



ONE-DAY WORKSHOP

MAKING IT OUR BUSINESS – A Commercial Awareness Overview Workshop for Operational Managers, Officers and Members

Introduction

This one-day workshop is offered to operational managers, officers and Members in public services to support them in becoming more commercially aware when looking for opportunities to trade their service both internally and outside the organisation.

This one-day module introduces delegates to:

- The role of trading and entrepreneurship in a public service environment
- Fundamental principles of marketing
- Writing a Commercial Business case
- Understand what negotiation is, and is not, in the business world
- Understanding who the customer is
- How to manage effective communications with customers

On completing this module, participants will understand the prerequisites and priorities for an entrepreneurial approach to trading public services in order to generate income. It will give them an overview of the practical skills to enable them to prepare for the delivery of commercial services.

The workshop consists of a mixture of current theory and practical exercises to apply key learning. A full suite of document templates and toolkit materials are available to each attendee.

Facilitator

David Leask, Consultant, NEREO.

Further Details

For further information, or to book an event, please contact Maureen O'Keefe on 0191 2495874 or email mokeefe@nereo.gov.uk