

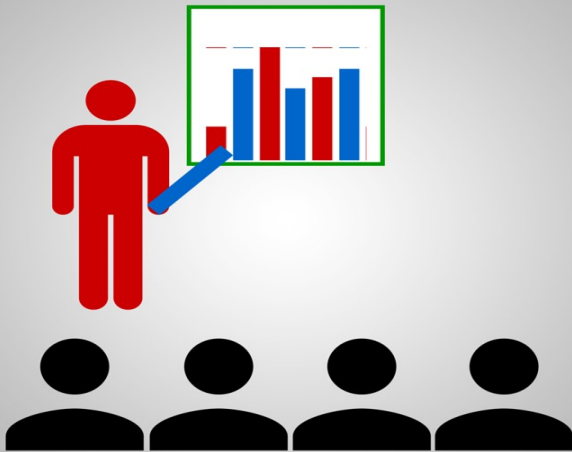
# Learn with CramdenTECH Autumn 2015



**Improving Governance and Management  
in Non-Profits and SMEs**

**Customised Training Course Options**

<http://www.boardpass.ie>  
<http://www.cramdentechsolutions.com>



## CUSTOMISED WORKSHOPS AND SEMINARS AVAILABLE IN AUTUMN 2015

### LEARNING WITH CRAMDENTECH

CramdenTECH trainers, facilitators and assessors bring over 20 years of professional experience to the field of training and development. Learning solutions are practical, engaging and reflect sector best practices.

### BESPOKE SOLUTIONS

Clients can avail of our off-the-shelf course titles or “pick and mix” content from several courses, to create a bespoke learning product. Bespoke training is delivered in – company or online as the client requires.

### FLEXIBLE LEARNING 24/7

In addition to the practical workshops and seminars delivered throughout the country, CramdenTECH offers clients blended learning and eLearning pathways. eLearning is an effective alternative for people who cannot commit the time to classroom based training.

- Social Enterprise—From Idea to Reality
- Cloud Applications—What they are and how to use them
- Business Planning for Voluntary Organisations
- Corporate Governance for Non-Profits
- Corporate Governance Fundamentals
- Funding your Community Enterprise
- Engaging the Media
- Responsibilities of Company Directors and Company Secretaries
- Managing Employee Performance
- Market Development for Social Enterprises
- Leadership Skills for Supervisors and Managers
- Risk Management for Non-Profits
- Gomo Learning Workshop
- Practical Charity Governance
- Build eLearning Capacity on a Shoestring Budget
- BoardPass 365—Governance Management System from CramdenTECH



## Ideas To Reality

### TRAINING OVERVIEW

- Delivery Mode: Workshop
- Duration: 2 days
- Contact Hours: 12
- Completion Certificate: Yes

### PARTICIPANT COMMENT

*“The trainers facilitating style involved all the group, challenged our deeply held beliefs and kept us on track. Highly recommended for any organization learning to balance the essential work we do with skills in making it sustainable.”*

### PARTICIPANT PROFILE

This programme is suitable for individuals, boards and committees who are interested in pursuing social enterprise initiatives.

COURSE CODE: C14110

## SOCIAL ENTERPRISE—FROM IDEA TO REALITY

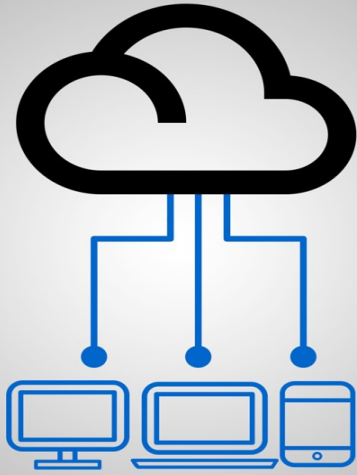
### TRAINING OUTLINE

This practical course provides participants with an opportunity to explore the entrepreneurial mind set and processes required to turn a social enterprise idea into a reality.

Topics covered during the two-day training programme include:

- Identifying and validating enterprise opportunities
- Assessing market potential
- Developing a revenue model for the enterprise
- Gaining stakeholder and community support
- Identifying sources of funding
- Developing a business plan
- Developing realistic budgets and cash flow projections
- Mapping out a communications strategy
- Building the leadership and governance team
- Identifying compliance requirements
- Moving from project plans to action plans
- Recruiting and motivating staff and volunteers

Upon completion of the training, participants will have an opportunity to access a range of CramdenTECH eLearning and cloud resources to support enterprise development projects.



COURSE CODE: S14111

## CLOUD APPLICATIONS—WHAT THEY ARE AND HOW TO USE THEM

### TRAINING OUTLINE

This seminar introduces participants to the benefits and internal challenges of moving to cloud software solutions in small enterprises and voluntary organisations.

Topics covered during the introductory seminar include:

- Software as a Service—hype or an organisational reality?
- “Cloud Computing” defined
- Cloud applications in common usage
- Selecting cloud applications for your organisation
- Software as a Service payment models
- Troubleshooting security issues
- Updating internal information and communication technology policies

Post seminar attendance, participants will have an opportunity to access a range of eLearning and cloud resources including the Governance and Compliance Tracking Solution— a cloud application developed by CramdenTECH.

### TRAINING OVERVIEW

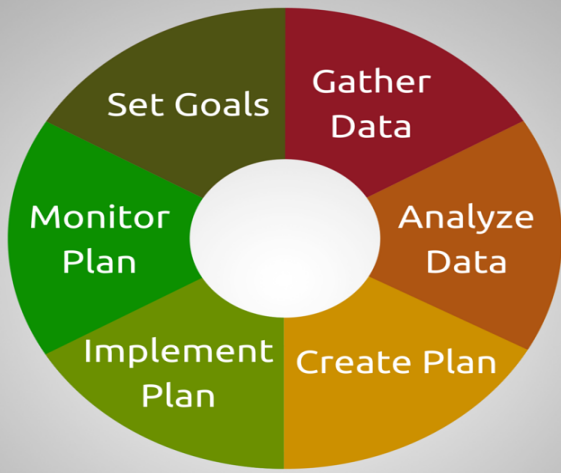
- Delivery Mode: Seminar
- Duration: Evening
- Contact Hours: 2
- Completion Certificate: No

### PARTICIPANT COMMENT

*“Essential resources for any committee. Excellent presentation.”*

### PARTICIPANT PROFILE

This seminar is suitable for board members and staff of SMEs, non-profit and voluntary organisations



COURSE CODE: C14112

## BUSINESS PLANNING FOR VOLUNTARY ORGANISATIONS

### TRAINING OUTLINE

A practical course, using templates, action learning and short informative presentations to guide discussion and thought.

The range of topics covered during the training day includes:

- Understanding the planning hierarchy
- Writing business plans for multiple stakeholders
- Selecting the business planning team
- The role of the board in the business planning process
- The business model canvas and when to use it
- Using a business model canvas to communicate with staff
- Following a business planning research process
- Understanding each of the elements of an effective business plan
- How to monitor and evaluate the implementation of your organisation's business plan

Upon completion of the training, participants will have an opportunity to access a range of CramdenTECH eLearning and cloud resources to further enhance their understanding of strategic and business planning processes.

### TRAINING OVERVIEW

- Delivery Mode: Workshop
- Duration: 1 day
- Contact Hours: 6
- Completion Certificate: Yes

### PARTICIPANT COMMENT

*"Writing a business plan—not an easy task as we learned. Working with our senior management team, the facilitator made it simple to follow, challenging, real, interesting, lively, stimulating and bang up to date."*

### PARTICIPANT PROFILE

This workshop is suitable for board members and staff of non-profit and voluntary organisations.



COURSE CODE: C14113

## CORPORATE GOVERNANCE FOR NON-PROFITS

### TRAINING OUTLINE

This participant interactive workshop encourages people to relate the principles of good corporate governance to their own organisation. Compliance requirements and governance best practice are examined during the day.

Topics covered during the workshop include:

- Corporate governance defined
- Understanding the differences between governance, management and operations in non-profit organisations
- The five overarching principles of good governance as described in The Governance Code
- Using The Governance Code to implement good governance in your organisation
- The responsibilities of boards, their directors and company secretaries
- The roles of honorary board officers
- The line management relationship between board directors and senior staff
- Using a cloud-based systematic approach to sustaining good governance in your organisation

Post workshop attendance, participants will have an opportunity to access the Governance and Compliance Tracking Solution— a cloud application developed by CramdenTECH.

### TRAINING OVERVIEW

- Delivery Mode: Workshop
- Duration: 1 day
- Contact Hours: 6
- Completion Certificate: Yes

### PARTICIPANT COMMENT

*“The facilitator was easy to listen to and very interesting. Her delivery of the course was brilliant.”*

### PARTICIPANT PROFILE

This workshop is suitable for board members and staff of non-profit and voluntary organisations.



COURSE CODE: S14114

## CORPORATE GOVERNANCE FUNDAMENTALS

### TRAINING OUTLINE

This seminar introduces the mechanics and principles of governance best practice to volunteers, committee members and directors of non-profit and voluntary organisations. It is particularly suitable for individuals wishing to take on a director or management committee role, and may be used as a refresher course for experienced board members.

Topics covered during the seminar include:

- Corporate governance defined
- The five overarching principles of good governance outlined in The Governance Code
- Implications of the Charities Act 2009 for non-profit organisations
- Overview of legal duties and responsibilities of company directors and secretaries
- Understanding how to use a Memorandum and Articles of Association, constitution or co-operative rules to manage the functioning of the board or committee

Post seminar attendance, participants will have an opportunity to access the Governance and Compliance Tracking Solution— a cloud application developed by CramdenTECH.

### TRAINING OVERVIEW

- Delivery Mode: Seminar
- Duration: Evening
- Contact Hours: 2.5
- Completion Certificate: No

### PARTICIPANT COMMENT

*“The facilitator was excellent. She kept it interesting and the energy levels up and explained things in a way that helped make it relevant to my organisation.”*

### PARTICIPANT PROFILE

This seminar is suitable for volunteers, board members and staff of non-profit and voluntary organisations.



COURSE CODE: S14115

## FUNDING YOUR COMMUNITY ENTERPRISE

### TRAINING OUTLINE

A short informative seminar that encourages attendees to explore the wide range of funding streams that may be accessed to set up and sustain a community enterprise.

Topics covered during the evening include:

- Funding capital versus current expenditure
- Differentiating between funding and fundraising
- Identifying sources of funding for your enterprise
- Recruiting volunteers into your fundraising team
- Developing fundraising micro-campaigns
- Cultivating fundraising support from your community
- Developing a funding strategy based on a sustainable revenue model
- Motivating your fundraising team

Upon completion of the seminar, participants will have an opportunity to access a range of CramdenTECH eLearning resources.

### TRAINING OVERVIEW

- Delivery Mode: Seminar
- Duration: Evening
- Contact Hours: 2.5
- Completion Certificate: No

### PARTICIPANT COMMENT

*"The trainer was very informative and is an excellent teacher."*

### PARTICIPANT PROFILE

This seminar is suitable for volunteers, board members and staff of non-profit and voluntary organisations.





COURSE CODE: C14116

## ENGAGING THE MEDIA

### TRAINING OUTLINE

Practical, current and highly engaging, this workshop is designed to help participants to increase their confidence in dealing with the media. Attendees have an opportunity to develop insights into the mind set of journalists and reporters, and what constitutes a good media “angle” or news story.

Topics covered during the workshop include:

- Overview of the structure of radio, television and print media in Ireland
- The role of public relations in building a media profile for SMEs and non-profits
- Approaching national, regional and local media outlets
- How to prepare a press release
- How to prepare for a radio interview
- How to prepare for a television appearance

Upon completion of the workshop, participants will have an opportunity to access a range of CramdenTECH eLearning resources.

### TRAINING OVERVIEW

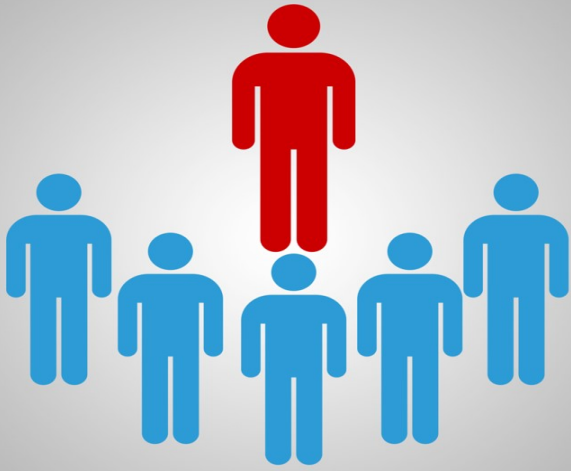
- Delivery Mode: Workshop
- Duration: 1 day
- Contact Hours: 6
- Completion Certificate: Yes

### PARTICIPANT COMMENT

*“I enjoyed the day and I learned a lot.”*

### PARTICIPANT PROFILE

This workshop is suitable for board members and staff of SMEs, non-profit and voluntary organisations.



COURSE CODE: S14117

## RESPONSIBILITIES OF COMPANY DIRECTORS AND COMPANY SECRETARIES

### TRAINING OUTLINE

Of relevance to both recently elected and experienced company directors and secretaries. This seminar provides an easy-to-follow overview of the key legal duties and honorary board roles of relevance to companies limited by guarantee.

Topics covered during the seminar include:

- The statutory and common law duties of company directors and company secretaries
- Using a Memorandum and Articles of Association as a governing instrument
- Planning and running an Annual General Meeting
- Preparing for the role of company director or company secretary

Post seminar attendance, participants will have an opportunity to access the Governance and Compliance Tracking Solution— a cloud application developed by CramdenTECH.

### TRAINING OVERVIEW

- Delivery Mode: Seminar
- Duration: Evening
- Contact Hours: 1
- Completion Certificate: No

### PARTICIPANT COMMENT

*“Really enjoyed the course. I have learned so much. It gives me a better insight into reporting to the board.”*

### PARTICIPANT PROFILE

This seminar is suitable for board members and staff of non-profit and voluntary organisations.



COURSE CODE: S14118

## MANAGING EMPLOYEE PERFORMANCE

### TRAINING OUTLINE

This seminar provides line managers, support staff, supervisors and board members with insights and practical approaches to managing the performance and productivity of their teams and direct reports.

Practical topics covered during the evening include:

- Setting performance expectations
- Linking performance to business objectives
- Conducting performance appraisals
- Conducting regular performance reviews
- Providing performance feedback that motivates staff
- Approaches for dealing with poor performance
- Effective use of the disciplinary and grievance procedures

Upon completion of the seminar, participants will have an opportunity to access a range of CramdenTECH eLearning resources.

### TRAINING OVERVIEW

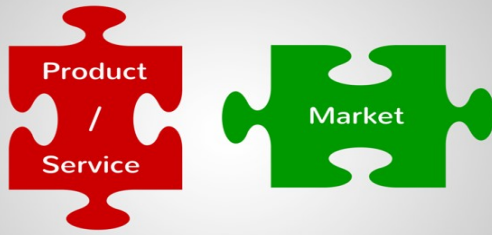
- Delivery Mode: Seminar
- Duration: Evening
- Contact Hours: 2.5
- Completion Certificate: No

### PARTICIPANT COMMENT

*"The presentation was excellent. It was very thought provoking."*

### PARTICIPANT PROFILE

This seminar is suitable for board members and staff of SMEs, non-profit and voluntary organisations.



COURSE CODE: C14119

## MARKET DEVELOPMENT FOR SOCIAL ENTERPRISES

### TRAINING OUTLINE

A seminar designed for staff and committees who are tasked with generating earned revenue to support their community or social enterprises.

Topics covered during the evening include:

- Using community maps to profile revenue generating opportunities
- Understanding the competitive landscape in which your enterprise operates
- Identifying the “market value” of your goods, services or social initiatives
- Developing your sales pitch or business message
- Networking effectively
- Creating a market development strategy for your enterprise

Upon completion of the seminar, participants will have an opportunity to access a range of CramdenTECH eLearning resources.

### TRAINING OVERVIEW

- Delivery Mode: Seminar
- Duration: Evening
- Contact Hours: 2.5
- Completion Certificate: No

### eLEARNING OPTION

Participants who are unable to attend may be interested in accessing the seminar topics online.

### PARTICIPANT PROFILE

This seminar is suitable for volunteers, board members and staff of non-profit and voluntary organisations.

Team Work                      Responsibility  
   Vision  
Motivation                      Planning  
   Leadership  
Challenges                      Management  
   Strategy



COURSE CODE: C14120

## LEADERSHIP SKILLS FOR SUPERVISORS AND MANAGERS

### TRAINING OUTLINE

The course provides supervisors and managers with an opportunity to evaluate their roles and the skills required to lead a team or department.

Topics covered during the two-day programme include:

- Leadership, management, coaching and mentoring— How do they differ?
- Personal management of time and work priorities
- Linking personal and team performance to the achievement of business objectives
- Using cloud applications to monitor performance
- Evaluating and troubleshooting 360 degree communication with direct reports, colleagues and line managers
- Managing direct report performance and productivity
- Employment policies and procedures— staying compliant
- Conducting performance appraisals and work reviews
- Handling poor performance, disciplinary issues and team conflicts
- Setting targets for professional development and growth

Upon completion of the training, participants will have an opportunity to access a range of CramdenTECH eLearning resources.

### TRAINING OVERVIEW

- Delivery Mode: Workshop
- Duration: 2 days
- Contact Hours: 12
- Completion Certificate: Yes

### PARTICIPANT COMMENT

*“The presentation was excellent. How to use the Management Dashboard was extremely helpful.”*

### PARTICIPANT PROFILE

This programme is suitable for individuals in SMEs and non-profit organisations engaged in, or taking on, supervisory, support or line management roles .

COURSE CODE: S14121

## RISK MANAGEMENT FOR NON-PROFITS

### TRAINING OUTLINE

This seminar provides participants with a qualitative approach to managing risk in their non-profit organisations. It is designed to help non-financial staff and board members understand the range of risks that should be assessed in an organisation.

Topics covered during the evening include:

- Identifying risks
- Qualitative evaluation of risk probability and impact
- Selecting management controls to mitigate against, minimise or avoid risks
- Developing a risk register
- Monitoring and reviewing risks periodically
- Using cloud applications in risk management

Post seminar attendance, participants will have an opportunity to access the Governance and Compliance Tracking Solution— a cloud application developed by CramdenTECH.



### TRAINING OVERVIEW

- Delivery Mode: Seminar
- Duration: Evening
- Contact Hours: 2
- Completion Certificate: No

### PARTICIPANT COMMENT

*"I found the operational discussion very informative and how I could relate it to my own situation."*

### PARTICIPANT PROFILE

This seminar is suitable for volunteers, board members and staff of non-profit and voluntary organisations.



COURSE CODE: S14122

## GOMO LEARNING WORKSHOP

### TRAINING OUTLINE

gomo is a multi-device e-learning authoring tool that creates responsive and adaptive content automatically. It allows users to easily build, maintain and publish e-learning to desktops, tablets and smartphones at the touch of a button.

### FEATURES

- Course layout and design
- E-Learning hosting requirements
- Selecting a course template
- Creating a course stylesheet
- Segmenting screen content
- Uploading course content
- Using images
- Building interactivity into course designs

Participants will also learn about the importance of 'storyboarding' in e-learning design and development.

Learn more at [www.cramdentechsolutions.com](http://www.cramdentechsolutions.com)

### TRAINING OVERVIEW

Delivery Mode: Workshop

Duration: 1 Day

Contact Hours: 6

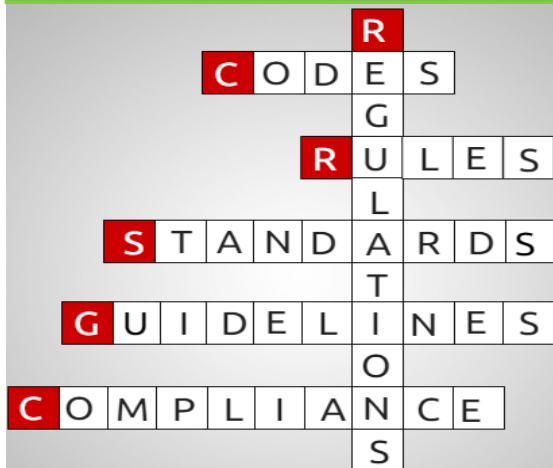
Completion Certificate: No

### PARTICIPANT COMMENT

*"Excellent training topic. I recommend it highly. A very enjoyable, informative and well delivered course. I thoroughly enjoyed the day."*

### PARTICIPANT PROFILE

The gomo workshop is suitable for those who wish to build, maintain, and publish eLearning to desktops, tablets and smartphones.



COURSE CODE: S14123

## PRACTICAL CHARITY GOVERNANCE

### TRAINING OVERVIEW

Join our workshop and get fully up-to-date with charities regulation, the new Companies Act 2014 and The Governance Code. Explore how best to help all of your board and committee members understand what these developments mean for your charity. Over the course of the day develop an action plan to help your charity fully comply with its legal obligations.

### FEATURES

- Applying the five principles of good governance
- Charities regulation: what it means for your charity
- Compiling an Annual Activity Report
- Determining charity outcomes
- Essential legal responsibilities of company directors
- Adhering to The Governance Code
- Motivating and engaging board and committee members
- Creating a governance system to monitor compliance

### AND ... RECEIVE OUR SPECIAL CRAMDENTECH BONUS!

Participants will receive one month's **FREE** access to **BoardPASS 365** - the No.1 Governance Management System for non-profit boards developed by CramdenTECH.

This system will enable all your board and committee members to upskill their governance know-how in their own time, online!

Learn more at [www.cramdentechsolutions.com](http://www.cramdentechsolutions.com)

### TRAINING OUTLINE

Delivery Mode: Workshop

Duration: 1 Day

Contact Hours: 6

Completion Certificate: No

### PARTICIPANT COMMENT

*"Great training day with @CramdenTECH, who knew Corporate Governance Training could be so engaging! Onwards and upwards!"*

### PARTICIPANT PROFILE

This workshop is suitable for board and committee members who wish to gain an understanding and get up-to-date with charities regulation, the new Companies Act 2014 and The Governance Code.





COURSE CODE: S14124

## BUILD E-LEARNING CAPACITY ON A SHOESTRING BUDGET

### TRAINING OUTLINE

This seminar is suitable for those who work in or manage a Non Profit or SME who need to train staff or volunteers with a limited training budget.

Over the course of one hour hear about:

- The range of massive open online higher education courses that your staff and volunteers can participate in free-of-charge
- The easy way in which you can transform company manuals, such as volunteer and employee handbooks, into online courses
- Simple and effective ways to create online volunteer or staff induction programmes using existing company resources
- A roadmap for creating your very own MOOC (massive open online course) and how to use the course to promote your company or charity

Freely available and low cost content authoring tools that you can use to create professional looking videos and eLearning resources

Learn more at [www.cramdentechsolutions.com](http://www.cramdentechsolutions.com)

### TRAINING OUTLINE

Delivery Mode: Short Seminar

Duration: Morning/Evening

Contact Hours: 1

Completion Certificate: No

### PARTICIPANT PROFILE

This stimulating seminar is suitable for those who wish to gain a wealth of ideas on how to build an eLearning and training capacity without expanding on a training budget.



Agenda Builder



Minute Builder

**RISK**

Risk Register



Compliance Tracker



Management  
Dashboard



Skills Development  
eLearning Resources

COURSE CODE: S14125

## BOARDPASS 365 - GOVERNANCE MANAGEMENT SYSTEM

### TRAINING OUTLINE

An easy to use online control panel and learning hub for company directors, company secretaries, trustees and senior managers. The cloud application captures critical information to assist with strategic decision-making, governance, compliance and risk management.

### FEATURES

- Agenda Builder
- Minutes Builder
- Risk Register
- Compliance Tracker
- Management Dashboard
- Skills Development eLearning Resources including BoardPASS Standard Training Online

Learn more at [www.cramdentechsolutions.com](http://www.cramdentechsolutions.com)

### CLOUD APPLICATION BENEFITS

- Easy-to-use cloud platform
- No user training required
- No software installation
- Mobile accessible content
- Practical, user-friendly eLearning
- Out-of-the-box governance solution

### PARTICIPANT COMMENT

*“For any committee member, the availability of this resource is invaluable, something that can be consulted on a regular basis and a very good problem solver.”*

To enquire about eLearning, workshops or seminars, please email:

[learning@cramdentech.com](mailto:learning@cramdentech.com)



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In the UK [@CramdenTECH\\_UK](https://twitter.com/CramdenTECH_UK)

Governance and Management Training

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