



**Kate Atkin**

helping confidence soar

speaker | facilitator | author

## Course Brochure

## The Kate Atkin Approach:

I ask for a preliminary meeting to establish the requirements, training needs and the desired outcomes of a potential training course, this can be by telephone, in person or via Skype.

Each programme is then tailored to the client's requirements. If required, there is an opportunity for a further discussion prior to the course. I also find that a follow-up meeting after the programme to review the effectiveness of the course is very useful for clients.

The courses I run are interactive. My belief, evidenced by research, is that people learn best when they are in a relaxed, confidential environment and when an element of fun is introduced. To achieve this I establish ground rules with the participants at the start of the course and encourage the sharing of relevant experiences to facilitate learning through examples.

If you have any questions or would like to discuss any of the programmes listed below please get in touch.



*Kate*

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*The following course outlines are for guidance only. This list is not exhaustive and all courses are tailored to your specific requirements.*

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## Kate Atkin Biography

### Speaker | Author | Facilitator | Coach

**Kate Atkin is an inspirational speaker, training consultant and coach. With nearly 20 years of experience as a trainer and facilitator, Kate has worked with many clients on business, management and communication issues. A highly skilled listener, her style is both supportive and challenging.**

Kate comes from a farming background in Lincolnshire and now lives in Cambridge. She had a successful career with Barclays Bank plc before starting her own learning and development business in September 2000.

In 2015 she completed an MSc in Applied Positive Psychology which has brought insights into well-being, meaning and positivity that she is incorporating into her work. This also led to opportunities to lecture at Cambridge University Judge Business School on their EnterpriseWISE programme and their post-graduate diploma in entrepreneurship. Kate is continuing with her research, currently focussing on courage, confidence and the imposter phenomenon.

Kate is author of The Presentation Workout, The Confident Manager and co-author of The Business of Professional Speaking, and author of two tips booklets, The Confidence Factor and The Networking Factor.

#### Specialist areas:

- Positive Psychology at Work
- Effective Presentations
- Strengths Analysis
- Networking Skills
- Well-being and flourishing
- Confidence Building
- The Imposter Phenomenon
- Motivational Leadership
- Influence & Impact
- Customer Service
- Business & Personal Values
- Managing your personal energy & stress levels
- Clarity and impact in spoken & written communications

#### Clients include:

- Bank of England
- Cambridge Building Society
- Institute of Mechanical Engineers
- NHS
- Royal Society of Chemistry
- Granta Design

#### Qualifications:

- MSc in Applied Positive Psychology
- MBTI accredited
- R2 Strengths Profiler Practitioner
- Extended DISC practitioner
- Transactional Analysis (TA 101)
- Member of the Association for Coaching
- Fellow of the Professional Speaking Association
- CIPD Certificate in Training Practice
- NVC (Non-violent communication) Training
- Language and Behaviour Profiling
- NLP Practitioner

#### Career highlights:

- Winner of the District Level Speech Evaluation Contest with Toastmasters International, #1 in UK and Ireland 2007
- District finalist in impromptu speaking competition with Toastmasters 2007
- Training Rio de Janeiro business delegation to London 2012 in networking skills
- World Debating Champion 2001
- Most Outstanding Trainer in JCI UK for 2005
- Publication of The Confident Manager 2008
- Quoted in Financial Times 2013
- Publication of The Presentation Workout 2015
- Guest lecturer Cambridge University Judge Business School 2015
- AND Passing my MSc with distinction in 2015!

## What clients say...

“Kate’s brief was to design and deliver a workshop that would encourage productive, team-building interactions between 25 aspiring business leaders at the commencement of a professional practice training programme. Basing the agenda on relevant elements drawn from her ‘The Confident Manager’ publication, Kate provided a stimulating and varied intellectual environment throughout the day. Feedback from each of the individuals in the group indicates (1) they considered their time well spent, (2) their enjoyment of the event surpassed their expectations and (3) the discussions and activities participated in by the group elicited highly positive personal and group outcomes. There was no negative feedback from members of the cohort. As very satisfied customers, we had no hesitation in requesting that Kate provide another similar training session.”

Dr Linda Allen, Programme Director at University of Cambridge

“Kate delivered a series of superbly researched and executed talks on a variety of topics to a mixed audience. Her professionalism and demeanour allowed everyone in attendance to learn a great deal and feel part of the workshop. Kate has an enthusiastic and pragmatic style that engages those she is training and enables real learning to take place. I highly recommend her.”

Tarquin Bennett-Coles, when at RSA Group

“I engaged Kate to conduct a short communications and networking training session for my organisation. Kate quickly grasped the organisational dynamics and was able to tailor the programme to our specific needs. My colleagues and I were very impressed with how she drew insights from us and also how she handled a group that comprised many subject experts in a way that challenged our thinking.”

Conrad Kheng Hwa Chua, PHG Foundation

“Feedback to your impact and influence talk has been excellent. Everyone I spoke to (and that was at least 20-30%) was very positive about what you said, how you said it and how relevant they felt it was to them. To be honest the feedback was superb and you ought to feel really proud, they are not an easy bunch to engage and impress but you certainly seemed to do the trick.”

Ian Bates, Boots the Chemists

“Kate coached and gave me professional feedback in preparing a PowerPoint presentation for a job interview. She has a very pleasant and professional nature and her approach is incredible motivating. I'm not used to give presentations and felt a bit vulnerable at first, but Kate made me feel comfortable and positive and you simply can't help being influenced by her strong "I can do it" attitude. Kate not just helped me to make an excellent PowerPoint presentation; she also made me feel positive and confident. Thanks to Kate I've got the job!”

Helle Damgaard, Graduate Recruiter, PA Consulting Group

“As a graduate civil engineer, I have always been told that networking is an important aspect for my professional and personal life. I never really understood what networking was and even how to network. Your presentation hit the spot. It was lively, interesting and inspiring. As many of the delegates including myself have never covered this topic before, we all found your '5 steps to networking' extremely valuable which we could put into practice straight away. Thank you for an exceptional presentation and bringing our 2 day seminar on interpersonal skills to a close with a big bang.”

Zoe Boyes, Institution of Civil Engineers

## Master Classes

These one-hour master classes are designed to provide an introduction to a topic and to allow participants to leave with some key pointers to implement. They can be held at the beginning of the day or during a lunch hour. They can also be extended into longer sessions.

### Confidence Matters

This masterclass explores the factors that make somebody feel confident. It is founded on the premise that confidence isn't about arrogance. In it I teach tips, tools and techniques that have been shown to be effective in helping people access confidence when they most need to. We explore the, often unsuspected, links between our beliefs and behaviours and encourage participants to achieve their goals by building the confidence to take the steps they really want to. For a little light relief this session is rounded off by "swinging nuts" to bring home the power of the mind/body connection.

### Image, Impact and Influence

This masterclass explores how important image really is and where it comes from, particularly focussing on non-verbal cues. Here participants will discover the impact they are making and learn how to tweak their behaviour to ensure they make the impact they want to. I follow this up by teaching three key steps that will help participants improve their influencing skills.

### Effective Networking

This masterclass focuses on the personal skills that are important to making the most of networking opportunities, whether within an organisation, with customers or suppliers or in conventional networking scenarios such as conferences or exhibitions. I take the view that effective networking comes from building relationships and I focus on key tips and techniques to develop these in a networking situation. During the masterclass we look at what to say after 'hello', how to break into a conversation and how to move on.

### Positive Leadership

Have you ever been turned off by someone's positive attitude? What does research have to say on the subject of positive leadership and how does it differ from simply being positive? These questions and more will be discussed during a facilitated masterclass. Kate will take you through some researched and practical steps to becoming a more positive leader and discuss the impact that will have on your team.

### Presenting Change... Confidently

People often feel threatened by change in the workplace. This masterclass helps participants to get their change message across effectively and to follow it through to the implementation phase. This interactive session introduces participants to the key steps to bring about effective change in the workplace and elements of language to enable them to get their message across.

### The Science of Happiness

In recent years psychologists have been studying what makes us happy and what doesn't. Whilst these things might seem obvious, there have been some surprising results; for instance, spending time at work is cited as more likely to create a positive mood than time at home! So what else has science revealed and how can you benefit from this both personally and professionally? This masterclass covers the benefits of "five in a day", why positive feedback can have negative results and how getting excited can be better than relaxing.

## One-Day Courses

Some of the courses build on the themes introduced in the masterclasses. More time means that not only can a topic be covered in more depth, but also there is a greater opportunity to embed participants' learning so it is taken back to the workplace and used effectively (Half day or whole day available).

The objectives and outcomes for each of the courses are described below. Each programme can be tailored to meet specific requirements.

### Key Courses

1. **Confidence Matters**
2. **Managing Conflict & Assertiveness**
3. **Positive Leadership**
4. **Positive Psychology in Business**
5. **Presentation Skills**

### Additional Courses

1. **Courageous Conversations**
2. **Customer Service**
3. **Effective Meetings**
4. **Negotiation Skills**
5. **Networking Skills**
6. **Writing for Results**



## Confidence Matters

### Overview

Confidence is an often misunderstood phenomenon. It's generally only when we don't have it that confidence comes to our attention. This workshop explores what creates confidence, the beliefs and behaviours that support and detract from our confidence and how to find that essential boost when you need it the most.

### Outcomes

By the end of the day participants will be able to:

- ✦ Identify limiting beliefs and options to change them.
- ✦ State how their beliefs affect their behaviours.
- ✦ Listen to their self-talk and know how that affects their confidence.
- ✦ List a minimum of five strategies for improving confidence.



Half or full day course

#### Who should attend?

Suitable for anyone who either wishes to increase their own confidence or help boost the confidence in others

## Managing Conflict & Assertiveness

### Overview

This workshop explores some of the causes of conflict in the workplace and demonstrates how assertive behaviour can help manage the situation.

### Outcomes

By the end of the day participants will have:

- ✎ Explored their behaviours and understood the drivers behind the behaviours of others.
- ✎ Identified and practiced assertiveness techniques.
- ✎ Discovered strategies for conflict management.
- ✎ Explored how those strategies work in the real world.



Half or full day course

#### Who should attend?

This course is suitable for supervisors and junior managers. A separate level can be designed for more senior managers.

## Positive Leadership

### Overview

Leadership can be learnt but motivation comes from within. These two premises form the foundation for this workshop. Participants will gain an appreciation of their own leadership style, how to interact with their managers and colleagues, and how to motivate themselves to achieve the most effective results.

### Outcomes

By the end of the day participants will be able to:

- ✦ Identify key leadership characteristics.
- ✦ Demonstrate an understanding of their own leadership style.
- ✦ Define intrinsic and extrinsic motivating factors.
- ✦ List different strategies for creating a motivating environment.



Half or full day course

#### Who should attend?

This workshop is suitable for those who are new to leading others, as well as those who wish to give their leadership style a refresh.

## Positive Psychology in Business

### Overview

This workshop focuses on the latest research in positive psychology and how the science of happiness is affecting the workplace. This is a more in-depth, interactive and practical workshop building on the topics covered in the masterclass.

### Outcomes

By the end of the workshop participants will be able to:

- ✦ Complete their own happiness pie chart
- ✦ Create a list of actions which will boost their positive affect
- ✦ Understand their own optimistic/pessimistic style
- ✦ List a minimum of five actions to incorporate with colleagues
- ✦ Experience the concept of mindful practice and describe some of the benefits



Half or full day course

#### Who should attend?

Designed for individuals who will take responsibility for their own actions in the workplace and who wish to have a positive impact on others.

## Presentation Skills

### Overview

This is a one or two day interactive workshop. The two-day course allows time for participants to have their presentations recorded onto a DVD and to receive individual feedback on their presentations.

### Outcomes

By the end of the workshop participants will understand:

- ✔ Different types of presentations.
- ✔ How to plan a presentation.
- ✔ How to arrange a presentation/speech.
- ✔ How to begin with impact.
- ✔ Vocal techniques.
- ✔ Language patterns.
- ✔ Speech making techniques.
- ✔ How to control nerves.
- ✔ The importance of body language.
- ✔ How to create effective PowerPoint presentations.



One or Two day course

#### Who should attend?

Two levels of this workshop are available. One for those new and terrified of presenting and one for those who wish to create more effective presentations.

## Additional Courses

### Courageous Conversations

This workshop explores how to hold those conversations you may be putting off. You will identify why these conversations are sometimes avoided and the benefits of addressing situations in a timely manner.

### Customer Services

This workshop provides participants with an understanding of effective customer service, what makes the difference between good and great customer service and how they can take steps to improve their own.

### Effective Meetings

The objectives of the course are to increase the skills of participants in both leading and contributing to meetings. Participants will be encouraged to identify changes they wish to make to meetings they organise, chair or attend.

### Negotiation Skills

This workshop covers the basic strategies of negotiation tactics, from creating your best negotiation position to your walk-away position, as well as discovering your BATNA. During a negotiation simulation exercise you will discover some of the common traps people fall into when negotiating as well as a chance to uncover and practice key negotiating skills.

### Networking Skills

This workshop focuses on building relationships through networking, presenting the benefits of the company and its services, as well as overcoming objections that may be encountered when networking.

### Writing for Results

This workshop identifies common mistakes made in written communication, both in letters and email as well as reports and other documents. You will identify effective language to increase clarity and readability as well as structure your documents and emails for ease of understanding and speed of reading. By the end you will be able to produce and present information in written formats to get your message across.

Inspiring courageous conversations  
Strengthening inner resilience  
Driving optimal performance

For organisations, teams & individuals