



FRUITFUL DEVELOPMENTS



CREATING EXPERIENTIAL LEARNING TO DELIVER FRUITFUL RESULTS

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OUR EXPERTISE

Management & Leadership

Does your organisation have truly inspirational leadership?

Some of our current courses:

- The Emerging Leaders Programme
- Strategic Leadership
- Leading Change
- Manager's Framework
- Managing & Developing People
- Team Leaders
- Influencing Skills
- Dealing with Tough Situations
- Interviewing Skills
- Conducting Appraisals
- Performance Management

Leadership can mean different things to different people. We believe that the ability to inspire, communicate vision and develop people to achieve, often in challenging circumstances, is key to any organisation's success. It often starts by setting the example. Organisations often invest in the technical skills of a manager but neglect to support them as they take on more responsibility.

Our consultants have all had significant leadership experience. They all have commercial experience, but this is complemented from the fields of sport and the military. The programmes often include the development of self-awareness and emotional intelligence, using tools such as MBTI, Insights, SDI or 360° questionnaires. For each programme our consultant will design learning activities that are practical, based on relevant case studies and will produce a more inspirational leader and a more effective manager.

Case study >> Leadership Programme, International Hotel Group, Paris with 150 Senior Managers.

Sales Development

Could your sales people sell more?

Some of our current courses:

- Success in Sales Leadership
- Key Account Management
- Understanding the Professional Buyer
- Territory Management
- Consultative Selling Skills
- Flex Selling
- Negotiation
- Negotiating a Price Increase
- Winning a Pitch
- Maximising Return from Exhibitions
- Coaching Sales Skills
- Customer Service

Sales Managers and Sales Directors are always looking for how they can get more return next year, often with limited resources. Our priority is to understand your products, sales process, your market, challenges and opportunities. We will then develop a course which will have the maximum relevance for your sales people and managers. Wherever possible we integrate sales management and sales coaching training so that the interventions are supported and implemented back in the field.

All our team have carried the bag - they are sales people themselves, not just trainers. We'll develop case studies, exercises and work on real life situations so that the participants leave with real progress. We can also develop business simulations using professional actors so they can practise these skills and develop confidence.

Case study>> Blended Sales & Sales Management Training, Utility Group, 1100 Sales Advisors & 70 Managers.

Team Development

Are you maximising the performance of your teams?

Some of our methods:

- 360° Feedback
- MBTI, Insights & SDI
- Outdoor activities
- Memorable Events
- Synergy & Consensus Exercises
- Business Planning
- Facilitated Brainstorming
- Charity & Community Events

We work with teams, raising their self-awareness, creating stronger team-bonds, improving trust and helping them to work better with others (internal client, suppliers, buyers, procurement), in a variety of different cerebral, practical and exciting ways – a blend of learning and fun!

We can take you away from your workplace to a hotel/venue, provide a team build as part of a Fruitful learning solution, as part of your Corporate Responsibility through a Charity or Community team building event, your annual conference, sales meeting or just provide some fun allowing people to get to know each other a little more, whatever your needs we shall provide something to suit all ages, abilities and objectives.

Case study>> Management Board Development & Community Event, International Travel, 12 Senior Managers.



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Personal Development & Coaching

Do your people have more potential to offer?

Some of our current courses:

- Presenting Persuasively
- Influencing Skills
- Career Development
- Handling Conflict
- Executive Coaching
- Train the Trainer
- Finance for Non-Finance Managers

Particular development needs require particular solutions. We have a range of specialised courses and workshops that can develop skills and behaviours, increasing confidence and improving results. As you would expect they are all designed to be pragmatic, experiential and enjoyable.

Case study>> Developing and Coaching a Telemarketing Team, Security.

Educational Projects

Do you have a message you'd like to train or communicate to third-parties or global/large audiences that you need to ensure they receive, understand and will take action on?

To improve product knowledge and sales techniques with Business Partners, we developed a UK-wide training programme, with 7 Fruitful Consultants providing face-to-face education sessions to Business Partners. In just 2 months we had visited 126 companies and trained 700 individual sales staff.

Drama-based Training

Are you interested in exploring ways to freshen up your training, make it more engaging, more memorable and easier for people to take back to the business and improve performance?

If you're learning to swim, you've got to get wet. So what about personal development?

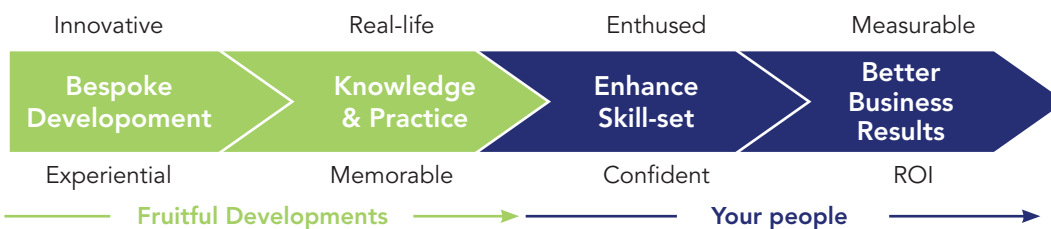
Our drama-based training team of professional actors, also with solid commercial experience ensure all our experiential learning programmes give learners realistic opportunities to 'real-play' not 'role-play', to practice what they've learnt. This type of learning is memorable and has great impact, improving skills and developing confidence during the programme.

OUR APPROACH



Our approach includes initial discussion and investigation within your business. This then results in programmes with relevant exercises, practical activities, realistic business simulations, memorable learning and a fun experience for all.

HOW WE GET RESULTS



All our programmes are bespoke, designed and delivered for each client to ensure maximum relevance and most importantly, results. We believe in dynamic courses where participants not only leave enthused and motivated, but are also able and keen to transfer the learning's back to the workplace. A great deal of emphasis is put on practical work and developing your people's effectiveness in your organisation.

We use experiential learning techniques to create very real and pragmatic courses to develop knowledge and confidence. We often use professional actors (you may spot some of them from your favourite ITV and BBC programmes) to develop real-life case-studies and situations to enable delegates to experience and practise behaviour to improve performance.



WHY USE FRUITFUL DEVELOPMENTS?

1. CORE ISSUES

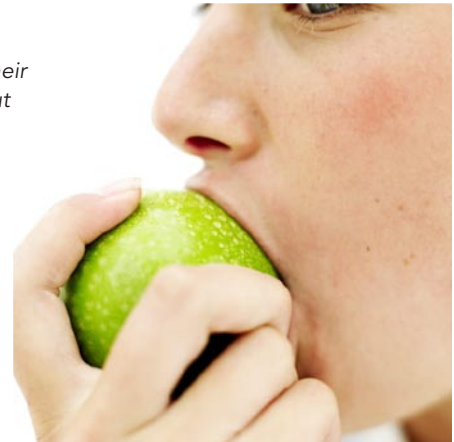
Fruitful Developments approach and commitment was fantastic. They spent time understanding exactly what I wanted to achieve and visiting the branches to get their own first hand experience. Their skill is not only delivering training which works but designing solutions which are right for my business.

Regional Director, Lloyds TSB, Bank

2. REFRESHING APPROACH

We decided to work with Fruitful Developments, quite simply, because their training always delivers exactly what we require. Their trainers/facilitators are 'human' and engaging so they relate well to people at all levels. Their approach is down-to-earth, fresh and practical enabling participants to relax, learn and enjoy! Our people love working with Fruitful Developments and feedback, for every workshop is exceptional!

Learning & Development Manager, npower, Utility



3. PRAGMATIC SOLUTIONS

Spot on! Great to have a trainer that has actually done this in real life, day to day. No gimmicks or cheesy aspects at all. Very down to earth. Very Real and great to hear all his personal experiences as a Manager. Comes across as having great knowledge and kept everyone interested. The course ran very smoothly and kept me enthusiastic.

Account manager, TNT, Logistics

4. PASSIONATE & COMPETENT

Just a line to thank you for a great start to the training. You delivered on all expectations and the pace and style was just right for the mix of team attending. I cannot tell you how refreshing it is to find a training company who are able to walk the walk (as opposed to simply 'talk the talk').

Director of Sales & Marketing, Noble Foods, Manufacturer

5. MEMORABLE LEARNING

Working with Fruitful Developments over the past few years has provided us with a valuable ability to outsource specific expertise as and when needed. Having a company that tailor makes training and development programmes and is flexible enough to be able to adapt to changes in our business is vital. The unique approaches that Fruitful Developments use in delivering their training have produced only positive comments from staff. The use of actors, props, role plays, group discussions, all ensure that information is more readily learned and retained while having fun.

General Manager, Fisher & Paykel, Pharmaceutical

6. VENUE & EVENT MANAGEMENT

This is a warm note of thanks to you, for putting together a successful, memorable, professional, fun and motivating team building event. Everything ran to plan with, if I may say, military precision. There is absolutely no doubt that the event was a success, and from the comments I've received today ... everyone was highly appreciative ... The office is positively buzzing this morning!

Communications Programme Manager, Customer Fulfilment, IBM

CALL US TODAY

What else would you like to know?

Tell me what you would like to achieve and I'll give you an immediate idea of what we could possibly do to help you:
george@fruitfuldevelopments.com

You decide if you'd like to take this discussion with us further.

SOME OF OUR CUSTOMERS

