



TOP DECK CONSULTANCY®

# Training

INSPIRE

| ENRICH

| MOTIVATE



## BRAND STATEMENT

At Top Deck Consultancy, we are passionate about empowering your team to deliver results.

We offer bespoke training programmes for a cross section of industries that are motivational, inspiring and designed to deliver measurable improvements to your brand.

The more knowledge your team have, the more empowered, motivated and inspired they will be to deliver success.

INSPIRE  
ENRICH  
MOTIVATE

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## OUR PHILISOPHY

A well trained and empowered team can deliver exceptional results for your brand. By creating a safe and inclusive environment, your team will feel **supported** and **empowered** to discover new and exciting ways of thinking about their role and their contribution to the **success** of your company.

Through creative workshops, coaching and mentoring, we will inspire, enrich and **motivate** your team to build lasting success and work with a clear strategy that is **efficient** and fun.

INSPIRE  
ENRICH  
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# TRAINING SUPPORT

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We offer training programmes across a wide a range of topics including:



Human resources



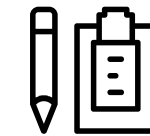
Inclusion and  
diversity



Performance  
management



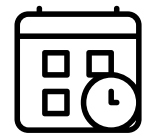
Disciplinary  
procedures



Health and  
safety



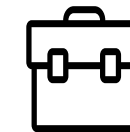
Induction



Recruitment



Retail operations



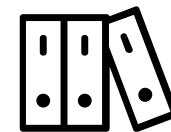
Cultural training



Sales training



The customer  
experience



Product  
knowledge



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# THE TRAINING FORMAT

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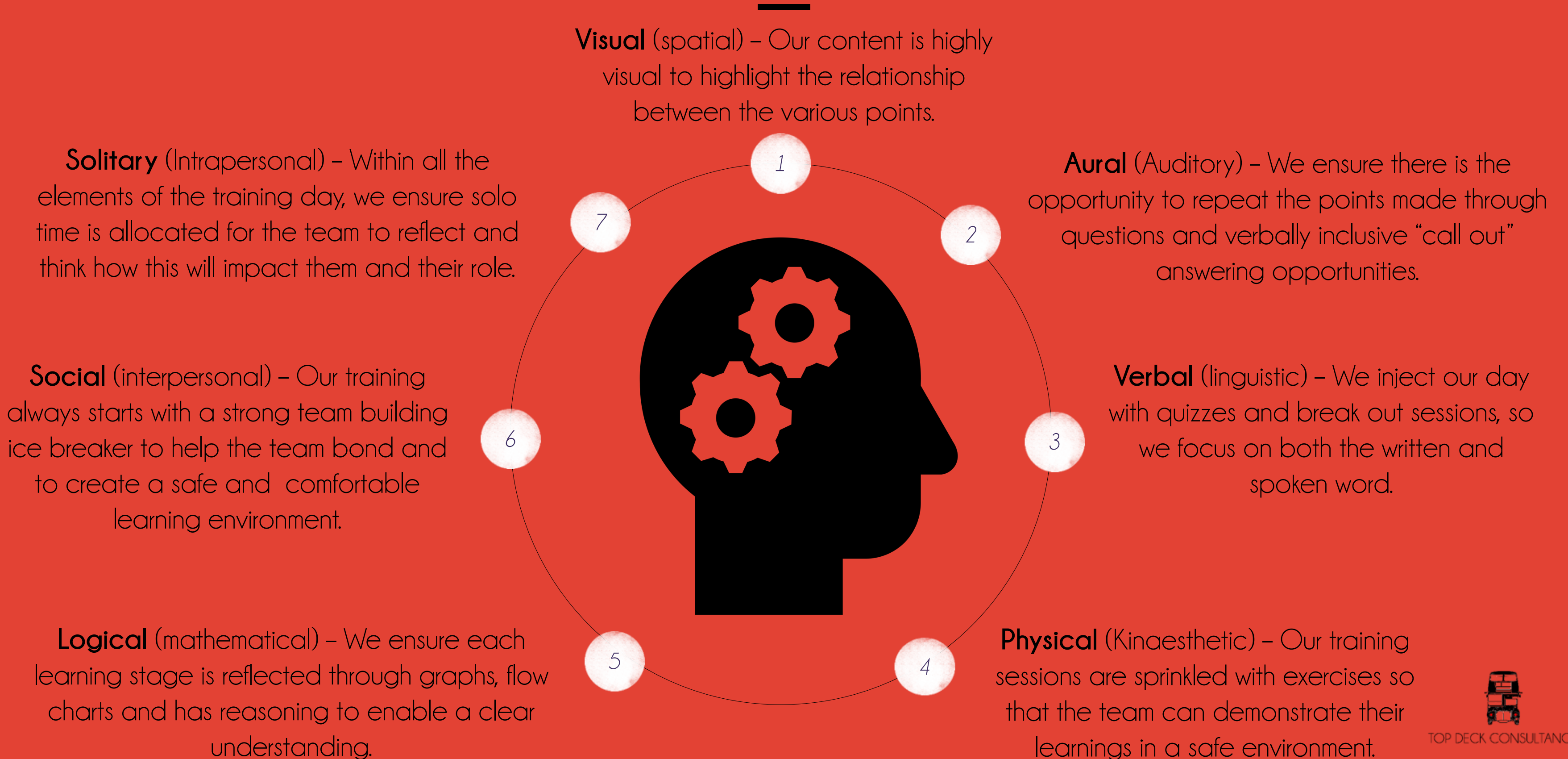
Top Deck Consultancy training sessions are delivered in an inclusive and **supportive** manner, ensuring your team feel inspired, motivated and empowered throughout their time with us.

We ensure that the **7 key learning styles** are integrated in all elements of our training to create an educational experience.



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# THE SEVEN KEY LEARNING STYLES



# BESPOKE TO YOUR BRAND

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Top Deck Consultancy create bespoke training sessions for your team to optimise the **effectiveness and relevance** to your team and their job role.

We ensure the day is delivered in line with your company's:



VALUES



BRAND OBJECTIVES



EXPECTATIONS



BUSINESS GOALS





# THE WORKBOOK

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We design **visually impactful** and engaging workbooks for each individual attending the training day to make notes and refer to after the training day.

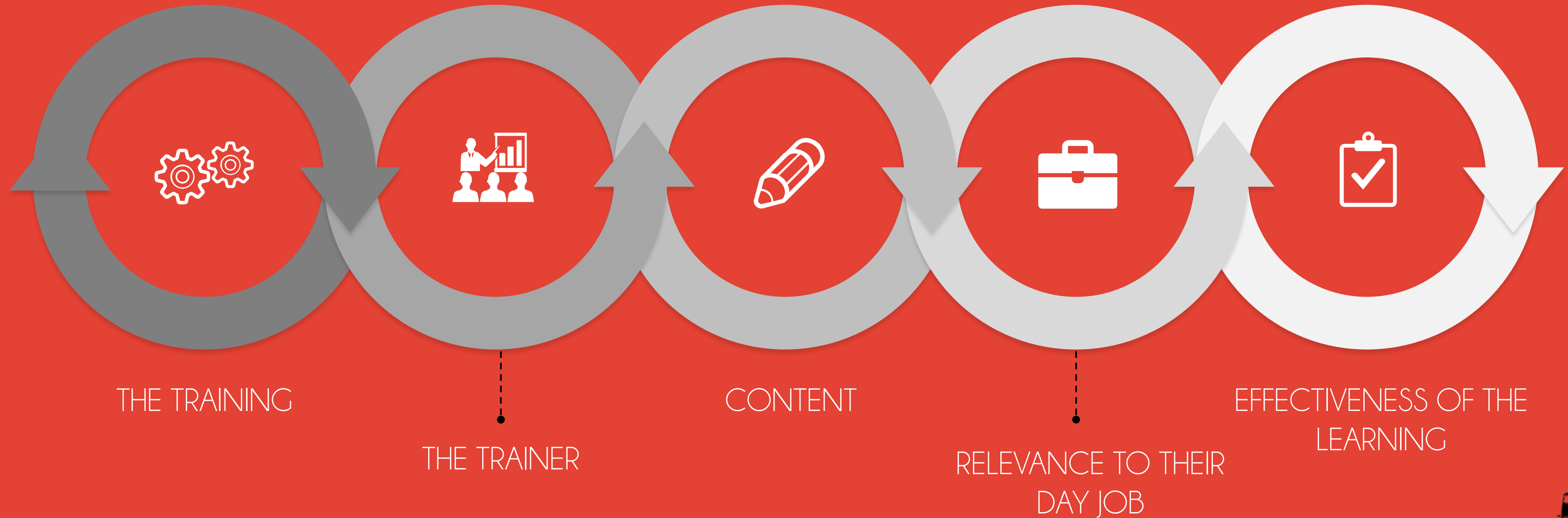
The workbooks will follow the training presentation slide by slide, providing additional space within the workbook for extra notes and **lightbulb moments**.



# EVALUATION

We ensure we evaluate the effectiveness of the training delivered. A **confidential** evaluation is provided for the team at the end of every session.

This assesses all aspects of:



## KPI MEASURABLE

It is vital that all training has a positive effect on your brand and we agree and assess the **improvements** to your brand.

Examples of The Key Performance Indicators we assess our training against:

REDUCTION IN LABOUR  
TURNOVER



INCREASE IN  
PRODUCTIVITY



INCREASE IN SALES



MOTIVATION LEVELS IN  
THE TEAM



TEAM DEVELOPMENT



EMPOWERED TEAM TO  
DELIVER SUCCESS



INCREASE IN CUSTOMER  
RETENTION



INTERNAL SUCCESSION  
PLANNING IN LINE WITH YOUR  
COMPANY STRATEGY



*This is not an exhaustive list, so if you have a requirement that is not listed above, please contact us.*



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## SUPPORT MATERIAL

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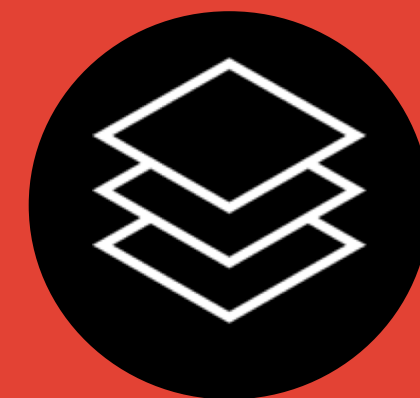
Top Deck Consultancy create bespoke and **beautifully illustrated** manuals to support your team, using written and visual content including step by step guides, flow charts and detailed information. Manuals are the perfect necessity for your business for your team to **achieve their full potential and drive consistency** by understanding the of the areas of your business.

We are offer the following manuals:

- Health and Safety
- Operations
- Product knowledge
- Brand values
- Human resources
- Training packs for internal use



# GLOBAL DIGITAL TRAINING



## HOW IT WORKS?

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Our bespoke global training portal offers a flexible, comprehensive and engaging training programme.

It delivers diverse, innovative education, which will inspire, motivate and empower your team.

Our carefully crafted training modules focus on the key stages of learning and are tailored to different learning styles, making the training engaging, interesting and memorable for each team member.

At the end of each module, there is a sign off section which can be managed internally or through our support system. The portal produces support materials for the line manager and the team member to revisit any areas of difficulty and ensure they are empowered to succeed.

Each module has a positive, results driven impact on your team, your brand and your success.





## THE TECHNOLOGY

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*Nurture Space is a global tool and can be presented in all key international languages.*

Our digital training portal uses cutting edge interactive technology and stunning visuals, enabling the team member to experience highly polished content and an immersive experience.

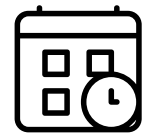
You will be provided with the opportunity to either have a bespoke branded website platform and an app application or for this to be integrated onto your existing intranet platform. This will provide you with the capability to analyse and monitor your team members development and growth.



## WHAT WE CAN OFFER?

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We can cover a range of topics including:



Induction



Human resources



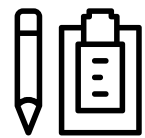
Health and Safety



Recruitment



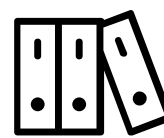
Retail operations



Industry  
operations



Management  
training  
programmes



Product  
knowledge



Till training



Masterclass in  
beauty, fashion,  
fragrance

*This is not an exhaustive list, so if you have a requirement that is not listed above, please contact us.*

# THE BENEFITS

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## The benefits to your business

By using this platform you can train and inspire unlimited numbers of people at times to suit your business. This will result in fantastically positive impacts on your brand, your customer and your team. We will provide measurement tools to prove it works.

This is a cost effective, high delivery function that will have a positive impact on your business in terms of results, motivation, staff retention and the customer experience.

## The benefits to your team

Inspired  
Positive empowerment  
Motivated  
Increase in performance  
Knowledgeable  
Increase in productivity  
Valued  
Equipped to deliver





Companies that invest in training enjoy

**24%**

higher profit margins vs companies who don't.



**ONE IN FOUR**

employees say they  
don't have the tools  
to be successful in  
their job role.



**70%**

of employees say that job-  
related training and  
development directly influences  
the employee's decision to  
stay with a company or not.



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## OUR TEAM

**ZOE BUSS**

FOUNDER

**RAY HIGSON**

COMMERCIAL DIRECTOR

**SAPHARI ARAHOU-ATHMANI**

BRAND DEVELOPMENT EXECUTIVE

**JANE NIESLER**

NEW BUSINESS DEVELOPMENT EXECUTIVE

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## KEEP CONNECTED



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