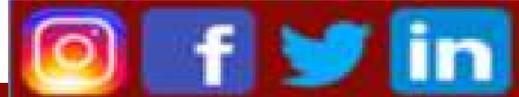


Ashford and McGuire Consulting is a firm focused on delivery of distinctive value to clients in Business Strategy, Financial Management and Human Capital.

We have acquired extensive value based experiences within a decade in the consulting space.



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2017 Open Programme



About Us

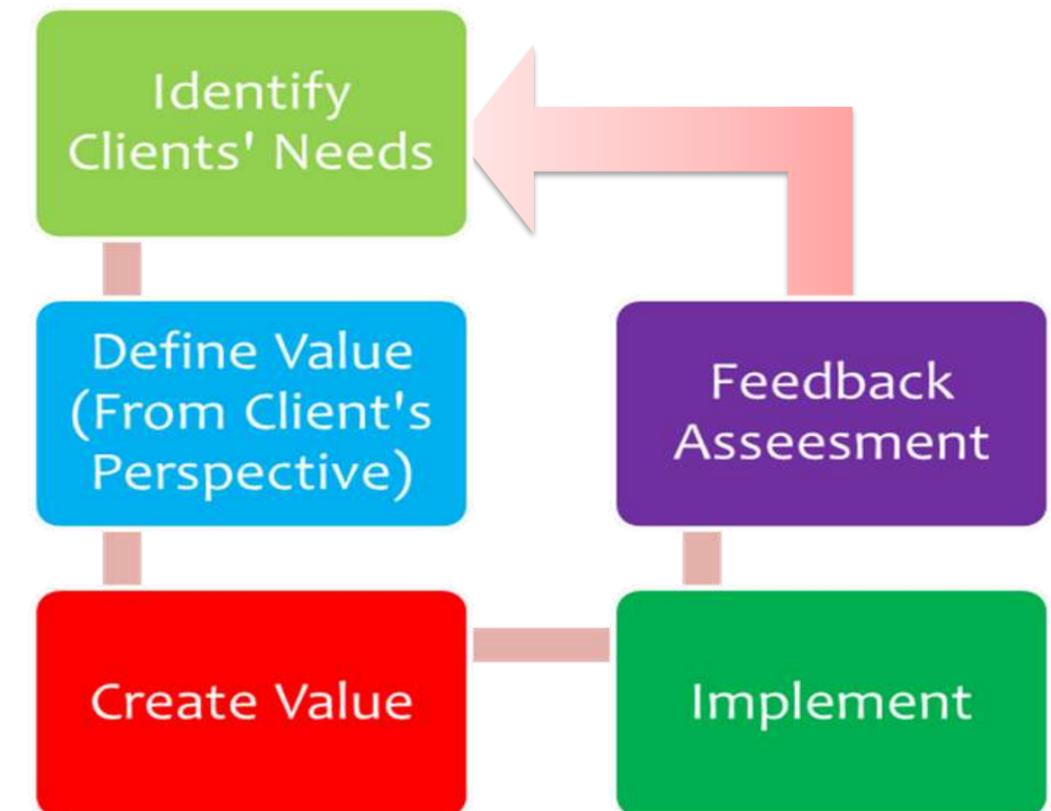
Ashford & McGuire Consulting is a management consulting firm focused on delivering distinct value to our clients while consistently redefining the consulting market space.

We are committed to people development, empowerment and growth through which we deliver value with quantifiable impact on business results.



Ashford & McGuire Consulting has an outstanding group of professionals who work closely with clients to assure an effective linkage between their business strategies, organizational design, human capability, revenue growth, financial performance and ultimately marketplace success.

Our Vision: To be the top management consulting firm in Nigeria delivering distinct value to our clients while consistently redefining the consulting market space.



2017 Open Programme Calendar

SN	Course	Duration	Location	Date	Fees (NGN)
1	Performance Measurement; Setting Objectives, Developing KPIs	2 Days	Lagos	Apr 25 – 26	80,000
2	Coaching for Peak Performance	2 Days	Lagos	Apr 27 – 28	80,000

SN	Course	Duration	Location	Date	Fees (NGN)
3	How to Sell in Challenging Times – Value Added Selling	2 Days	Lagos	Jun 1 – 2	80,000
4	Developing Essential Leadership Skill	2 Days	Lagos	Jun 15 – 16	85,000
5	Accelerating Strategic Change Through Visionary Leadership	2 Days	Lagos	June 22 – 23	100,000
6	Developing a Winning Digital Marketing Strategy	2 Days	Lagos	June 29 – 30	80,000

2017 Open Programme Calendar

SN	Course	Duration	Location	Date	Fees (NGN)
7	Credit Management and Debt Recovery	2 Days	Lagos	Sep 7 – 8	80,000
8	Creating Superior Customer Experience	2 Days	Lagos	Sep 14 – 15	80,000
9	Human Resources Management For Line Managers	2 Days	Lagos	Sep 26 - 27	80,000
10	Data Visualization and Presentation Skills	2 Days	Lagos	Sep 28 – 29	80,000

SN	Course	Duration	Location	Date	Fees (NGN)
11	Digital Marketing Essentials	1 Day	Lagos	Nov 9 – 10	50,000
12	Bridging the Strategy to Performance Gap	2 Days	Lagos	Nov 16 – 17	100,000
13	Corporate Goal Setting	1 Day	Lagos	Nov 23	70,000

Performance Measurement; Setting Objectives, Developing KPIs

2 days training

Overview

Corporate performance is significantly dependent on a robust performance management process. Designing such a system will require a range of techniques.

This training will focus on how to measure results and behaviours using appropriate employee performance appraisal techniques and best practices for overall performance management.

Content

- Performance Management Basic Concepts
 - Defining goals and work efforts
 - Requirements of an Effective Appraisal System
 - Errors in Performance Appraisals
- Performance Measurement: Setting Objectives, Developing KPI's
 - Defining Performance Criteria or KPIs
 - Performance Appraisal Vs Performance Management



Target Audience

Managers, Team Leads, Unit Heads leading work groups and HR Officers responsible for the use and application of performance management and appraisal techniques

Delivery

In-house delivery at client's elected venue

Coaching for Peak Performance

2 day training

Overview

This course provides a robust and easy-to-follow framework for developing your practical skills to help you as a manager coach for performance. It will be delivered by experienced coaches who have taught coaching skills for many years and who have also worked as managers in a range of organizations.



Content

- The essential theoretical framework within which you can use a coaching approach with confidence and knowledge
- An underpinning structure for guiding a coaching conversation with confidence
- Five key skills that underpin all effective coaching
- Seven tools that can make your coaching deeper, more efficient and richer for those you coach:

Target Audience

This course is designed for line managers or any one saddled with the responsibility of managing a team

Delivery

Work based activities, feedback, exercises

How to Sell in Challenging Times – Value Added Selling

2 days training

Overview

Two-thirds of sales managers believe that selling value is the most perplexing problem facing salespeople today. The result of this is that more than half of all salespeople lead with price or concede price as a way to compete.

This programme will introduce participants to value based selling which will make them more competitive.

Content

- The Value-Added Organization—how companies compete with value-added
- Introduction to Value-Added Selling
- What buyers really want from sellers
- Creating your Value Proposition
- Sales Presentation
- Overcoming Objections
- Closing Deals



Target Audience

Sales Managers, Sales Representatives

Delivery

- Role plays
- Case Studies
- Video

Developing Essential Leadership Skill

2 days training

Overview

Leadership in the corporate world, is a deliberate endeavour instituted to bring about orderliness, responsibility, continuity and more importantly direction for the organisation.

This programme will enable participants realize how to develop the qualities and skills of a leader and how developing leadership skills can play a large role in their career development.

Content

- Concept & Approaches to Leadership
- Sources of Power and Leadership
- The Concept of Leadership in Organizations
- Self Leadership Skills
- Developing Leadership Attitude
- Skills for Leading People & Influencing Techniques



Target Audience

This 2-day programme is designed for the junior executive level and management trainees

Delivery

This 2-day programme is designed for the junior executive level and management trainees

Accelerating Strategic Change Through Leadership

2 days training

Overview

We live in a fast changing world; technology, culture & beliefs, fashion and even the business environment are changing rapidly. To remain relevant organisations must respond positively to these inevitable changes and quickly so.

Anticipating and identifying these changes as well as initiating the right organisational change in response, requires visionary leadership

Content

- Introduction/Overview
- Change: Types and Reasons
- Strategic Planning
- The Visionary Leader (Qualities of the Strategic Leader)
- Accelerating the Change Process
- Managing Change



Target Audience

Top level management who are saddled with the responsibility of charting and steering the organisation in the right direction

Delivery

Case Studies, Scenario , video and instructor led delivery

Developing a Winning Digital Marketing Strategy

2 days training

Overview

This training will help participants learn how to plan, create and deliver a digital marketing strategy that gets the very best, both short term and long term, from the digital channels your customers have adopted.

Content

- The role of digital marketing plan in relation to your business strategy
- Developing a digital culture within your organization
- Planning and developing a digital strategy
- The consumer and consumer behaviour
- Getting notice, being relevant and Engaging creative



Target Audience

The course is designed for managers who are responsible for shaping marketing and digital marketing strategy in their organization

Delivery

Classroom training with case studies

Credit Management and Debt Recovery

2 days training

Overview

Debt recovery is critical to the performance of financial institutions today given the prevailing economic situation in the country and the attendant rise in Non-Performing loans.

This course is designed to teach practical skills that will help organizations, improve credit risk management and achieve result in debt recovery.

Content

- Introduction to Credit Management
- The Effects of Credit
- Credit Management, Credit Policy and Credit Assessment
- Credit Review Limit
- Debt Collection
- Cash Collection
- Collection Procedures



Target Audience

Persons saddled with credit risk and debt recovery responsibilities in financial institutions

Delivery

- Interactive input & presentation
- Case Studies
- Discussions

Creating Superior Customer Experience

2 days training

Overview

This course will show you how to create an outstanding customer experience across channels. Participants will be taught how to convert to make customers more engaged and loyal.

Content

- Introduction to Customer Experience Management
- Discovering your Customer's Journey with your Organization
- Understanding Customer Value
- Enabling your Customer Experience Strategy
- Ongoing Customer Experience Management



Target Audience

This course is for those who are passionate about creating a great customer experience that leads to real results. Front line agents

Delivery

Slides, role plays, case studies, video

Human Resources For Line Managers

2 days training

Overview

This course is designed to help line managers manage their staff better by equipping them with the critical skills of HR. HR for Line Managers focuses on the key issues for line managers, such as managing talent, handling employee interviews, on-boarding, appraisals, training and grievances and more.

Content

- Ally with HR department
- The HR functions of managers
- Workforce planning
- Attracting the right talent through referrals
- Interviewing skills for line managers
- Building a job profile
- Preparing technical assessments



Target Audience

This course is designed to help line managers manage their staff better by equipping them with the critical skills of HR

Delivery

Group exercises, role plays, videos and practical case studies will be used.

Data Visualization and Presentation Skill

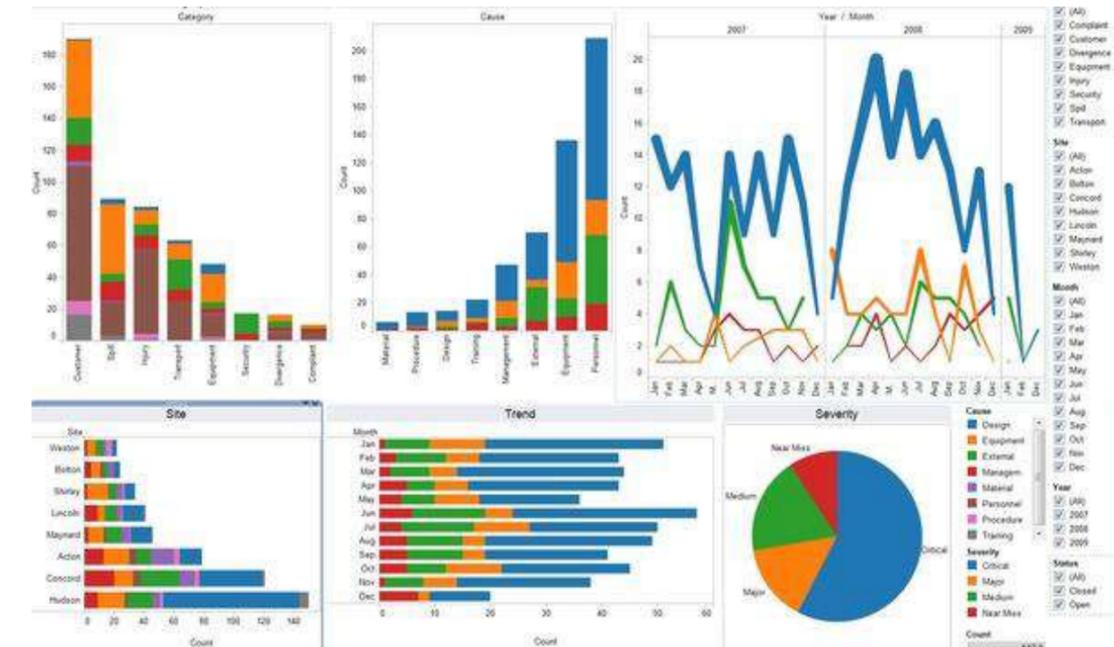
2 days training

Overview

Communicating data and the story of what that data means has become increasingly important in recent years. As attention spans decrease and the amounts of quantitative information increase, it is crucial to be able to visualize your data for your audiences in the most clear and effective ways possible. In this course, you will learn the fundamentals and best practices of data visualization techniques, as well as hands-on approaches to using Microsoft Excel and PowerPoint to present your data in a variety of formats.

Content

- Basic principles of graphic, information, and layout design
- Basic charts ; pies, columns, bars, lines, and their variations
- Advanced charts; scatters, bubbles, histograms, bullet graphs and combos
- Specialty charts including units, tree maps, and proportional shapes
- How to make use of trend lines, reference bands, annotations, and direct labeling
- How to design tables and how to apply conditional formatting



Target Audience

Those with a foundational understanding of Microsoft Excel® and PowerPoint®, who work regularly with data and wish to design basic and more advanced charts, graphs, and tables

Delivery

Hands on Excel and Power Point exercises

Digital Marketing Essentials

1 day training

Overview

This course will get you prepared for best in class, results-focused grounding in all the essential digital marketing skills, from identifying the right channel, to evaluating campaign performance.

Content

- Exploiting the power of search to reach your audience
- Using social channels to build customer engagement
- Going mobile in the digital marketplace
- Awareness and preference through display advertising
- Working with affiliates to open up new sales opportunities
- Using email to build and service customer relationships
- Putting user experience at the heart of digital strategy
- Evaluating the performance of digital campaigns



Target Audience

Digital Marketing Essentials is designed for those delegates with little or no experience in digital marketing.

Delivery

Presentation, case studies and class activities

Bridging The Strategy to Performance Gap

2 days Training

Overview

The inevitable gap between strategies and business performance must be bridged. Strategies must be translated to everyday business activities that leads to business performance.

This workshop is designed to help participants address this pertinent issue of how to bridge the strategy-to-performance gap.

Content

- The Strategy–To–Performance Gap
- Getting Strategy Right and Getting the Right Strategy.
- Strategy Execution: Getting the Priorities Right
- The Role of the Performance Management System
- The Link Between Business Strategy and Leadership Strategy
- Closing the Strategy-to-Performance Gap



Target Audience

This programme is designed for business leaders, top management as well as managers responsible for translating business strategies to business activities

Delivery

In-house delivery at client's elected venue

Corporate Goal Setting

1 day training

Overview

Imagine the satisfaction of moving confidently toward your goals, accomplishing them with ease and guiding colleagues, coworkers and team members to do the same. It's all possible once you put the principles of Effective Goal-Setting and Planning Skills into action



Target Audience

Line Managers, HR staff

Delivery

Action plan, class activity, discussions and exercises

Content

- The Why and How of Setting Goals
- The Power of Planning and Prioritizing
- Break Through Self-Built Barriers and Plow Through Procrastination
- A Team Effort: Creating and Achieving Team Goals

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