



We offer a complete range of **proven** blended learning and development tools that have been developed **exclusively** for professional service firms

# Learning & Development Directory



size 10<sup>1</sup>/<sub>2</sub> boots

Hello and thank you for considering Size 10½ Boots to help improve your team's business development skills.

All of our **proven** learning and development modules have been developed **exclusively** for the professional services sector, and our blended learning approach wins us top feedback scores.

You have made a smart move!

Your learning and development experience with Size 10½ Boots will be experiential with practical applications that can be implemented immediately. Our focus is to help your team to retain and build existing clients and win new business. We have many years of in-house business development experience at national and regional professional service firms, which ensures we understand the partnership culture and nuances associated with this type of organisation.

Our psychology background and blue chip experience at Procter and Gamble runs throughout our CPD accredited learning and development style, which includes

workshops, mentoring, one-on-one coaching and remote learning products.

Please contact Size 10½ Boots to discuss your learning and development requirements, without any obligation or pressure to buy. I look forward to speaking to you soon.

Kind regards



**Bernard Savage**

Lead Coach at Size 10½ Boots

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## Designing a program that is perfect for you

Our learning and development directory has been designed to provide support at every stage of an individual's learning requirements and career.

Each module is delivered using a blended learning mix that is right for your team. So whilst the principal learning of the modules remains the same, each program is bespoke to every client.

The steps below highlight how we will help you to design your personal training plan:

Step	Activity
1	<p><b>Needs analysis</b></p> <p>Where we seek to understand the current reality and gap vs. business goals. We take the time to thoroughly understand what a successful outcome will look like for you.</p>
3	<p><b>Create training blueprint</b></p> <p>Based on the needs analysis we develop a blueprint plan of the modules, how and when they will be delivered and with whom.</p>
4	<p><b>Monitor and evaluate</b></p> <p>We constantly evaluate delegate feedback and share this with you.</p>
5	<p><b>Adapt and improve</b></p> <p>Evaluation feedback helps to shape and refine any remaining modules and learning techniques being adopted to improve results.</p>

Our training modules have been honed and developed to help you succeed in:

- Improving client retention and creating more value from your existing clients
- Identifying new revenue streams
- Increasing the return on your marketing investment

All of our training modules can vary in time according to the agreement and needs of each individual firm.

We provide delegates with further resources to supplement their learning so they can continue their development.



They will also be given the opportunity to join our 'Boot Club' where they will receive our **FREE** monthly marketing and business development 10½ Top Tips and video podcasts.

## **Course delivery**

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In a world dominated by complex organisations course delivery is often the biggest challenge.

Our training modules can be tailored and customised to work with your brief and strategy, enabling your employees to acquire a wide range of skills, competencies at varying proficiency levels.

We can deliver programmes in the following formats:

- Workshops
- One on One mentoring
- E-learning
- Away Day
- Conferences

### **Workshops**

We can deliver face to face solutions in a workshop environment. The attendees of the course will be provided with practical learning tools, case studies and will have the opportunity to take part in role plays and scenarios.

Depending on your requirements our workshops can be provided for small and large groups of people.

### **Workshops & One on One mentoring**

A popular format is for the workshop to be delivered and have this followed up with individual one on one mentoring sessions. This will increase impact,

confidence and will enable the trainer to assess their individual training needs.

### **One on One Mentoring**

One on one mentoring can be key in unlocking the potential of your employees. By having face to face meetings over a period of time you will notice a boost in confidence, increase in impact and overall job satisfaction from all who take part.

### **E-Learning**

Our Premier Boot Club will provide delegates every month with new practical learning and development Workbooks and CD Webcasts. They will also benefit from ongoing telephone support to help them develop best practice in business development and marketing.

### **Away Day**

Away days are a great way to address current issues, develop strategies and improve team performance. The presence of an independent person facilitate these meetings enables you to have fresh ideas and ensures that time is spent well and that all individuals are able to participate.

### **Conferences**

We can deliver an extended version of our training modules to suit audiences of any size and calibre.

## Module 1 - How to sell your professional services more effectively

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### 'The coffee system'

To 'sell' your professional services more effectively you simply need to create an **environment** around you and your clients, referrers and prospects which allows them to buy from you, not one that sees

you trying to sell to them. 'Coffee' is one of the key players in this process.

This training module will highlight how you can use psychology to grow profitable relationships and increase your fee income.

### Benefits

Delegate Benefits	Firm Benefits
Adopt the right mindset to win new business	More profitable relationships with your key target market
Understanding the law of reciprocity	More motivated employees
Demonstrate value to clients	Firm wide improved communication
Communicate effectively with the market place and within your firm	

### Who is the course for?

This course is relevant for those who are new to marketing and business development and whose role requires them to develop existing relationships and build new contacts.

### Contents

- Choosing the right attitude
- Practical secrets of how to adopt a winning mindset
- How people buy professional services
- Law of reciprocity
- Identifying the client's pain
- How to put yourself in your clients shoes
- Understanding communication and why messages get lost

## Module 2 - How to build rapport and gain client empathy

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### 'How to drink coffee'

You need to be able to build a rapport in order for successful communication to take place. Building rapport is about establishing a connection with someone.

People usually refer to this as small talk but it is actually much more than this. It's about becoming emotionally intelligent and demonstrating empathy. Rapport and credibility can establish relationships that can become lifelong and prosperous.

### Benefits

Delegate Benefits	Firm Benefits
The ability to communicate so that people engage, buy into and act on your key messages	Lifelong and prosperous relationships
The knowledge of how to empathise with anybody	Get more referrals saving you time going out to win more work
Increased working relationships within the firm	Increased effectiveness of your staff when dealing with others
Know how to turn what you say into another meeting	

### Who is the course for?

This course is relevant for those whose job involves client interaction and establishing relationships.

### Contents

- Identify different types and stages of selling – including face to face communication
- Planning and preparation
- Body language
- Selling and buying points
- Questions you should ask
- Importance of learning
- Emotion first; logic second

## Module 3 - How investing in clients is most profitable

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### 'Clients first'

Did you know that it costs approximately 8 times more to chase and gain a new client than it does to retain an existing client? Now that has got to be worth going that extra mile!

You need to provide excellent customer care to your established customers. This

in turn will make them feel more valued, more likely to refer others and more inclined to purchase additional products and services from you.

We have devised a 'client first' training module to provide you with the essential tools which will help you promote your benefits to your clients.

### Benefits

Delegate Benefits	Firm Benefits
Enhanced working relationships with clients	Increased effectiveness of your staff when dealing with others
Increase your personal impact	Sales targets reached more quickly
How to cross sell and to make sure your message is understood	More referrals from satisfied clients
Be known as a key contact	Increased client retention

### Who is this course for?

This course is relevant for those whose job role is client facing or deals with client management.

### Contents

- How to network around an account
- How to get extra work
- Barriers to cross selling and how to reduce their effect
- Shaping strategy

## Module 4 - How to incubate yourself from the recession

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### 'Adapt or die'

By adopting a 'business savvy' approach to your marketing, it is not only possible to survive in these economic conditions... you can also grow your market share.

This training module will share with you practical tips to help you seize opportunities in adversity and how to develop your business in a recession.

### Benefits

Delegate Benefits	Firm Benefits
Know how to promote the firm	Make your marketing and business development budget go further
More confidence to sell your firm's services	Know which marketing activities deliver the best results
More creative thinking	Enhanced visibility in the business arena
Have new ideas which can be implemented immediately	An improved return on investment

### Who is the course for?

This course is relevant for all individuals of the organisation, especially those who have aspects of marketing and business development in their job roles.

### Contents

- Typical reactions to marketing in a recession
- Effective leadership and strategy
- Workable systems
- Client focus
- Differentiation
- Marketing activity that really works

## Module 5 - How to create more value from your key client relationships

### 'CRM is not an IT initiative'

Customers are becoming more disconcerting and are more likely to change providers in the blink of an eye. Having a CRM strategy or a Key Account Management approach is the smart way

to ensure you manage risk and also identify new business opportunities. This training module will provide you with SMART ways to implement a CRM strategy to increase your client retention.

### Benefits

Delegate Benefits	Firm Benefits
Have the knowledge to implement a successful strategy	Client Retention
Ability to segment clients so they know how best to communicate with them	Focused staff members on client care
SMART objectives	A workable CRM strategy which will increase your return on investment
	Increased productivity, effectiveness and motivation

### Who is the course for?

This course is relevant for those whose job role is client facing or deals with client management.

### Contents

- Understand customer relationship management
- Insights on how to implement a successful CRM strategy
- Ways to identify your companies key clients and implement SMART objectives
- Key principles of implementation
- Pitfalls of CRM which you need to be aware of

## Module 6 - How to grow your existing clients

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### 'Savvy Marketing – Part 1'

Finding out about your client's needs, requirements, lives, their hopes, their goals and their desired outcomes be it in a work or social setting will give you a deeper sense of shared understanding.

Investment in your clients will enable you grow your client profile.

This training module has been developed to highlight the importance of marketing in order to access your client's world and to add value.

### Benefits

Delegate Benefits	Firm Benefits
How to retain and identify new business opportunities	Identify how client service reviews can dramatically enhance your retention of clients
Improved personal oral skills	Risk management
Enhanced working relationships	

### Who is this training course for?

This module is relevant for those whose job role is client facing or deals with client management.

### Contents

- Client service reviews
- How to retain and identify new business opportunities
- How to access your client's world
- Added value
- Free marketing techniques

## Module 7 - How to dramatically increase the effectiveness of direct marketing

### 'Savvy Marketing – Part 2'

Direct marketing can be a very cost effective way of growing your business if you get some essentials right. Failure to get it right will waste both your time and

the limited resources that you have available.

This module will highlight how direct marketing can have a significant impact on opening doors to your hard to reach clients.

### Benefits

Delegate Benefits	Firm Benefits
How to use language to convey your message	Open more doors to your hard to reach clients
Think creatively	Gain intrigue from receivers
Know how to sell your message through any marketing medium	More written communication that leads to positive results
Be better at persuading and influencing	

### Who is this training course for?

This module is relevant for those who are in a marketing and business development role, or someone who has aspects of marketing in their job description.

### Contents

- Lumpy mail – how to engage your clients, prospects and referrers
- How to translate your benefits to match your customer's needs
- How to use headlines to grab attention
- How to use language effectively to gain client engagement
- Techniques to follow up

## **Module 8 - How to win profitable new business and reduce your cost of sales**

### **'How to pitch'**

It is becoming much harder to pitch successfully. Competitive markets are the norm and your clients and prospects are almost certain to have a wide variety of choice of suppliers.

We have devised a 'how to pitch' training module which will help you overcome barriers to pitching and adopt a positive mindset to help customers choose your products over your competitors.

### **Benefits**

<b>Delegate Benefits</b>	<b>Firm Benefits</b>
Total understanding of why most pitches don't work and how to rectify this	Increased sales
Renewed eagerness for pitching	A superior approach to pitching
Less time spent preparing pitches	Greater consistency across the team
Ability to win more pitches	

### **Who is the training course for?**

This course is relevant for those who are involved in pitching or whose job description includes winning new business.

### **Contents**

- How to prepare
- How to write proposals
- Secrets on how to add value and grow relationships
- Lucky 7 – touch points
- Elevator scripts
- How to identify suspects
- Qualify sales leads
- Sales pipeline

## Module 9 - How to be a really effective networker

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### 'Open your ears'

Generally when people think of networking, they often think of the typical business setting: the business lunch, award ceremonies etc. Whilst these are very important it's worth acknowledging that business can happen anywhere.

This training module has been designed to enable you to gain more value from networking, helping you to consolidate relationships and establish new ones in any situation.

### Benefits

Delegate Benefits	Firm Benefits
More confidence to network successfully, banishing nervousness	More relationships being formed enabling more business contacts and more business opportunities
Ability to refer and leverage existing relationships	Enhanced visibility in the business arena
More focus on attending the right events	Reduction in costs associated with developing new clients
Increased profile	

### Who is the training course for?

This course is relevant for those who are in a marketing role, and all staff that attend networking events, seminars, award ceremonies and 'social' work gatherings.

### Contents

- Map and leverage your existing relationships
- Preparation and follow up
- Practical tips for handling the event
- How to remember names
- Open and close conversations
- Grow relationships and add value

## Module 10 - How to turn strangers into friends

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### 'Climb the trust staircase'

People buy from people and people buy from people they trust.

In order to build trust you need to retain the interest of the client and build on this

by managing their expectations and being realistic about what you can help them achieve their objectives. This training module will give you the tools to ensure that you can communicate with anyone and turn them into a client by getting them to trust you.

### Benefits

Delegate Benefits	Firm Benefits
Huge increase in confidence when dealing with others	Client Retention
Client Relationship management skills	Focused staff members on client care
Be known as someone who gets things done	Firm wide increased reputation
Build reputation	
Enhanced working relationships with others	

### Who is this training course for?

This course is relevant for those whose job role is client facing or deals with client management

### Contents

- How to use recommendations positively
- How to overcome scepticism
- Building trust
- Deliver on promises

## Module 11 - How to cold call successfully

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### 'I would rather poke a sharp object in my eye'

Cold calling is one of the most effective methods of gaining new business. Most people are fearful of cold calling and promoting the wrong message.

Gaining appointments by telephone is a particular skill, but one which can be learnt.

This training module will reduce the fear of cold calling by giving you savvy practical tips on the best ways to cold call successfully.

### Benefits

Delegate Benefits	Firm Benefits
The ability to sell your key messages, so others engage and act on what you say	Increased effectiveness of your staff when dealing with others
Huge increases in confidence when dealing with others	Increased outputs as delegates become better at expressing themselves
An improved ability to express your views in a calm clear and effective way	Increased sales

### Who is the training course for?

This course is relevant for those who have to win new business or secure leads for the firm.

### Contents

- Principles of direct marketing
- Obstacles of direct marketing
- Creating the right mindset
- Script do's and don'ts
- Telephone techniques
- Getting past the gate keeper
- The words you should use

## Module 12 - How public speaking can massively raise your profile

### 'Speak up'

Public speaking is the most successful way to promote yourself and your firm. The ultimate purpose of any speech is to communicate your message to your audience in an effective and proactive

way. If delivered successfully it can be a powerful marketing tool for your business.

This training module will show you how to create a presentation which your audience will engage with, react to, and act on.

### Benefits

Delegate Benefits	Firm Benefits
Communicate your key messages effectively	More effective communication
Increased profile and status	More people trained to complete presentation to increase your visibility
More confidence to present	Increase in the number of your target market you are approaching
How to produce engaging presentations	

### Who is the training course for?

This course is relevant for those who are in a role which enables them to carry out internal or external speaking.

### Contents

- Key principles of preparation, performance and follow up
- Potential barriers to success
- Overcome barriers
- How to make presentations come alive
- How to keep the audience's attention
- Presentation aids
- Body language

## Module 13 - How Special Reports are perfect for adding value

### 'Get writing'

Effective writing skills are as important for effective communication as speaking and listening skills.

Writing is the primary basis upon which you are able to express your knowledge

and expertise of a subject area to an audience.

This training module will show you how to communicate your key messages effectively enabling you to make yourself viable and adding immense value to the reader.

### Benefits

Delegate Benefits	Firm Benefits
Be able to communicate your key messages effectively	People are able to get to the point quicker due to effective communication
Be better at persuading and influencing	More focus
Think creatively	An improved return on investment
Become an expert in a subject area	Another touch point to turn potential prospects into clients
Increased reputation	Gain intrigue from receivers

### Who is the training course for?

This course is relevant for those whose job role requires them to write copy and promote the firm using print.

### Contents

- Importance of writing within the context of the marketing mix
- Structure
- Language
- Visuals
- How to demonstrate value and expertise

## **Module 14 - How to maximise your effectiveness in generating new business**

### **'New business'**

One of the biggest challenges is finding a fast and effective way to bring in new business.

We have devised a training module which incorporates all areas of the marketing

mix to make generating new business more achievable.

### **Benefits**

<b>Delegate Benefits</b>	<b>Firm Benefits</b>
A reduction in the anxiety which can consume a working day	More focused and targeted individuals
Know how to use any marketing medium to generate new business leads	More motivation in your sales teams
Be better at influencing, persuading and achieving more wins	An improved return on investment
A more positive way to fill your sales pipeline	

### **Who is the training course for?**

This course is relevant for those who have to win new business or marketing and business development departments who need to secure leads for their firm.

### **Contents**

- Ways to win new business
- Cold calling
- Leveraging existing client relationships
- Client referrals
- Public speaking
- Testimonials
- Networking

## Module 15 - How to plan more strategically

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### 'Planning and preparation'

Having a clear and specific plan can help you accomplish your goals more successfully.

Through planning you will be able to develop momentum that enables you to overcome obstacles and plough through adversity.

### Benefits

Delegate Benefits	Firm Benefits
Enhanced planning capabilities	Sales targets reached more quickly
Have the knowledge to implement a successful strategy	Increased effectiveness of your staff
Overcome obstacles to get more return in investment	Mission and vision of company communicated throughout the workforce

### Who is the training course for?

This module is relevant for those whose job role involves writing mission statements and planning of projects.

### Contents

- How to write a mission statement
- Vision
- Common obstacles
- How to be more effective
- How to accomplish your goals
- How to plough through adversity

## Module 16 – How to manage people more effectively

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### **‘Management tools’**

Very often, people that are new to management do not completely understand what it means to be a manager.

This training module will provide you with the tools and key principles of how to make the transition into management.

### **Benefits**

<b>Delegate Benefits</b>	<b>Firm Benefits</b>
Gain the knowledge to become a successful manager	Increased effectiveness of your staff
More confidence	Increased productivity and motivation
The knowledge of how to empathise with anybody	Increased skills set of employees
Increased working relationships	An improved return on investment

### **Who is the training course for?**

This course is relevant for those who are in junior management roles and wish to progress to a more senior management role, or any individual who is looking to reach a management position.

### **Contents**

- The role of managers
- The difference between management and leadership
- Motivation and inspiration
- Managing conflict
- Recruitment dos and don'ts
- Managerial issues
- Key attributes of effective management

## Module 17 - How to close and overcome objections

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### 'Tenacity pays'

Having put a lot of time and effort into your sales pitch or your initial meeting, it can be hard to accept that not everyone will see the benefits of the services that you are offering to them. Having the

tools to handle and overcome objections is a critical part of the sales process.

This training module will give you the tools to help you prepare for any objections or queries which may occur so that you are prepared and have the confidence to close the sale.

### Benefits

Delegate Benefits	Firm Benefits
How to handle objections and secure a sale	Increased effectiveness of your staff when dealing with others
More confidence in meeting objections	Increased productivity and motivation
How to use language to convey your message	Increased sales as individuals are better at expressing themselves
Increased working relationships	An improved return on investment

### Who is the training course for?

This course is relevant for all those people who have to win new business or secure new leads for the firm.

### Contents

- How to ask for business
- Verbal buying signs
- Overcome objections
- What to avoid when closing a business meeting
- Scenarios of real life obstacles
- Understand the difference between false and true objections
- Handling objections

## Module 18 - How to communicate your message more effectively

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### **‘Communicate, communicate!’**

There is a multitude of ways that you are able to get your message to the market place.

Communication is the key ingredient. There is no point knowing everything there is to know about a subject if you

don't know how to communicate it effectively to your audience.

This course will highlight how to use communication to effectively influence your clients.

### **Benefits**

<b>Delegate Benefits</b>	<b>Firm Benefits</b>
The ability to sell your key messages through a variety of mediums	People are able to get to the point quicker due to effective communication – saving time and resources
Get people engaged and acting on what you say	Shorter meetings due to increased communication skills
Be better at influencing and persuading	More comprehensive and effective written communication that lead to positive results

### **Who is the training course for?**

This course is relevant for all employees of your firm.

### **Contents**

- Effective communication principles
- Home truths about selling on the phone
- Getting past the gate keepers
- Common issues you will face when phoning
- Language
- Tone of voice

## Module 19 - How to focus on outcomes rather than features

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### 'Benefits, benefits!'

No matter what type of business you are in, you MUST concentrate on selling the benefits and not the features of your products and services. People only care about one thing 'what's in it for me?'

This course will identify the differences between features, advantages and benefits and show you how to demonstrate benefits so that you differentiate from your competitors and stand out from the crowd.

### Benefits

Delegate Benefits	Firm Benefits
The ability to communicate to each client more effectively	People are able to communicate the key messages – saving time and resources
Get people engaged and acting on what you say	Better communication
Increased confidence	Increased productivity, effectiveness and motivation

### Who is the training course for?

This course is relevant for employees' whose job description is to win new business or marketing and business development departments who need to secure leads for their firm.

### Contents

- What are features, advantages and benefits?
- Application to everyday activities
- How best to deliver benefits

## Module 20 - How to be a better trainer

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### 'Most training won't work'

Not surprisingly, training professionals spend a substantial amount of time training others.

This training module has been created to provide you with powerful ways to create instant and long lasting improvements in the results of the delegates that attend training.

### Benefits

Delegate Benefits	Firm Benefits
An improved toolbox of training techniques	Improved performance from people who attend training courses
How to keep your audience engaged	An improved return on investment
How to overcome obstacles, including hard to answer questions and negative responses	Create an environment which makes people look forward to training
Increased confidence to get your training message across	

### Who is the training course for?

This course is relevant for those who are in house training teams or provide training as part of their role.

### Contents

- Training delivery
- Preparation techniques
- Learning styles
- Benefits of experiential learning
- Follow up techniques

## Modules offered by our associates

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To supplement the learning and development modules offered by Size 10½ Boots, we work with a team of associates who are experts in their fields.

Andy Green is a world leading creativity expert and Elspeth Anderson is an expert in personal impact.

The learning and development modules offered by Andy Green and Elspeth Anderson are listed below.

### Andy Green

#### Andy Green Learning and development modules

Andy has a flexible range of solutions from off the shelf packages (and it's a pretty amazing shelf) to bespoke programmes to meet your precise needs. The learning and development modules include:

- How to think more flexibly and creatively to achieve more with less
- How to think flexibly faster
- Creative leadership
- Creative personality profiling. What makes the creative individual/team/organisation
- Creative and effective writing
- Personal brandcasting – how to manage your personal brands to create optimum value and generate maximum change
- Brand workshops – for you, your team, your section, or organization,

Making your creative product word-of-mouth friendly

- **Overcome stupidity** - flexible thinking skills to overcome bureaucratic thinking

### Creative mentoring

A one on one coaching and mentoring service designed to challenge the thinking and meet the needs of busy, ambitious, executives.

### Flexible thinking projects – combining training with tackling your real, live issues

Intense, fast working, energetic yet fun sessions to get your team thinking more creatively and flexibly to generate new solutions and insights into your challenges.

1. **Your #1 Big Problem** – *what is the big problem holding you back?*
2. **Your year ahead** – *your next 12 months will be different. Are you thinking different?*
3. **Your next project or campaign** – *new ideas, insights and inspiration.*

### Fun at work - flexible ways to achieve the bottom line/fun balance

A bespoke range of programmes to transform the happiness factor at your workplaces. Projects to bring fun which enhances the bottom line.

## **Modules offered by our Associates**

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### **Elsbeth Anderson**

#### **Elsbeth Anderson learning and Development modules**

The aim of all the modules is to give your business and your people an Added Advantage.

The learning and development modules include:

#### **Develop yourself**

Courses are available to help delegates improve their personal effectiveness in a variety of areas

- Negotiation skills
- Influencing and persuading
- Making powerful presentations
- Dealing with conflict and difficult people
- Managing time to get the best from your day
- Assertive behaviour
- Keeping meetings effective
- Presenting a positive personal image
- Developing positive personal impact

#### **Develop your team**

Courses designed to improve delegates' management skills include

- Performance management
- Delegation
- Supervision
- Appraisals
- Motivation
- Supervising trainees

#### **Develop your business**

Courses to help delegates develop their business include

- Networking skills
- Pitching for new business
- Developing client relationships

#### **Personal Impact**

Whenever you interact with people, you send them messages about yourself. Not just through what you say but also through how you look and how you sound. Amazingly, more than half of the impression you make on them is accounted for by how you look!

This is important, because people make judgments about you based on that impression. Making a poor impression can have a serious impact on your influence in the workplace and on your ability to attract clients and business.

## **What Next**

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Thank you for looking at our learning and development directory.

If the learning and development training modules are for you then we look forward to hearing from you.

The steps below outline how we will work with you to create a tailored learning and development programme just for you.

### **Arrange a meeting**



If our learning and development modules are for you, please contact us for an initial meeting with our lead coach Bernard Savage, or with one of our associate coaches.

### **Before the meeting**

Identify the needs and training requirements of the firm, the team or the individual. During the meeting we will be able to advise you on the best learning methods to help you reach your objectives.

### **During the meeting**



We will take a brief from you and discuss your learning and development training needs in depth so we can produce and a detailed training proposal just for you.

### **Write a proposal**

Once the proposal has been approved we can start working to provide you with an optimum, tailor made learning and development solution.

### **For further information**

**Telephone:** 0115 924 7108

**Email:** [Bernard@tenandahalf.co.uk](mailto:Bernard@tenandahalf.co.uk)

**Website:** [www.tenandahalf.co.uk](http://www.tenandahalf.co.uk)

## Our team

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Our team consists of three people, who each bring complimentary skills to benefit our clients:

### **Bernard Savage**



**Position:** Managing Director

**Email:** [bernard@tenandahalf.co.uk](mailto:bernard@tenandahalf.co.uk)

**Shoe size:** 10½

With 19 years of professional sales and marketing experience, including in-house roles at Procter & Gamble, Shell and Eversheds. Bernard is the founding member and driving force behind size 10½ boots. He is also one of those unusual people who enjoys hard graft and has an obsession for detail – which makes him a great person to have working for you. Bernard wears size 10½'s; but of course he would do.

### **Courtney Borthwick**



**Position:** Associate Director

**Email:** [courtney@tenandahalf.co.uk](mailto:courtney@tenandahalf.co.uk)

**Shoe size:** 8

Courtney has specialised in professional service sales and marketing for over 12 years, including his former role as the Head of Marketing for Roythornes, a 20 partner Midlands based law firm.

Courtney brings to the team a wealth of business development experience to help you build the very best service sector client relationships.

### **Rachel Sharpe**



**Position:** Marketing Executive

**Email:** [rachel@tenandahalf.co.uk](mailto:rachel@tenandahalf.co.uk)

**Shoe size:** 7

Rachel has developed a wide ranging area of expertise, working at the Institute of Directors during her undergraduate placement year and at the Business Champions Programme. Rachel joins the Size 10 ½ Boots team full of enthusiasm, drive and ambition.

## Bernard Savage, Lead Coach, Biography

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**Bernard Savage**

**Director**

**Size 10½ Boots**

Bernard is one of the UK's leading marketing and business development experts.

Following a successful career in house with Procter & Gamble, Shell and Eversheds Bernard recognised an opportunity to bring blue chip marketing and client management practices to professional firms.

Bernard founded Size 10½ Boots, a marketing consultancy specialising in delivering growth objectives to professional service firms.

Bernard's style is friendly and down to earth and looks to challenge convention where he can see a better way to get results.

### **Training Experience**

Bernard has completed a series of in house training programmes for the professional services sector.

Size 10½ Boots has worked with many professional service firms to build their in house capability are, Addleshaw

Goodard, TPP Law, asb Law, Mazars, Reddie & Grose, Geldards and HSBC.

### **Event Experience**

He has spoken at a wide variety of networking and seminar events both regionally and nationally. He has delivered events for:

- Chartered Institute of Patent Attorneys (CIPA)
- Law Society
- Association of MBAs
- Nottingham City Business Club
- Advertising Producers Association (APA)
- Partners retreats for Gleeds and Smith & Williamson
- Forum for Built Environment (FBE)
- PM Forum conference in London

### **Topics**

Bernard is able to communicate on all aspects of marketing, business development and professional sales. Bernard has delivered many topics to a variety of audiences.

### **Travel**

Size 10½ Boots is based in Nottingham. Bernard is willing to travel nationally to deliver training and speak to and meet a nationwide audience.

For more information about Size 10½ Boots please look at our website – [www.tenandahalf.co.uk](http://www.tenandahalf.co.uk)

## Andy Green, Associate, Biography

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**Andy Green**

**Creative marketing  
and public relations  
strategist**

**Green  
Communications**

Andy Green is a world-leading creative marketing and public relations strategist and has won numerous industry awards for his public relations campaigns.

His status in the industry is reflected as an international speaker and author of five books on creativity, communications and word-of-mouth marketing. Andy's experience and expertise means that clients have access to one of the most dynamic thinkers in the UK who will help develop a communications strategy and, more importantly, the means to implement it.

Andy is a fellow of the Chartered Institute of Public Relations and is a former Executive Committee member of the Direct Marketing Association North.

### Event Experience

Andy describes himself as 'a mini global celebrity in a micro niche' and has delivered events for:

- Microsoft in Seattle
- E Bay in Paris,
- UK Government (Dept. of Health, Environment Agency),
- Etisalat in Dubai,

- Pace plc,
- Australian Broadcasting Corporation in various state government events across Australia,
- numerous UK universities including Cambridge, Durham, Manchester, Warwick,
- British Council in Cairo,
- Chartered Institute of Public Relations
- Chartered Institute of Marketing.

### Conference speaking

Speaking at conferences around the world, from San Francisco to Shanghai Andy delivers inspirational, insightful, and entertaining sessions.

### Workshop Information

Andy's fun workshop sessions involve participants with high energy, yet practical tools.

Andy doesn't do traditional training: Instead, he works on your live problems, and uses the opportunity to tackle your real world challenges and problems.

### Travel

Andy is based in Cardiff and Wakefield. He is willing to travel nationally and internationally to deliver training and speak to a variety of audiences.

For more information about Andy Green look at Andy's websites - [www.flexiblethinkingforum.org.uk](http://www.flexiblethinkingforum.org.uk) and [www.creativityatwork.co.uk](http://www.creativityatwork.co.uk)

## Elspeth Anderson, Associate, Biography

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**Elspeth Anderson**  
**Professional trainer**  
**Added Advantage**

After 10 years as a solicitor in the City, Elspeth moved away to spend 3 years lecturing at University. She returned to private practice to work in 'training and development' and, after 4 years, realised where her real interest lay - in helping individuals to develop their personal and professional skills and seeing their confidence and motivation grow in the process.

In January 2005, she set up on her own and she now provides training and coaching initiatives to help professionals and their support staff develop themselves and their business skills.

### Training Experience

Working in different law firms - large, small UK and US - has given her experience of a wide variety of challenges encountered by her clients.

This has been key in enabling her to design and deliver sessions which are focused, realistic and relevant - an added advantage for her clients.

Additionally, she has trained as an image consultant to enable her to help clients realise their potential in a unique way.

### Topics

Elspeth will work with you to ensure training is based around real challenges faced by your delegates and tailored to fit into targeted career development programmes. This way you can be sure sessions are

- Pitched at the right level
- Aligned to your strategic objectives and set in the context of your business culture
- Designed to support and develop your people, at different levels of their careers.

### Travel

Added Advantage is based in Surrey. Elspeth is willing to travel nationally to deliver training and speak to and meet a nationwide audience.

For more information about Added Advantage look at Elspeth's website – [www.theaddedadvantage.org](http://www.theaddedadvantage.org)

## 10½ Reasons of why to use us as your training provider

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### 1. Reputation

We've trained individuals from some of the leading professional service firms in the UK. Read our testimonials from our clients on the pack page of our learning and development directory. Alternatively look at our website at our client video and written testimonials at [www.tenandahalf.co.uk](http://www.tenandahalf.co.uk)

### 2. CPD Accredited trainer



The best investment you can make is in your people. Being able to provide your employees with a CPD accredited trainer will mean they are in safe hands. Also the training will be able to be used towards their points for their CPD certificate.

### 3. Expert advice

With a psychology background, blue chip experience at Procter & Gamble and in house experience with a professional service firm, we have the expert advice to help you get the most from your employees.

### 4. Tailored just for you



'One shoe, fits one' with this in mind we will work with you to produce your own tailor made training programme which will offer a solution to your own individual brief and strategy.

### 5. Practical and Savvy tips

By using a winning combination of research, proven tools and plain old business savvy, we help our clients achieve their goals... it's that simple.

Our approach is straight forward and results orientated and we definitely don't do fluff!

### 6. Vast range of training modules



By having the tools and capabilities to offer a vast range of training modules we hope that there is something for everyone. If not let us know!

## 7. Up to date training modules

Marketing and sales never stand still. With them being such dynamic professions our experts are constantly reviewing their methods to provide your employees with the most up to date solutions and training materials.

## 8. Advice and Support



As well as the training modules we offer all employees who attend the training the contact details of all the coaches so they can call or email with any questions they may have and gain advice and support.

Our Premier Boot Club will provide delegates every month with new practical learning and development Workbooks and CD Webcasts. They will also benefit from ongoing telephone support to help them develop best practice in business development and marketing.

## 9. Associates

Our lead trainer Bernard Savage is one of those unusual people who enjoys hard graft and has an obsession for detail. To accompany Size 10½ Boots, we work with two associates who are experts in their fields.

Andy Green is a world leading creativity expert and Elspeth Anderson is an expert in personal impact.

Together we make a great team to work for you.

## 10. Ability to train all over the world



We have the capability to deliver our training modules either face to face or virtually to delegates around the world both nationally and internationally.

## 10½. Priceless

Well trained and experienced employees that are more confident, more focused and understand your business are in a much better position to shape and deliver on corporate objectives and strategies.

This is priceless and is what we can deliver especially for you!!

## Our Testimonials

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Size 10½ Boots has delivered training to 1000's of marketing and business development professionals.

99% of those delegates would recommend the training to other individuals.

Please find below delegate feedback for our workshops, one on one mentoring, away days and conferences:

### Workshops

**"I thought it was a great session. Bernard is one of the most engaging speakers I have heard for a while and the session provided me with lots of useful information and advice."**

**Jillian Elliot – Corporate Services,  
Addleshaw Goddard, Law Firm**



**"The sales training session went down really well and hit the right notes. I think what came across most of all was your credibility and believability. People want to know what works and then they will do it and I think you gave us some really good ideas."**

**Jordan Marshall, Commercial Finance  
Planning Manager, HSBC, Financial  
Services**

**"Probably the best way I've seen the basics presented."**

**Mike Hinchcliffe, Partner, Addleshaw  
Goddard, Law Firm**

**"Size 10½ Boots created an innovative sales and management training solution, tailored specifically for our needs. During the entire training cycle Size 10½ Boots were attentive to our companies' exact requirements – spending much more time planning and researching than previous training providers and remaining contactable for both delegates and managers throughout the programme."**

**Douglas McPherson, Regional Director,  
SPG Media Limited**

**"Staff members who went on training workshops are certainly more confident about what they need to do sell the firms services."**

**Martin Rogers, Regional Managing  
Partner, Mazars, Accountants**

**"We needed help with strategic planning. Bernard worked with us to produce a template to our marketing plan. We were immediately impressed by his focus and lateral thinking."**

**Andrew Borkowski, Partner, Geldards,  
Law Firm**

## One on One Mentoring

Watson, Farley & Williams  
www.wfw.com

“Size 10½ Boots has helped Watson, Farley & Williams in the area of business development training. Our sessions were run on a one to one basis. The result is that our business development team are now equipped to deliver practical and digestible training in a way that partners and fee earners really understand and can implement immediately.”

**Simon Bastin, Director of Business Development, Watson, Farley & Williams, Law Firm**

## Team Away Days

  
**REDDIE & GROSE**  
Patents | Trade Marks | Designs | Plant Varieties

“For our Partner’s Retreat programme we wanted a facilitator who would engage, motivate and inspire our partners. We were impressed with Size 10½ Boots professional and enthusiastic approach and their thorough understanding of our sector which added immense value and direction to the session. The Partners went away with the confidence and practical tools to retain and grow existing relationships and win new business for the firm.”

**Patrick Lloyd, Partner, Reddie & Grose, Patent and Trade Mark Attorneys**

“Bernard designed and facilitated the afternoon session at our internal conference. The bespoke practical presentation inspired the team to view selling and networking in a different way, an encouraged the view that this is a key part of everyone’s role. Feedback from the team was extremely positive and I certainly felt more motivated to use of some of the skills and techniques discussed.”

**James Money, Director, Restructuring and Recovery, Smith & Williamson**

## Conferences



“Refreshing and enjoyable, bar far the best I've seen”

**George E Davis, Recognition PR, attendee at the Association of MBA event**

“Your talk at the APA event yesterday was truly inspirational. Need I say anymore?”

**T.H.J.Barclay, attendee at the Advertising Producers Association event**

“I very much enjoyed your talk - you gave me plenty of food for thought. “

**Victor Caddy, Trade Mark Attorney For and on behalf of Wynne-Jones, Lainé & James LLP, Patent and Trade Mark Attorneys**

## Our clients

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We focus purely on the professional services sector and have an enviable client list that includes some of the leading law, accountancy, property and finance firms.

### Law:

ADDLESHAW GODDARD

asb law

brownejacobson

Geldards LLP

REDDIE & GROSE 

rollits  
...more than a law firm

TPPlaw

wardhadaway  
lawfirm

Watson, Farley & Williams  
www.wfw.com

### Accountancy:

BDO

COOPER ■ PARRY

DUNCAN  
& TOPLIS

Lings

M ■ A Z A R S  
AUDIT • TAX • ADVISORY

Smith & Williamson

### Property:

coda

 collinshallgreen.LLP

FISHER GERMAN

gleeds<sup>G</sup>

Lathams

RAYNSWAY  
GROUP

### Finance:

HSBC 

## Why are we called Size 10½ Boots?

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Pictured is Bernard Savage (right) founder of Size 10½ Boots and Kevin Hitchcock (left) the inspiration behind our name.

Following a penalty shootout, Hitchcock, now a premiership goalkeeping coach, saved two penalties with his Size 10½ Boots to win Mansfield their only ever Wembley Cup Final in May 1987.

## Client testimonials

### ADDLESHAW GODDARD

**“These guys’ open doors we couldn’t open. At Size 10½ Boots the key qualities are motivation, energy, enthusiasm and a very commercial focus.”**

Richard Oakes, Business Development Director, Addleshaw Goddard, Law Firm



**“Staff members are certainly more confident about what they need to do to develop contacts and sell the firm’s services.”**

Martin Rogers, Regional Managing Partner, Mazars, Accountancy Firm

### Watson, Farley & Williams

**“Our business development team are now equipped to deliver practical and digestible training in a way that the partners and fee earners really understand and can implement immediately. We have been particularly impressed with Size 10½ Boots’ commercial focus and a ‘results based’ approach.”**

Simon Bastin, Business Development Director, Watson, Farley, & Williams, Law Firm



**“It was extremely useful to get everyone focusing on where new opportunities may lie and the practical steps they need to take to access those opportunities. It got the team thinking about which organisations or businesses may be in the market for property based legal services, how we could access those organisations and how we might define our service to give us a real competitive advantage.”**

Jonathan Cavell, Partner, ASB Law, Law Firm



**“I think what came across most of all was your credibility and believability. People want to know what works and then they will do it and I think you gave us some really good ideas. I shall certainly be taking them forward to take the service I provide to my customers to a higher level.”**

Jordan Marshall, Commercial Finance Planning Manager, HSBC, Bank



Join our Premier Boot Club and every month you’ll receive new practical learning and development Workbooks and CD Webcasts. You will also benefit from ongoing telephone support to help you develop best practice in business development and marketing.

For more information please visit:

[www.premierbootclub.co.uk](http://www.premierbootclub.co.uk)

Or telephone: 0115 924 7107



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