 1 – Consultation & Needs Analysis

Every partnership begins with a conversation. We take the time to understand your challenges, goals, organisational culture, and the outcomes you want to achieve. This ensures that any programme we design is rooted in real-world needs—not assumptions.

## Step 2 – Design & Customisation

Choose from our proven, off-the-shelf programmes or let us tailor a solution specifically for you. We can adapt content, structure, case studies, and delivery formats to align with your organisation's context and challenges.

## Step 3 – Delivery & Facilitation

Our programmes are engaging, interactive, and practical - led by experienced facilitators who bring subject matter expertise and real-world insight.

Training can be delivered virtually or in-person, whichever suits your teams. To enhance the learning experience, we can integrate a wide range of tools and methods, including:

- Professional actors for realistic role-play
- Psychometric assessments
- 360° feedback processes
- Individual or group coaching
- Digital tools and interactive exercises

We'll work with you to select the right combination to maximise impact while staying within your budget.

## Step 4 – Follow-Through & Impact

Learning doesn't end when the workshop does. Post-training evaluation helps measure effectiveness, reinforce new behaviours, and identify any further development needs.

We offer a variety of follow-through options, such as:

- Psychometrics and behavioural assessments
- 360° reviews
- Coaching sessions
- Additional workshops or refresher modules

This ensures that development is sustained, measurable, and aligned with your long-term goals.



**Open-minded** – we approach each new project with a blank sheet of paper but loads of experience – we don't have an agenda – we just want to focus on what's best for you.



**Imaginative** – collaboration fosters creativity, so the more we work together with you the easier it is to work out the best solution for you.



**Empathetic** – our role is to make your life easier in whatever way we can, understanding your specific challenges and requirements, whether you're working for an SME, a VCSE, in the public sector, professional or financial services, or a global corporate.



**Pragmatic** – we understand that your budget may not match your ambition (we 'get it'), so we're happy to cut our cloth accordingly.



**Transparent** – you'll always know exactly what you're getting for your money, with no hidden extras.



**Value-focused** – we go out of our way to reduce costs wherever possible, to add value wherever possible.



**Helpful** – we deliver lots of customer service training and we practice what we preach!

# GLOBAL DELIVERY

Over the past 25 years, we've delivered both classroom and virtual training in more than 60 countries, in at least a dozen languages, supported by our own global network of trusted facilitators, coaches, and subject-matter experts.

We have over 140 associate trainers spread across 60+ countries. Session delivery can be in English or local language. Trainers/facilitators are selected based on experience, language capability, cultural awareness, sector expertise, and subject-matter knowledge.

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.

# 2026 OPEN PROGRAMMES

## Develop your managers. Empower your leaders.

Our open programmes give your managers and leaders the practical skills and confidence they need to succeed – whatever stage in their career they are at. From aspiring to new and experienced managers and leaders we have a range of training and development solutions to fit your needs. Open programmes are the perfect solution when you have just a few people who need training.

Our programmes are interactive, experiential, and results-focused – designed to help participants translate learning into real-world impact.

### Explore our open programmes for 2026:

#### Management Development Programme – starts September 2026

A series of seventeen modules delivered over 10 days, roughly one day per month, and two 1:1 coaching sessions. An ILM-recognised programme.

#### Pivotal Leader Programme – starts September 2026

A 12-month structured programme – learner-led, self-paced, peer learning, curated materials, emphasis on coaching, light-touch facilitation – an expertly crafted learning journey, ‘not another training course’.

#### GREAT Customer Service – 24 June 2026

Our Customer Service Training Programme, GREAT Customer Service, equips your team with the skills, confidence, and mindset to turn every interaction into a lasting impression.

## Try Before You Train – Join a Free Webinar

Our free taster webinars are a perfect way to explore our approach and experience the quality of our training first-hand. Each interactive session is packed with practical insights and led by one of our expert facilitators.

## Find the Right Fit for You

Every organisation – and every manager and leader – is unique. Talk to us about your specific needs, and we’ll help you identify the most effective route to building stronger managers and more confident leaders.

# WHAT'S NEW?

We are always adding new products and trainers to our portfolio.

Here's just some of our latest additions:

## Pivotal Leader Programme

Our new leadership programme with a strong emphasis on coaching. Just as a compass provides direction, the Pivotal Leader Programme equips leaders with the tools to navigate complexity, adapt with confidence, and inspire others. This comprehensive twelve-month journey is designed to build leadership capability in four key areas, ensuring leadership with clarity, resilience, and strategic insight.

## Customer service excellence for global teams

This training programme equips global teams with the mindset, skills and practical tools to communicate clearly, build trust and deliver outstanding service across cultures.

## Communicating with vulnerable customers

Practical and interactive, the session will provide delegates with the knowledge, skills and attitudes to communicate effectively with customers whose situation requires a sensitive approach.

## Confident communication in meetings

Speaking in front of others – whether in meetings or presentations – can be daunting, even for people who are confident in other situations. Understanding anxious reactions, learning how to control the situation and addressing the unspoken “what if?” questions all help us to steer a safe course through choppy nerves.

## Martin Brooks

Martin channels his expertise into helping leaders convince, influence and motivate their audiences at a higher level.

## Mark Corder

Mark is an experienced consultant and facilitator who helps leaders and managers boost their skills and confidence.

Contact us to be added to our mailing list so you can be the first to hear of any new additions to our portfolio.



# CONTACT DETAILS

## Get in touch — we're here to help

Whether you have a question, need support, or simply want to learn more about what we do, our team is ready and happy to assist. Reach out to us anytime, and we'll make sure you get the guidance, answers, or information you're looking for.



**Maximum Performance**

☎ 01582 463460 | ✉ [contact@maximumperformance.co.uk](mailto:contact@maximumperformance.co.uk)

🌐 [www.maximumperformance.co.uk](http://www.maximumperformance.co.uk)

**THE IN-HOUSE TRAINING COMPANY**  
EST. 2005

**The In-House Training Company**

☎ 01582 463463 | ✉ [contact@tihtc.co.uk](mailto:contact@tihtc.co.uk)

🌐 [www.theinhousetrainingcompany.com](http://www.theinhousetrainingcompany.com)

**THE**  
**CUSTOMER SERVICE**  
**TRAINING COMPANY**

**The Customer Service Training Company**

☎ 01582 463464 | ✉ [contact@tcstc.co.uk](mailto:contact@tcstc.co.uk)

🌐 [www.thecustomerservicetrainingcompany.co.uk](http://www.thecustomerservicetrainingcompany.co.uk)

**THE**  
**BOARDROOM EFFECTIVENESS**  
**COMPANY**

**The Boardroom Effectiveness Company**

☎ 01582 463465 | ✉ [contact@boardroomeffectiveness.co.uk](mailto:contact@boardroomeffectiveness.co.uk)

🌐 [www.boardroomeffectiveness.co.uk](http://www.boardroomeffectiveness.co.uk)