



TOP DECK CONSULTANCY®

# Training

INSPIRE

| ENRICH

| MOTIVATE

TOP DECK CONSULTANCY LTD CN 10814479 REGISTERED ADDRESS 20-22 WENLOCK ROAD, LONDON, N1 7GU UNITED KINGDOM



## 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.

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# TRAINING SUPPORT

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



Human resources



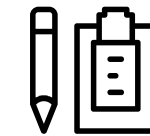
Inclusion and  
diversity



Performance  
management



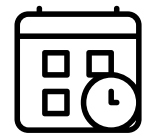
Disciplinary  
procedures



Health and  
safety



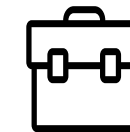
Induction



Recruitment



Retail operations



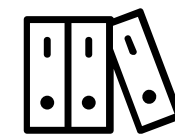
Cultural training



Sales training



The customer  
experience



Product  
knowledge



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# THE TRAINING FORMAT

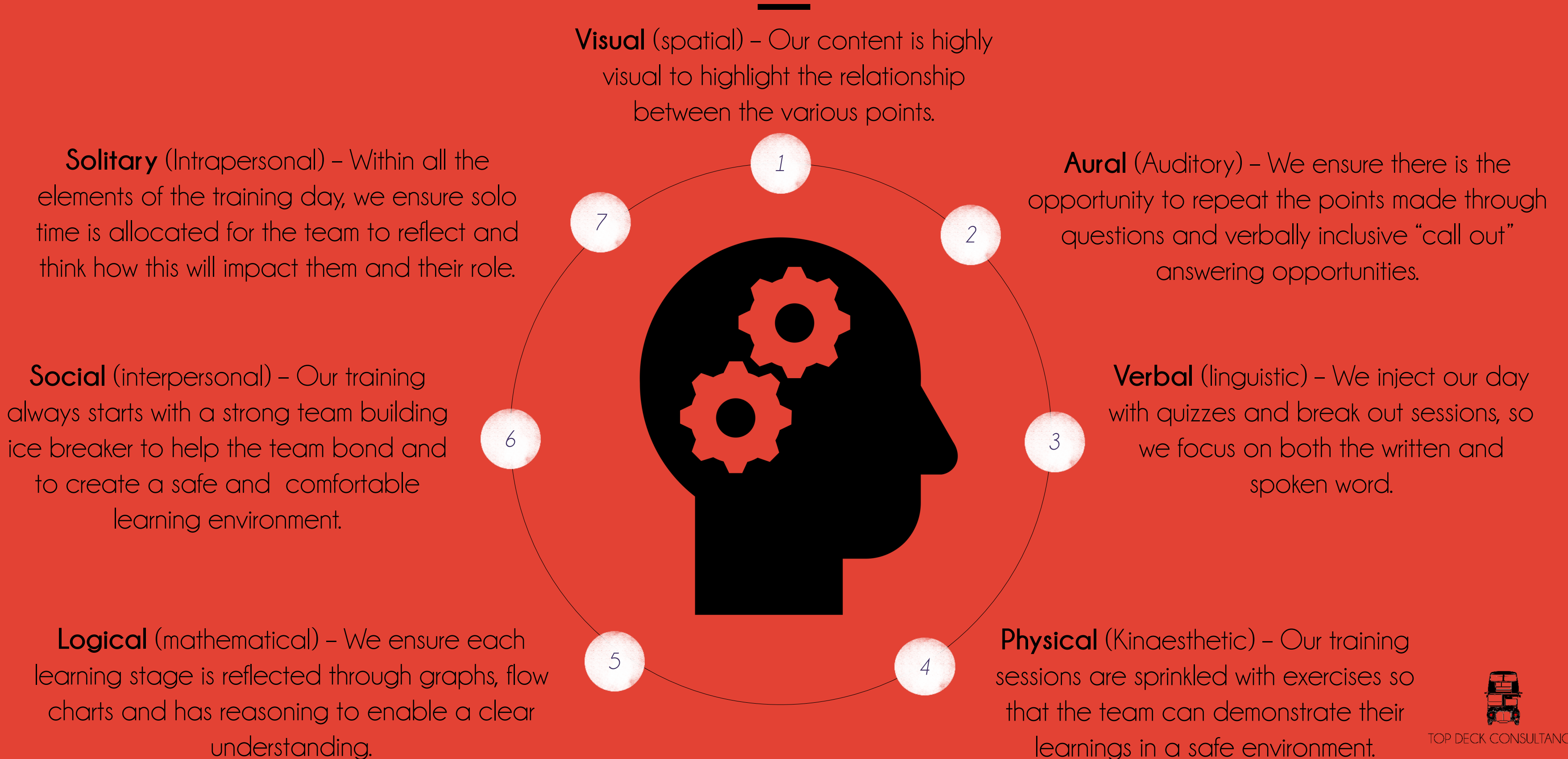
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Top Deck Consultancy training sessions are delivered in an inclusive and **supportive** manner, ensuring your team feel inspired, motivated and empowered throughout their time with us.

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



# 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

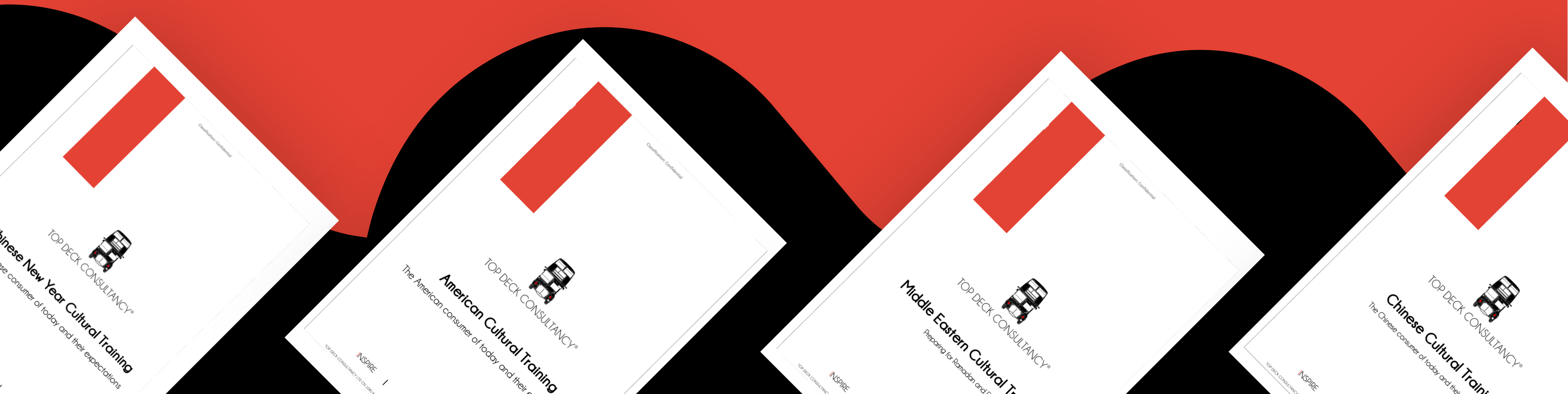


# THE WORKBOOK

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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**.

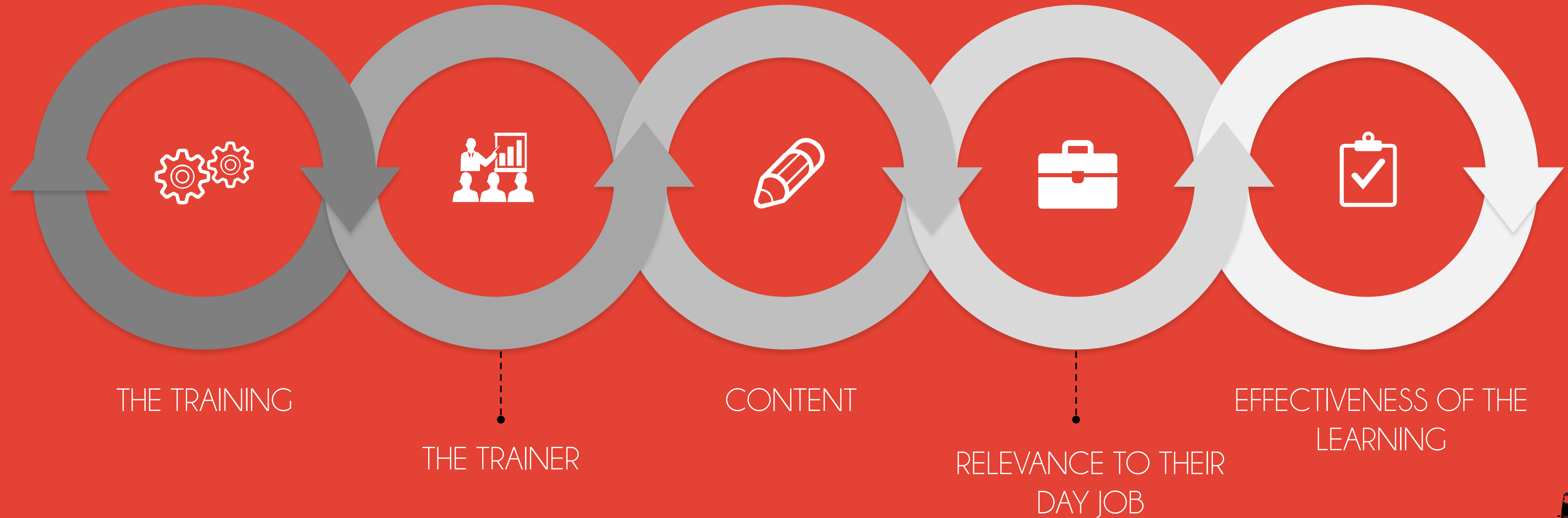




# EVALUATION

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



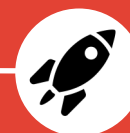
MOTIVATION LEVELS IN  
THE TEAM



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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1. 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





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

## CONTACT US

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## KEEP CONNECTED



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