



## Bluehall Learning Services

Our training and competence development services are delivered under the **Bluehall Learning Services** platform.

**Bluehall Learning Services** is a dedicated learning and development resources platform to assure workforce quality, enhance workplace performance and assisting clients to achieve their corporate objectives through quality human resources.

We offer leading-edge learning opportunities through a wide spectrum of courses. Our programmes are tailored towards enhancing competences that relate to the people, the business as well as those that relate to self-management. We ensure relevance of content to the respective business functions, with a view to building critical competencies, and also make sure that skills and insights learned are applied back on the job.

We are confident to say that all our programmes have been designed to create access to best practices and methodologies, and to link learning to business strategy.

### OUR PROGRAMMES

#### 1. CUSTOMER SERVICE AND SERVICE DELIVERY EFFECTIVENESS

“Intelligence, imagination, and knowledge are essential resources, but only effectiveness converts them to results” Drucker, 2001.

In today’s tough service delivery environment, what the customer feels – the unique, positive emotions engendered by a skilled, willing and dedicated staff, spells the difference between customer loyalty and customer indifference. Coupled with this is the material/physical apparatus of service delivery, which must be adequate, suitable and programmed to perform.

Our **customer service and service delivery effectiveness programmes** are designed to deliver a framework of knowledge that emphasises a proper and correct alignment between the material and human content of service in ensuring customer satisfaction.

Our programmes therefore equip organisations and their people with the requisite methods, mindset, skills, personal abilities and attitudes needed to understand and respond to today’s significant shift in customer demands for adequate care and attention at every interaction, as well as maximum value for every purchase made.

The range of courses under this programme is meant to enable participants deliver their best performance in the course of service delivery.

## **COURSES:**

### **1.1 Achieving Exceptional Customer Service®**

This programme is designed to help organisations create the alignment between business needs, performance needs, work environment and capability needs, so that customer service can achieve the goal of creating unparalleled competitive advantage through customer loyalty.

Our **AECS** programme focuses on improving service levels, reduce cost, build employee morale and further the company's aspirations for growth.

Participants at this programme will be equipped with the correct understanding of the differentiating role of exceptional customer service delivery in achieving corporate growth and profitability.

### **1.2 Improving Human Performance in Achieving High Service Levels®**

In quality service delivery, human performance is very critical. In distinguishing material and personal contents of service delivery, most gaps are usually found at the level of human performance. The right people process must therefore be strong enough to deliver on the service promise.

This programme is designed to ensure that participants understand their personal roles in the delivery of efficient and quality services, and to develop the appropriate supporting actions and behaviours that will ensure that they perform optimally at all times.

### **1.3 Supervising for Service Excellence®**

The Supervisor is a key player in both establishing and maintaining an appropriate customer service orientation within the service delivery force. The Supervisor is the person who represents higher authority to subordinates. They are responsible for supervising customer service personnel engaged in providing a variety of customer-facing tasks.

The problem is that supervisors don't supervise, because they have not been taught how to do so. They are often promoted from the operative level because they were an excellent operator, assuming that because they were a good worker, they'll be good supervisors. But when the pressure comes, they start fall back on their operational skills, and start working in the business process they're supposed to supervise. The result of course is poor service delivery, which damages organisational growth and profitability.

This programme is designed to enable participants understand the big picture, manage the details and foster an environment of total customer satisfaction.

### **1.4 Leading for Service Excellence®**

For an organisation to achieve unparalleled competitive advantage through customer loyalty, there must be an uncompromising organisation-wide commitment to excellent service. It is the responsibility of owners, senior managers and other executives to define, direct and lead the practices and processes that will foster a sustainable service culture.

This programme is designed to help business owners, senior managers and other executives in charge of the customer service function to create a service vision, set the strategy and also translate strategy into actual plans, tools and standards. It also includes foundational service concepts from an owner and senior manager's perspective.

### **1.5 Competency Programme for Effective Client-Centred Service Delivery®**

Every customer-centric organisation must possess a demonstrated concern for meeting the requirements of its external and internal customers. The competencies required for this must include the appropriate personal characteristics, motives, self-concepts, knowledge and behavioral skills.

Participants at this programme will understand customer orientation and then develop the cognitive capacity and judgement to correctly serve every type and category of client.

### **1.6 Increasing Personal Organisational Savvy in a Service Delivery Environment®**

Service to customers is usually delivered in a very frantic atmosphere. The demands on the service professional are intense, thereby requiring a certain type of savvy that ensures personal effectiveness on the service frontline.

This programme is designed to help the individual service manager improve his/her effectiveness, enhance his/her professional role and effectively leverage the critical role that he/she plays within the service delivery environment.

## **2. SALES COMPETENCY PROGRAMMES**

There are millions of sales professionals worldwide. And all of them, in one way or the other are striving to be successful. Despite their best efforts a lot of them still struggle to reach their full potentials both as individuals and as career professionals.

Our sales competency programmes are therefore designed to address this scenario. The programmes are designed to build the competencies and abilities of sales professionals to perform their functions effectively.

The programmes are essentially to support the goals of our clients for increased revenues, helping sales individuals and teams to be more effective

at all the stages of the sales process, inspire people to exceed their targets by helping them improve their knowledge, abilities, skills and behaviours.

We have therefore developed highly relevant courses for sales executives and managers, professional sales representatives and sales teams that will take them to the peak.

## **COURSES:**

### **2.1 Professional Selling Skills®**

The key to successful selling is the ability to develop high-level salesmanship. The skills and attitudes required for result-oriented selling and successful salesmanship have to be learned.

This programme covers every critical phase of selling. It is focused on helping salespeople to succeed, and prepares them to increase sales and revenue, improve productivity and enhance customer relations.

### **2.2 Excellence in Selling®**

Recognising that individuals deliver results through productive behaviours, this programme is expected to further enhance the capability to produce outstanding sales performance by adhering to the principles of excellence and excellent behaviours at every stage of the selling process.

### **2.3 High Sales Performance®**

In sales, maximum productivity is required. There is hardly any other discipline where results so easily manifest. Therefore, what gets rewarded is high sales performance. Only skilful and committed sales people are guaranteed success in this direction. This programme is designed to teach participants those skills required to achieve success in difficult and competitive selling situations.

### **2.4 Leading the Effective Salesforce®**

Leading the sales force is both difficult and important, giving the challenging framework of a typical sales operation. The sales force is a major growth engine for a firm, as well as a critical source of market feedback. Yet it is a substantial investment and one that can rapidly grow out of control if the type of leadership is not provided.

The role of leadership in ensuring that company strategy is translated into sales actions that can be executed by the sales team for maximum effect becomes very crucial.

This programme is therefore meant to explore the role of the sales manager both as a strategist and as a manager of the people and operational

processes that get the job done. Participants will be able to understand their role in the sales management process, as well as provide the required impetus that will achieve results.

### **2.5 Success Strategies for Effective Customer Intimacy – An Account Management Approach for Major Sales®**

Customer intimacy skills have become a sine-qua-non to strong and effective business performance. However, the understanding of the concept and how to make it work poses a huge challenge to most organisations.

Market leaders have become increasingly aware that whatever product or service they sell, they are in the business of creating new value for their customers. Customer intimacy strategies essentially focus on creating customer value as well as taking responsibility for customer's results.

This programme is designed therefore to bring this concept to life as well as equip participants with the useful tools, methodologies and skills required to successfully design and implement customer intimacy strategies for maintaining important relationships and managing key accounts.

## **3. WORKPLACE PERFORMANCE EFFECTIVENESS**

Every manager is judged on performance. Continually improving personal and team's performance is therefore an essential part of an organisation's task. The strategies, actions and behaviours of an organisation on a daily basis, including its ability to inspire great results have a marked impact on its aggregate productivity.

The suite of courses under this programme is designed therefore to promote high workplace performance and inspire individuals, teams and corporate systems to take high performance seriously and also develop individual and institutional capacity for same.

### **COURSES:**

#### **3.1 Personal Excellence for Higher Productivity®**

This programme will help individual participant develop winning attitudes, cope with testy career challenges, develop a personal style and improve personal and interpersonal effectiveness, and locate the critical role that he/she plays within the organisation.

#### **3.2 Managing for Performance – Delivering Results through Others®**

Every manager is judged on the performance. You're only as good as your team. Improving team performance therefore becomes a manager's central role. Successful performance management is all about having the right tools and knowing when and how to apply them.

This programme is designed to provide proven practical techniques and innovative guidance to managers on how to manage their people for high performance. It will not only speak to managers on how to get the best out of their team, but will also encourage them to assess their own performance and style.

### **3.3 Critical Success Strategies for New Leaders®**

Assuming a new leadership position comes with enormous learning and transition challenges which must be effectively managed. The need to take charge quickly and effectively during critical career transition periods, whether as a first-time manager or a new CEO is a major imperative for success.

This programme is designed to facilitate a systemic 'on-boarding' process for new leaders and also provide a powerful framework and strategies that will enable the new leaders to take charge quickly, accelerate their learning and success in the new role.

### **3.4 Execution – Where the Rubber Meets the Road®**

Execution has been described as the missing link, the main reason companies fall short of their promises. It is the gap between what an organisation's leaders want to achieve and the ability to deliver it. In short, execution puts the reality behind the numbers and is where the rubber meets the road.

The discipline of execution has to become a part of a company's culture. Participants at this programme will therefore be able to understand the discipline of getting things done and locate their own role in the core processes for results.

## **4. HEALTH, SAFETY AND ENVIRONMENT (HSE) PROGRAMMES**

HSE has no doubt become an integral part of day-to-day business. There is a deep concern for the safety and well-being of not only an organisation's personnel, but also of its external publics. The preservation of the environment vis-à-vis human activity is also of concern. Attaining and maintain high-quality work environment, safe for everyone to operate has also become a strategic goal. Therefore sustainable development is only possible when organisations put the issues of HSE high on their agenda, and work constantly at improving their HSE methods and standards.

Our HSE training programmes are therefore designed to foster improvements in HSE performance where people, culture, working environment, management systems and facilities/equipment are managed effectively together.

Specifically, we will equip participants with the analytical and behavioural competencies for achieving a safe workplace and enable quality standards in their respective job functions.

## **COURSES:**

### **4.1 Managing Total Safety®**

A good safety record has a positive effect on profitability, and on corporate image. It results in operational improvements and a reduction in the number and severity of incidents and injuries. It also leads to increased attention to safe behaviour within the total workforce, and ensures a more productive workforce.

The Managing Total Safety (MTS) programme is a practical and pro-active approach to prevent injuries and ensure safety in the workplace. Designed to equip participants with the skills, recognise unsafe acts, unsafe conditions and near misses and also ensuring the reporting of observation, the actions taken and suggestions for improvement to management

The programme is applicable especially to behavioural issues of Quality, Health, Safety and Environment.

### **4.2 Human Factors in HSE Performance®**

Traditionally, the development of HSE Management Systems has concentrated on the facilities and equipment to be used and the management systems themselves.

This programme however focuses on how the interactions of individuals with each other, with facilities and equipment, and with management systems contribute towards the creation of a safe workplace. It is aimed at assisting line management and HSE professionals to understand how the HSE Management Systems can incorporate human factors issues.

### **4.3 Behaviour-Based Safety®**

This programme encourages personal responsibility for safety from everyone in the organisation. It will help in determining HSE culture level, identify and reward safe behaviour, and examine how workers' attitudes towards safety impact their well-being in the job.

This programme will form a basis for a "do-it-yourself" behaviour-based scheme that would be championed by the HSE Department.

### **4.4 Risk Awareness and Prevention**

This programme is designed to equip all relevant personnel with essential knowledge of basic risk management at work with the aim of preventing accidents. It will help in reducing incidents by teaching participants to respect hazards and develop positive attitudes towards safety.

#### **4.5 Leadership Safety: Supervising HSE**

Supervisors play a critical role in any organisation. Along with improving production rates, quality, and reducing waste, they are also required to ensure the safety of all the employees. This programme will equip with the skill set that will enable participants to accomplish all of this simultaneously.

#### **4.6 First Aid Appreciation**

This programme will teach participants the proper steps to take in an emergency situation, especially to victims of an accident or sudden illness before comprehensive medical care is available.

#### **4.7 Contractor Employee HSE – Awareness Level**

Any injury to a company's contract worker is the company's responsibility. This is an HSE awareness programme designed to motivate workers to follow safety procedures that prevent injuries and keep workers safe when performing work at a company's facility.

#### **4.8 Construction Safety**

This exciting programme is ideal for anyone who works at a construction site. The objective is to teach participants to analyse work area and scope of job, recognise and respect hazard warning signs and labels, identify and eliminate or control any potential hazards and remain situational aware at construction sites.

#### **4.9 Catering Safety**

This programme is essential for personnel involved in cooking and serving meals on land, onshore and offshore. It equips caterers with proper understanding of the hazards and effects management of cooking and food handling.

#### **4.10 Smart Driving**

The acronym SPACE (Speed, Patience, Awareness, Concentration and Exit) helps drivers retain and apply the safe driving techniques they will learn from this programme. This programme is perfect for professional drivers, travelling salespeople, and even employees with longer commutes. The tips and techniques in this programme will teach your employees who drive how to avoid accidents by using proven safe driving techniques.