



About us

THE GREEN CORPORATE UNIVERSITIES NETWORK

www.global-vision.world



GLOBAL VISION



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We challenge people to achieve the extraordinary.

Grow. Green. Now.



About us

We are a green one-stop shop network for all your global and local marketing, PR, HR, publishing and localization needs.

Since our start in 1992, GLOBAL VISION WORLDWIDE NETWORK has been providing international quality services to more than 70 corporates, and 100+ SMEs in 150+ countries.

Green international education and development, content development and the ability to communicate and implement an action plan with glocal impact are vital today.

Our agencies, publishers and freelancers network is offering worldwide services in the areas of:

- advertising, marketing, PR, HR, talent development, and glocalization (global and local adaptation of a product or service to meet the needs of a particular language, culture or desired population's "look-and-feel.")*
- skills development and training with more than 60 specific topics as well as language teaching (with classrooms in 1000+ locations across North & South America, Africa, Asia, Australia, and Europe).*

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Learning from history.





Green international education and development

The GLOBAL VISION worldwide network specializes in green international management, marketing, and communication skills.

Our politicians network is connecting with governments through formerly and active (prime)ministers, ambassadors, consuls and diplomats. We promote together THE GREEN NEED to implement sustainability and support green international education and development in all areas of the 17 Sustainable Development Goals (SDGs) in the 197 member and associated countries of the United Nations.

We are connected with economists, entrepreneurs, CEOs and management board members of global corporations (Fortune 500/Fortune 5000) as well as small and medium-sized enterprises (SMEs), and organizations of society and NGOs which support together the implementation of a circular economy to secure natural resources and to achieve an even more reduction of pollution.

We aim to help NOW to reduce greenhouse gas emissions by 50+ percent with immediate impact. Fast actions are necessary. 80% to 100% reduction in packaging, 100% sustainable energy usage, and immediate 50% to 90% CO2 reduction are just three outcome examples of THE GREEN NEED. Using innovative new technologies enables us to achieve exponential increases in effectiveness, while learning through practical experience.

We work with over 500 management consultants and trainers, who won over 50 speech, debate, and campaign awards, and seven international awards. Our consultants are productive managers of blue-chip companies, and globally experienced MBA graduates from Wharton, INSEAD, Harvard, Oxford, Cambridge, Warwick and many more.

Our agencies, publishers, and freelancers network include over 1000 supporters of THE GREEN NEED movement. Join our green conscious society of international professionals in politics and economy – together we enhance a faster implementation of necessary green measures.

GLOBAL VISION



For our green future.





The United Nations' 17 Sustainable Development Goals (SDGs)

The 17 Sustainable Development Goals (SDGs) are the world's best plan to build a better world for people and our planet by 2030. Adopted by all United Nations Member States in 2015, the SDGs are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the environment. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, equality and job opportunities while tackling climate change and working to preserve our ocean and forests.

The SDGs are integrated – that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. Through the pledge to Leave No One Behind, countries have committed to fast-track progress for those furthest behind first.

That is why the SDGs are designed to bring the world to several life-changing 'zeros', including zero poverty, hunger, AIDS and discrimination against women and girls. Source <https://unric.org/en/united-nations-sustainable-development-goals/>

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Clients served >1200

Including managers from AUDI, BMW, EDDING, LANGNESE (WALLS), IGLO, MEDIA MARKT & SATURN, MERCEDES-BENZ, MLP, SCHOLZ & FRIENDS, SHARP, SIHI, TBWA, UNILEVER, and many more.



17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 1: No Poverty

Global poverty is one of the most pressing problems that the world faces today. The poorest in the world are often undernourished, without access to basic services such as electricity and safe drinking water; they have less access to education, and suffer from much poorer health.

In order to make progress against such poverty in the future, we need to understand poverty around the world today and how it has changed.

You can find all data, visualizations and writing relating to poverty. This work aims to help you understand the scale of the problem today; where progress has been achieved and where it has not; what can be done to make progress against poverty in the future; and the methods behind the data on which this knowledge is based.

The 17 Sustainable Development Goals (SDGs) and green international education and development, content development and the ability to communicate and implement an action plan with glocal impact are vital today for everyone.

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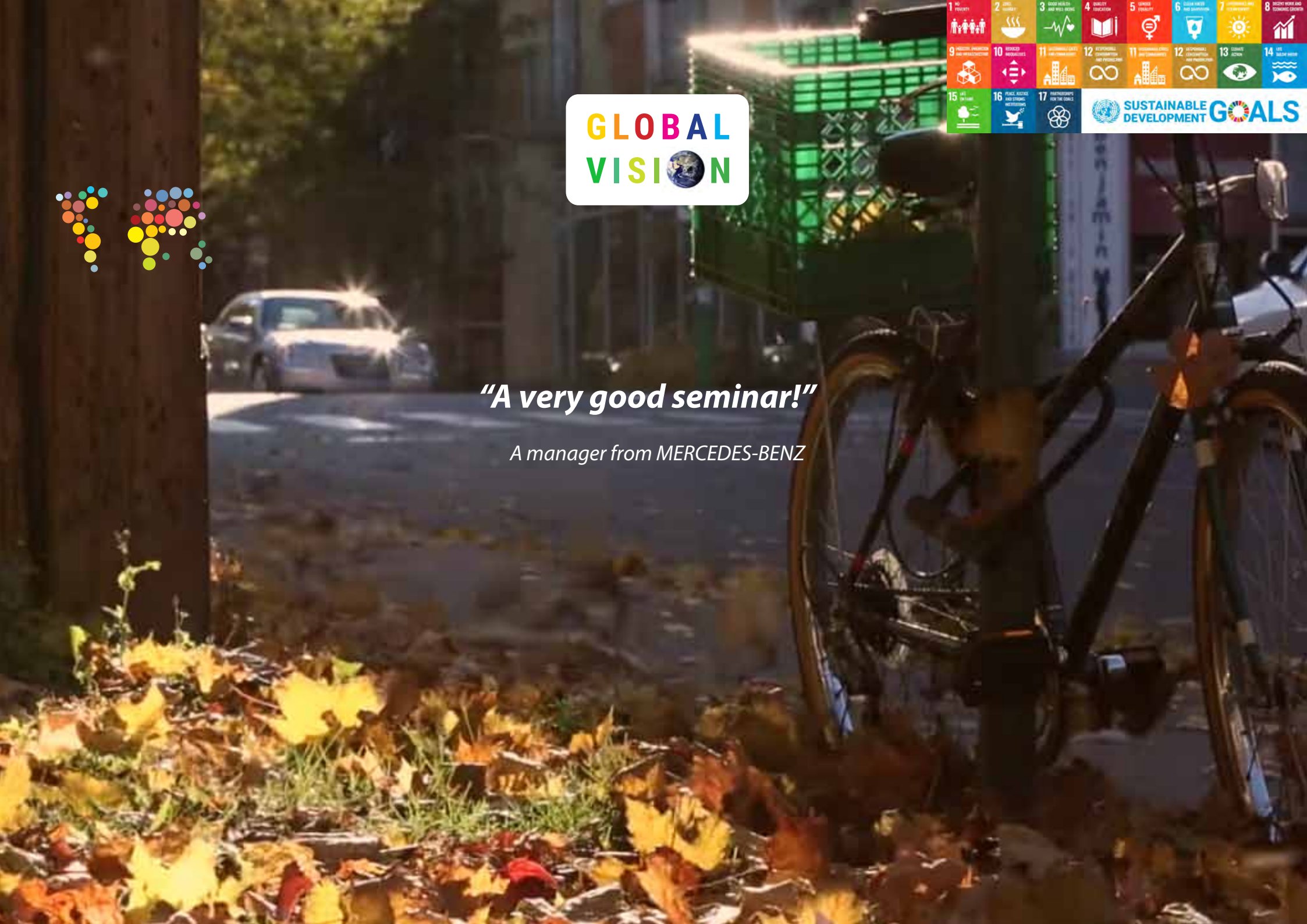
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Sources: <https://ourworldindata.org/poverty> and <https://unric.org/en/united-nations-sustainable-development-goals>



“A very good seminar!”

A manager from MERCEDES-BENZ





17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 2: Zero Hunger

The UN explains: "It is time to rethink how we grow, share and consume our food. If done right, agriculture, forestry and fisheries can provide nutritious food for all and generate decent incomes, while supporting people-centred rural development and protecting the environment. Right now, our soils, freshwater, oceans, forests and biodiversity are being rapidly degraded. Climate change is putting even more pressure on the resources we depend on, increasing risks associated with disasters such as droughts and floods. Many rural women and men can no longer make ends meet on their land, forcing them to migrate to cities in search of opportunities. A profound change of the global food and agriculture system is needed if we are to nourish today's 815 million hungry and the additional 2 billion people expected by 2050. The food and agriculture sector offers key solutions for development, and is central for hunger and poverty eradication."

You can find many more visuals and statistics on hunger and undernourishment, micronutrient deficiencies and obesity at the Our World in Data entries on these topics. Our entries on famines, food per person, and diet compositions also tie closely to these topics.

The UN has defined 8 Targets and 13 Indicators for SDG 2. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved. Below we quote the original text of all Targets and show the data on the agreed Indicators.

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“Easy-going and very professional”

“It was great fun!”

“Content: very comprehensive”

A manager from the advertising agency SCHOLZ & FRIENDS



17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 3: Good Health And Well-Being

Ensure healthy lives and promote well-being for all at all ages. The UN explains:

"Significant strides have been made in increasing life expectancy and reducing some of the common killers responsible for child and maternal mortality. Major progress has also been made on increasing access to clean water and sanitation, reducing malaria, tuberculosis, polio and the spread of HIV/AIDS. However, many more efforts are needed to control a wide range of diseases and address many different persistent and emerging health issues."

In-depth analysis across a range of health-related topics can be found at the Our World in Data entries on: Global Health, Polio, Life Expectancy, Maternal Mortality, Child Mortality, Malaria, HIV/AIDS, Suicide, Burden of Disease, Eradication of Diseases, Causes of Death, Financing Healthcare, Smoking.

The UN has defined 13 Targets and 28 Indicators for SDG 3. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved. Below we quote the original text of all Targets and show the data on the agreed Indicators.

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Sources: <https://ourworldindata.org/poverty> and <https://unric.org/en/united-nations-sustainable-development-goals>

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“An excellent and successful presentation seminar”

A manager from the worldwide advertising agency TBWA



17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 4: Quality Education

Ensure inclusive and quality education for all and promote lifelong learning. The UN explains:

"Obtaining a quality education underpins a range of fundamental development drivers. Major progress has been made towards increasing access to education at all levels, particularly for women and girls."

Basic literacy skills across the world have improved tremendously, yet bolder efforts are needed to achieve universal education goals for all. For example, the world has achieved equality in primary education between girls and boys, but few countries have achieved that target at all levels of education."

The charts and visuals below provide data on the major developments in global education in relation to the Sustainable Development Goal (SDG) targets.

Further information on education and learning can be found across a range of Our World in Data entries on the Global Rise of Education, Pre-Primary, Primary and Secondary, Tertiary, and Literacy.

The UN has defined 10 Targets and 11 Indicators for SDG 4. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved. Below we quote the original text of all Targets and show the data on the agreed Indicators.

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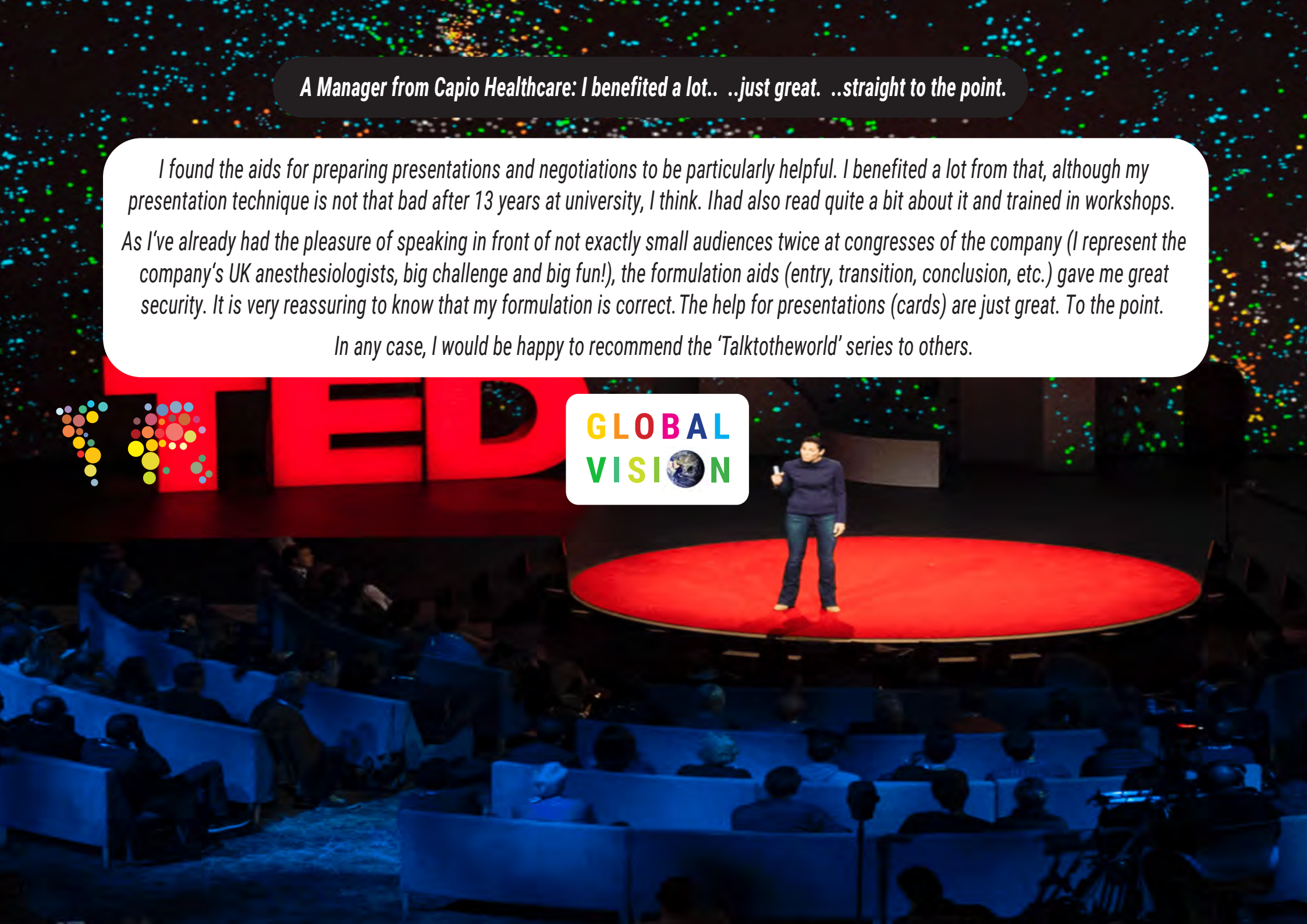
Sources: <https://ourworldindata.org/poverty> and <https://unric.org/en/united-nations-sustainable-development-goals>

A Manager from Caphio Healthcare: I benefited a lot.. ..just great. ..straight to the point.

I found the aids for preparing presentations and negotiations to be particularly helpful. I benefited a lot from that, although my presentation technique is not that bad after 13 years at university, I think. I had also read quite a bit about it and trained in workshops. As I've already had the pleasure of speaking in front of not exactly small audiences twice at congresses of the company (I represent the company's UK anesthesiologists, big challenge and big fun!), the formulation aids (entry, transition, conclusion, etc.) gave me great security. It is very reassuring to know that my formulation is correct. The help for presentations (cards) are just great. To the point.

In any case, I would be happy to recommend the 'Talktotheworld' series to others.

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17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 5: Gender Equality

Achieve gender equality and empower all women and girls. The UN explains:

"Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

Providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes will fuel sustainable economies and benefit societies and humanity at large."

The UN has defined 9 Targets and 14 Indicators for SDG 5. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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Sources: <https://ourworldindata.org/poverty> and <https://unric.org/en/united-nations-sustainable-development-goals>



<https://new-york-city.meeting-and-classroom.global-vision.world/>





17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 6: Clean Water And Sanitation

Ensure access to water and sanitation for all. The UN explains:

"Clean water is a basic human need, and one that should be easily accessible to all. There is sufficient fresh water on the planet to achieve this. However, due to poor infrastructure, investment and planning, every year millions of people (most of them children) die from diseases associated with inadequate water supply, sanitation and hygiene."

The summarise progress towards improved water and sanitation access can be found with more details in the Our World in Data entry on Water Access, Resources and Sanitation.

The UN has defined 8 Targets and 11 Indicators for SDG 6. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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***“I particularly liked the opportunity to do two presentations and to see oneself and the interchange between theory and practice.”
I will definitely recommend the 'Talk to the world' series to others!”***

A manager from IGLO & LANGNESE, UNILEVER



17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 7: Affordable And Clean Energy

Ensure access to affordable, reliable, sustainable and modern energy for all. The UN explains:

"Energy is central to nearly every major challenge and opportunity the world faces today. Be it for jobs, security, climate change, food production or increasing incomes, access to energy for all is essential. Transitioning the global economy towards clean and sustainable sources of energy is one of our greatest challenges in the coming decades. Sustainable energy is an opportunity – it transforms lives, economies and the planet."

More information on energy access and sources can be found at the Our World in Data entries on Energy Production & Changing Sources, Renewables, and Fossil Fuels.

The UN has defined 5 Targets and 6 Indicators for SDG 7. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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“I really enjoyed the seminar”

“Very positive: two practical exercises per person”

A manager from EDDING





17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 8: Decent Work And Economic Growth

Promote inclusive and sustainable economic growth, employment and decent work for all. The UN explains:

"Roughly half the world's population still lives on the equivalent of about US\$2 a day. And in too many places, having a job doesn't guarantee the ability to escape from poverty. This slow and uneven progress requires us to rethink and retool our economic and social policies aimed at eradicating poverty."

The UN has defined 12 Targets and 17 Indicators for SDG 8. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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“Material: excellent!”

A manager from SHARP



17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 9: Industry, Innovation And Infrastructure

Build resilient infrastructure, promote sustainable industrialization and foster innovation. The UN explains:

"Investments in infrastructure – transport, irrigation, energy and information and communication technology – are crucial to achieving sustainable development and empowering communities in many countries. It has long been recognized that growth in productivity and incomes, and improvements in health and education outcomes require investment in infrastructure."

The UN has defined 8 Targets and 12 Indicators for SDG 9. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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“I found the seminar very good. I learned a lot, particularly from the exercises in front of the camera.”

A manager from MEDIA MARKT & SATURN, METRO GROUP



'17 Sustainable Development Goals (SDGs) to transform our world'

SDG Goal 10: Reduced Inequality

Reduce inequality within and among countries. The UN explains:

"The international community has made significant strides towards lifting people out of poverty. The most vulnerable nations – the least developed countries, the landlocked developing countries and the small island developing states – continue to make inroads into poverty reduction. However, inequality still persists and large disparities remain in access to health and education services and other assets."

Further statistics, analysis and visuals on inequality can be found at Our World in Data entries on Income Inequality, Incomes across the Distribution and Global Economic Inequality.

The UN has defined 10 Targets and 11 Indicators for SDG 10. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 11: Sustainable Cities And Communities

Make cities inclusive, safe, resilient and sustainable. The UN explains:

"The challenges cities face can be overcome in ways that allow them to continue to thrive and grow, while improving resource use and reducing pollution and poverty. The future we want includes cities of opportunities for all, with access to basic services, energy, housing, transportation and more."

The UN has defined 10 Targets and 15 Indicators for SDG 11. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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GROW
THROUGH
THEIR
OWN
PEOPLE'S
IDEAS.*



17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 12: Responsible Production and Consumption

Ensure sustainable consumption and production patterns. The UN explains:

"Sustainable consumption and production is about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty."

Definitions of, and indicators for sustainable resource consumption is currently limited, as shown in the data available below.

The UN has defined 11 Targets and 13 Indicators for SDG 12. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 13: Climate Action

Take urgent action to combat climate change and its impacts. The UN explains:

"Affordable, scalable solutions are now available to enable countries to leapfrog to cleaner, more resilient economies. The pace of change is quickening as more people are turning to renewable energy and a range of other measures that will reduce emissions and increase adaptation efforts."

Further data and statistics can be found at the Our World in Data entry on [CO2 and Other Greenhouse Gas Emissions](#).

The UN has defined 5 Targets and 8 Indicators for SDG 13. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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Growth learning curves, stats and figures.



17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 14: Life Below Water

Conserve and sustainably use the oceans, seas and marine resources. The UN explains:

"Our oceans – their temperature, circulation, chemistry, and ecosystems – play a fundamental role in making Earth habitable. Our rainwater, drinking water, weather, climate, coastlines, much of our food, and even the oxygen in the air we breathe, are all ultimately provided and regulated by the sea. Throughout history, oceans and seas have been vital conduits for trade and transportation. Careful management of this essential global resource is a key feature of a sustainable future."

The UN has defined 10 Targets and 10 Indicators for SDG 14. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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SDG Goal 15: Life On Land

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss. The UN explains:

"Forests cover 30 per cent of the Earth's surface and in addition to providing food security and shelter, forests are key to combating climate change, protecting biodiversity and the homes of the indigenous population. Thirteen million hectares of forests are being lost every year while the persistent degradation of drylands has led to the desertification of 3.6 billion hectares."

The UN has defined 12 Targets and 14 Indicators for SDG 15. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 16: Peace, Justice And Strong Institutions

Promote just, peaceful and inclusive societies. The UN explains:

"Goal 16 of the Sustainable Development Goals is dedicated to the promotion of peaceful and inclusive societies for sustainable development, the provision of access to justice for all, and building effective, accountable institutions at all levels."

This aims to promote peaceful societies at national levels, as well as the role of cooperation at the international level.

You can find further details on the topics aligned to peace, cooperation and justice in the Our World in Data entries on War and Peace, Terrorism, Military Spending, Nuclear Weapons, Homicides, Human Rights, Corruption and Violence Against & Rights for Children.

The UN has defined 12 Targets and 23 Indicators for SDG 16. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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Sources: <https://ourworldindata.org/poverty> and <https://unric.org/en/united-nations-sustainable-development-goals>



<https://tokyo.meeting-and-classroom.global-vision.world>





17 Sustainable Development Goals (SDGs) to transform our world

SDG Goal 17: Partnerships

Strengthen the means of implementation and revitalize the global partnership for sustainable development. The UN explains:

"A successful sustainable development agenda requires partnerships between governments, the private sector and civil society. These inclusive partnerships built upon principles and values, a shared vision, and shared goals that place people and the planet at the centre, are needed at the global, regional, national and local level."

The UN has defined 19 Targets and 25 Indicators for SDG 17. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved.

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<i>management training</i>	<i>english training</i>	<i>common european framework</i>	<i>cambridge certificate</i>	<i>oxford dictionary</i>	<i>\$1 per day</i>
<i>online courses</i>	<i>exercises</i>	<i>analysis</i>	<i>statistics</i>	<i>tests</i>	<i>certificates</i>

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Green trainer and professionals network

THE GREEN NEED

- Professionals across all continents in the areas of 'People, Planet, Purpose', Green Sustainability, and ESG (from the United Nations, Top 50 Universities, Corporates (Fortune 500/5000), Green Peace, Robin Wood, Circular Economy, and many more)

THE MANGAGEMENT SKILLS

- American Management Association (AMA)
- Association for Management Education & Development (AMED)
- Australian Management Skills Development Network (AMSDN)
- Bund Deutscher Verkaufstrainer und Förderer (BDVT)
- Chartered Institute of Marketing (CIM)
- Chartered Institute of Management
- Chartered Institute of Accountancy
- International Federation of Training & Development Organisations (IFTDO)
- Institute of Leadership & Management (ILM)
- Chartered Institute of Personnel and Development
- Management Development Network (MDN)
- Oxford Entrepreneurs; Cambridge University Entrepreneurs; The Learning Lab UK
- And many more

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Our **PROFESSIONALS** and **TRAINERS** will implement all green purposes into the following topics through skills development.

Coming soon: **SUCCESSFUL INTERVIEWS** – Six interviews for jobs in marketing, sales management, design, administration – analysis of each interview – advice on interview preparation.

SUCCESSFUL NEGOTIATION – Definitions of negotiation – alternatives to negotiation – four stages of negotiation: preparation, debate, proposal, bargaining – closing the deal.

MEETINGS & DISCUSSIONS – General rules – types of meetings – preparing the meeting: agenda, location, layout – increasing participation – handling problems – guidelines for participants.

Coming soon: **HANDLING IMPORTANT PHONECALLS** – Making new contacts – placing and receiving orders – bookings – job inquiries – reporting errors – complaints – leaving messages – taking notes.

BUSINESS CONVERSATIONS – Three conversations in marketing and advertising – analysis of each conversation – problem-solving – decision-making – the art of listening – small talk – exchanging information – motivation.

Coming soon: **SUCCESSFUL BUSINESS TRIPS** – Travel arrangements – documents – bookings – getting good service – dealing with problems – doing business abroad – necessary research – making impressions – building links.

SUCCESSFUL PRESENTATION

Part one - **PREPARING THE PRESENTATION**: Setting the agenda – the title – opening and closing points – speech structure – hand-outs – the correct approach – venue preparation – audience reaction – time structure.

Part two - **CONDUCTING THE PRESENTATION**: Pre-presentation briefing – meeting the client – taking questions – using notes – visual aids – overheads – charts – slides – speech delivery – body language.

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SUCCESSFUL CUSTOMER RELATIONS – New information on customer service – “lifetime value” of customers – customer retention – staff training – expanding customer service – customer complaints – satisfying the customer.

Coming soon: **THE ART OF USING IDIOMS AND PHRASES** – Idioms and phrases used in a business context. Topics discussed: a new product report, an advertising campaign, problems of pay, plans for product launch.

POSITIVE LEADERSHIP IN MANAGEMENT – Qualities of successful teams – positive team culture – setting goals – implementing decisions – delegation – sustaining results – leadership qualities – motivation – case studies.

SUCCESSFUL DECISION MAKING – Four principles of decision-making – assessing goals – evaluating decision options – non-rational decision-making – imaginative judgement – using intuition – positive thinking.

CONCERNING ETHICAL AND MORAL ISSUES – Growth of the ethical consumer – the green movement – non-profit advertising – the ethical consumer in Britain – Trade offs: economy versus ethics – International efforts.

GREEN MARKETING AND ADVERTISING – The green movement – definition of a green product – green advertising – case studies in green marketing – controls on green advertising – green consumerism.

MARKETING 1 Introduction to Marketing – Defining marketing – the role of marketing in society – the history of marketing – case studies in marketing : CADILLAC, LEVI STRAUSS, Mc DONALD’S – network marketing – future trends.

MARKETING 2 The Marketing Mix – Stages in product development – reasons for new product failure – marketing channels – inventory management – stages in price determination – promotion – personal selling – publicity.

MARKETING 3 Diverse Marketing Practices – Direct marketing – event marketing – product endorsement – product placement – point-of-sales marketing – industrial marketing – market research – case studies: NIKE, LIPTON, KODAK.

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ADVERTISING 1 Introduction to Advertising - History of advertising – impact of advertising: effects on price, value, competition – green advertising – globalisation of markets – case studies: PROCTER & GAMBLE, VARTA.

ADVERTISING 2 Objectives of Advertising – Corporate advertising – briefing and re-briefing – product positioning – market segmentation – choosing media – copy-writing – design – ad testing – case studies: IBM, SEAGRAMS.

ADVERTISING 3 Diverse Advertising Practices – Direct advertising – sampling – social advertising – trade advertising – public relations advertising – sponsoring – point-of-purchase advertising – mass-media advertising: TV, radio, print.

SUCCESSFUL OFFICE MANAGEMENT – Job applications – relating to office staff – office equipment – telephone skills – receiving visitors – looking after the office – building company contacts – minutes of a meeting.

SUCCESSFUL OFFICE CORRESPONDENCE – Inquiries – offers – quotations – sales letters – orders received – orders sent – invoices – payment – reporting and correcting errors – late payments and deliveries.

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- *Achieving Quality*
- *Becoming more Effective*
- *Budgeting for Better Performance*
- *Caring for the Customer*
- *Collecting Information*
- *Commitment to Equality*
- *Controlling Costs*
- *Controlling Physical Resources*
- *Delegating Effectively*
- *Delivering Training*
- *Effective Meetings at Work*
- *Improving Efficiency*
- *Information in Management*
- *Leading Your Team*
- *Making Communication Work*
- *Making a Financial Case*
- *Managing Change*
- *Managing Lawfully – Health, Safety and Environment*
- *Managing Lawfully – People and Employment*
- *Managing Time*
- *Managing Time*
- *Managing Relationships at Work*
- *Managing Tough Times*
- *Marketing and Selling*
- *Motivating People*
- *Networking and Sharing Information*
- *Organizational Culture and Context*
- *Organizational Environment*
- *Planning and Controlling*
- *Planning Training and Development*
- *Preventing Accidents*
- *Project and Report Writing*
- *Securing the Right People*
- *Solving Problems*
- *Storing and Retrieving Information*
- *Understanding Change*
- *Understanding Finance*
- *Understanding Quality*
- *Working in Teams*
- *Writing Effectively*

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Achieving Quality

Quality in Context: Introduction; The meaning of quality; Ensuring quality; Total quality management; Achieving quality at team level; Summary; Standards: Introduction; Types of standards; BE EN ISO 9000:2000; Quality management system; Management responsibility; Resource management; Product realisation; Measurement analysis and improvement; Summary; Quality Control and Statistics: Introduction; The mean, the range and the standard deviation; The distribution of data; Summary; Statistical Process Control: Introduction; Sampling; Acceptable quality level (AQL); Control limits; Applying the techniques; Summary; Performance checks; Reflect and review.

Appraising Performance

Session A: the aims and objectives of appraisal - Introduction; Defining performance appraisal; The benefits of performance appraisal; Resistance to performance appraisal; The purpose of performance appraisal; Aims and objectives of performance appraisal; Summary; Session B: the appraisal process - Introduction; Planning and preparation; Assessing performance; Choosing the appraiser; Summary; Session C: the appraisal interview - Introduction; Before the interview; At the start of the interview; During the interview; Agreeing future performance; After the interview; Summary; Session D: assessment reports and records - Introduction; Recording systems; Who should have access to appraisal records?; Summary; Performance checks; Reflect and review.

Becoming more effective

Assessing your current situation: Introduction; Analysing the requirements of your job; Assessing your current effectiveness; Confirming your findings; Summary; Choosing development activities that suit your needs; Introduction; What is development? Your development needs; Specifying your objectives; Forms of development activity; Ways of learning; Summary; Making it Happen: Introduction; The personal development plan; From planning to action; Selecting the right form of development; Reviewing and evaluating development; Keeping track; Revising your personal development plan; Summary; Performance checks; Reflect and review.

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Budgeting for Better Performance

Session A: What is a budget - Introduction; The purpose of budgets; Beginning a budget; Why do we need budgets?; The advantages of budgets; Using budgetary control; Summary; Session B: Monitor performance against budget - Introduction; Budgetary control; Flexible budgets and budgetary control; Non-financial budgets; Standard costing and budgetary control; Summary; Session C: Measuring Performance - Introduction; What is performance measurement?; Performance measurement principles; A range of performance measures; Financial performance measures; Non-financial performance measures; External comparisons; Stakeholders & their objectives; Summary; Session D: Monitoring and improving performance - Introduction; Developing performance standards; Monitoring performance; Improving performance; Summary; Performance checks; Reflect and review.

Caring for the Customer

SESSION A: ABOUT CUSTOMERS; Introduction; What is a customer?; Non-commercial organisations and their customers; External customers; Internal customers; Summary; SESSION B: WHAT IS CUSTOMER CARE?; Introduction; Customers old and new; The three pillars of customer satisfaction; Meeting the needs of external customers; Summary; SESSION C: DIRECT CUSTOMER CONTACT; Introduction; Whose customers are they?; A quality personal service; Telephone contacts; Customer complaints; Summary; SESSION D: DELIVERING CUSTOMER CARE; Introduction; Identifying your customer care problems; Managing for customer satisfaction; Setting and monitoring standards; A customer care culture?; Summary; Performance checks; Reflect and Review.

Collecting Information

Valid Information: Introduction; Data and information; The need for information; Good information; Information sources; Checking validity; Summary; Collecting and recording information: Introduction; Information relevant to your job; Means of collecting information; Storing information; Questioning techniques; Questionnaires, surveys and observation; Summary; The Internet: Introduction; Internet basics; Searching the internet; Refining a search; Evaluating internet information; Intranets; Internet abuse; Summary; Performance checks.

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Commitment to Equality

Managing Diversity: Introduction; Diversity and equality; The importance of equality at work; Inequality and unfairness at work; Has inequality occurred? - a checklist; Summary; The law relating to equality at work. Introduction; Scope of anti-discrimination laws; UK statute law; Other legislation affecting unfair discrimination; A detailed look at the main UK legislation; Illegal discrimination in detail; Summary; Pursuing real equality in the workplace: Introduction; Who is liable?; Procedures for ensuring equality; Commitment to equality; Pursuing real equality; Summary; The consequences of illegal discrimination: Introduction; Types of liability for illegal discrimination; The financial consequences; The legal process - Employment Tribunals; Employment practices and procedures; Summary; Performance checks; Reflect and review.

Controlling Costs

Session A: classifying costs - Introduction; Organisational costs; Labor costs; Materials costs; Overheads; Fixed and variable costs; Break-even analysis; The need to control costs; Summary; Session B: standard costing - Introduction; Setting standards; Standard costing in practice; Variances from the standard; The value of standard costing; Summary; Session C: controlling and reducing costs - Introduction; Cost information and decisions; Cost centres; Control through cost centres; Cost consciousness; Checklists for controlling costs; Cost reduction; Summary; Performance checks; Review and reflect.

Controlling Physical Resources

Dealing with Resources: Introduction; The organisation's resources; Managing resources; People as a resource; Equipment as a resource; Land and Buildings as a Resource; Materials as a Resource; Summary; Storing and Allocating Materials: Introduction; The basic principles of stock control; Rotating stock; Managing stock; Receiving goods; Issuing goods; Stock levels; Computerised systems; Summary; Purchasing, resource planning and security: Introduction; The purchasing function; Materials planning; Resource planning and management; Security; Summary; Performance checks; Reflect and review.

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Delegating Effectively

Session A: Delegation, a vital skill; Introduction; What does delegation mean?; Why is important to delegate?; Objections to delegating; Authority and responsibility; The process of delegation; How effective delegation will help you; Summary; Session B: Achieving balance in delegation; Introduction; Under-delegation; Over-delegation; Identifying under-delegation and overdelegation; Levels of control in delegation; Summary; Session C: Preparing to delegate - Introduction; What should not be delegated?; What should be delegated?; Delegating to volunteers; Which of your tasks can you delegate?; Selecting a team member for delegation; Summary; Session D: Carrying out delegation - Introduction; Setting objectives; Planning; Monitoring the delegated task; Reviewing the delegation; Summary; Performance checks; Review and reflect.

Delivering Training

How People Learn: Introduction; What is, learning?; The process of learning; Learning styles; Barriers to successful learning; Methods of learning; Training: Introduction; Training - a definition; Your role in the training process; Structure of a training session; Training methods; Dealing with problems; Assessment; Methods of assessment; Giving feedback; Evaluation techniques; Keeping records; Summary; Coaching: Introduction; What is coaching?; Why coach?; Three golden rules; The process; Keeping records; Summary; Counselling and mentoring: Introduction; Five ways to support your team members; Counselling; Professional help; Mentoring; Confidentiality; Summary; Performance checks; Reflect and review.

Effective Meetings at Work

One-to-one meetings: Introduction; Types of one-to-one meetings; Setting up meetings; Communicating in one-to-one meetings; Formal meetings with staff; Taking notes; Counselling interviews; Disciplinary interviews; Grievance interviews; Other methods of one-to-one communication; Summary; Giving and receiving feedback: Introduction; The role of feedback in communication; Giving feedback to improve performance; Feedback in less formal situations; Appraisal meetings; Receiving feedback; Summary; Group Meetings: Introduction; Different types of meetings; Preparing for meetings; Taking part in a meeting; Following up on meetings; Summary; Performance checks; Reflect and review.

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Improving Efficiency

Session A: Background to efficiency - Introduction; Work organisations; Efficiency; Quality; People as a resource; Materials as a resource; Information as a resource; Time as a resource; Summary; Session B: Productivity & work study - Introduction; Productivity; Cost benefit analysis; Work study; Method study; Work measurement; Calculating staffing requirements; Summary; Session C: Efficiency in your workplace - Introduction; What are the real costs of using resources; Planning for improved efficiency & effectiveness; Summary; Session D: Managing Waste - Introduction; Waste control legislation; The costs of waste; A staged approach to managing waste; Awareness raising; Process analysis; Clarifying costs; Future planning; Defining the problem and identifying solutions; Taking action; Summary; Performance checks; Reflect and review.

Information in Management

Using information for decisions: Introduction; Adequate and relevant information; Decision-making models; Summary; Analysing information: Introduction; Analysing numerical data; Excel and data analysis; Non-numerical information; Summary; Presenting Information: Introduction; Tables; Line graphs; Charts; How to create charts in Excel; Other types of visual presentation; Gantt charts and managing projects; Summary; Performance checks; Reflect and review.

Leading Your Team

Session A: Are you a leader? - Introduction; What is a leader?; What else does a leader need?; So how do you become an effective leader?; Summary; Session B: The team leader, responsibilities and roles - Introduction; Responsibility 1: The task; Responsibility 2: The individual; Responsibility 3: The team; Coping with the role of team leader; Summary; Session C: Leadership styles - Introduction; The leader; The task; The team; The operational environment; Leadership style; Summary; Performance checks; Reflect and review.

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Making Communication Work

Session A: The communication process - Introduction; The importance of communicating effectively at work; The communication cycle; Recognizing and overcoming barriers to communication; Ensuring effective communication in the workplace; Summary; *Session B: Communication media-Introduction; Choosing the right method of communication; Face-to-face communication; Gathering and using feedback; Non-verbal communication; Summary; Session C: Non-verbal communication-Introduction;* Understanding different types of body language; Sending, receiving and interpreting unspoken messages; Attitude, perceptions and cultures; Summary; Performance Checks; Reflect and review.

Making a Financial Case

Changes, ideas and projects: Introduction; Identifying changes in the organisation; The forces for change; Time for change; How are projects selected?; What can go wrong?; Summary; Analysis of costs and benefits: Introduction; Committed and discretionary costs; Capital and revenue costs; Payback period; Return on investment; Non-financial cost-benefit analysis; Summary; Presenting a financial case: Introduction; The right presentation; Gathering information; Submitting the financial case; Summary; Performance checks; Reflect and review.

Managing Change

Change through continuous improvement: Introduction; What does continuous improvement involve ?; Tools for aiding continuous improvement; The 5S Programme; Standards and continuous improvement; Summary; Planning change: Introduction; Reasons for major change; Change and the team leader; Preparing for change; Planning the project activities; Establishing responsibilities and methods of communication; Summary; Implementing change and managing its consequences: Introduction; Monitoring the project plan; Completing a change project; Summary; Performance checks; Reflect and review.

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Managing Lawfully – Health, Safety and Environment

Session A: Background to health and safety legislation - Introduction; Introduction to health and safety legislation; Health and Safety at Work; Levels of statutory duty; Fire precautions act; Enforcing the law; Safety representatives and committees; Summary; Session B: Some important health and safety laws - Introduction; Management of Health and Safety at Work regulations; Workplace (health, safety, and welfare) regulations; Manual handling operations regulations; Health and safety (display screen equipment) regulations; Personal protective equipment at work regulations; Provision and use of work equipment regulations 1998; Control of substances hazardous to health regulations; Other laws; Summary; Session C: the law on the environment - Introduction; Background to environmental law; Principal environmental legislation; Integrated pollution control; How the law is enforced; The law on waste management; The law on water pollution; The law on atmospheric pollution; Summary; Performance checks; Reflect and Review,

Managing Lawfully – People and Employment

Session A: employment policies- Introduction; Communicating employment policies; The contract of employment; Employment tribunals; Grievance and disciplinary procedures; Dealings with recognised trade unions; Employment records; Summary; Session B: managing positively- Introduction; Achieving harmony at work; Selection and training; Appraising performance; Communicating with the team; Earning respect from the team; Motivating and monitoring; Recognizing and resolving conflict situations; Resolving conflict; Grievance procedures; Summary; Session C: Discipline - Introduction; The purpose of discipline; Rules; Dealing with offences; Following the procedures; Finding out the facts; The counselling session; Taking action; Summary; Performance checks; Review and reflect.

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Managing Time

Where does all the time go? Introduction; What is time management?; Activity trap 1: crisis management; Activity trap 2: responding to demands; Activity trap 3: the treadmill; Getting out of the trap; Summary; Deciding how to use time: Introduction; Making decisions; Identifying demands; Habits; Priorities; The time management grid; The quadrants; Summary; Making time work: Introduction; Time logs; Planning time for you and your tour team; The list system; Gantt charts; Summary; The limits of time management; Introduction; Scheduling your own tasks; Scheduling team time; The best laid plans; Coping with the unexpected; Reviewing the use of time; Summary; Performance checks; Reflect and review.

Managing Relationships at Work

The importance of good relationships; Introduction; A definition of relationships; Formal and informal relationships within organisations; External relationships; Differences between people; Relationships and organisational culture; Summary; Building a positive environment: Introduction; Groups and teams; Behavior breeds behavior; Personal qualities; Interpersonal skills; Emotional intelligence; Developing a culture of trust; Confidentiality; Choosing your leadership style; Summary; How to get the result you want; Introduction; Instructing; Influencing; Persuading; Negotiating, Summary; Managing Conflict: Introduction; The value of personal power; Causes of conflict, Resolving conflict situations; The 4-step-model for resolving conflict; Achieving a win-win situation; Summary; Performance checks; Reflect and review.

Managing Tough Times

Session A: what makes your job tough?- Introduction; Types of working demand; Work-related demands; People demands; Demands from the changing world; Multiple demands; Summary; Session B: how do you cope with tough times?- Introduction; What to look for; We are all different; The three stages of stress; How stress can affect your organisation; Summary; Session C: helping yourself in tough times; Introduction; First aid; Preparing for tough times; Summary; Session D: helping others in tough times - Introduction; Promoting team work.

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REACH FOR THE STARS.



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Marketing and Selling

Understanding the market: Introduction; The market and competition; Product life cycles; The marketing approach; Summary; The marketing mix: Introduction; The elements of the marketing mix; Product quality; Maintaining customer satisfaction; The people factor in the marketing mix; Summary; Analysing the market: Introduction; Recognising the need for change; PESTLE analysis; Market segmentation; SWOT analysis; The marketing plan; Summary; Getting the price, place and promotion right: Introduction; The right price; The right place; The right time; The right promotion; Summary; Performance checks; Reflect and review.

Motivating People

Session A: what is motivation - Introduction; Definitions; Values and attitudes; The right atmosphere; Clear objectives; Summary; Session B: understanding behavior at work - Introduction; Maslow: needs theory; McGregor- theory x and theory y; Herzberg: the two-factor team; Expectancy; Hackman and Oldham: internal motivation; Summary; Session C: Making work more rewarding – Introduction; Taking the skill out of work; Reviewing the theory; Job enrichment; Job rotation and job enlargement; Job enrichment in practice; Summary; Session D: the team leader's role - Introduction; Needs and your team; Motivation and the team; Managing performance to meet objectives; Job enrichment; Job enrichment and the team; Summary; Performance checks; Reflect and review.

Networking and Sharing Information

Successful briefings and presentations: Introduction; The purpose of briefings and presentations; Which medium?; Selecting information; Planning and preparation; Conducting the briefing or presentation; When it's all over; Changing sides - being a contributor; Summary; Active listening: Introduction; The five senses; The communication process; Learning to listen actively; Whole body listening; Hidden messages; Non-verbal communication; Summary; Building a network: Introduction; What is networking; What is good about networking; Types of network; Creating a network; Building a rapport; Summary; Performance checks; Reflect and review.

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Organisational Culture and Context

Why organisations need to exist: Introduction; What organisations are for; Is there, an organisation for all purposes?; Types of organisation; Organisational structures; Organisational functions; Summary; Ethics in business: Introduction; Stakeholders in the organisation; Ethics in practice; Mission statements; Is good ethics good business; Communications; Political, investment and trading practices; The public interest disclosure act (PIDA) 1999; Conflicts and ethical dilemmas; Summary; Organisational culture and its effect on performance: Introduction; Contrasting organisational cultures; Culture and management style; Sub-cultures; Internal politics; Summary; Performance checks; Reflect and review.

Organisational Environment

The economic environment: Introduction; How economics affects everyone; Factors of production; Raw Materials; The price mechanism; The economic levers which governments use; Key economic issues effecting all organisations; Summary; The Global Village: Introduction; The UK's International Trade; The UK's trading partners; The European Union (EU); International organisations which influence the UK; The trade cycle, unemployment and economic growth; Summary; Performance checks; Reflect and review.

Planning and Controlling

Session A: Planning and controlling work processes - Introduction; Control systems; Stages in control; Summary; Session B: Planning and controlling the use of resources - Introduction; Controlling materials; Controlling quality; Controlling plant and equipment; Controlling work methods; Scheduling work flow; Control and people; Making your contribution; Summary; Session C: Planning and controlling projects; Introduction; Project management; The germ of a project; Knowing what you want to achieve; Project planning; Project costs; Summary; Performance checks; Reflect and review.

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HOW WOULD YOU LIKE TO GROW?



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Project and Report Writing

Reports-what and why? Introduction; What is a report?; Objectives of reports; The users of reports; The structure of a report; Types of reports; Summary; The report writing process: Introduction; What's special about presenting reports; The report writer's toolkit; Get the task into focus; Plan your work; Research and analyse the facts; Select the appropriate structure; Manage the content; Write your report; Summary; Gathering and presenting information: Introduction; Obtaining facts; Conducting your own investigations; Analysing numbers; Drawing conclusions and making recommendations; Presenting information; Using appendices; Summary; Writing an ILM Certificate project report; Performance checks; Reflect and review.

Securing the Right People

Session A: Filling a vacancy- Introduction; recruitment policies; The recruitment process; A vacancy exists; Starting the recruitment and selection process; Analysing the job; Job descriptions; Person specifications; Job specification; Getting approval; Attracting the applicants; Employment law; Summary; Session B: Making the right choice- Introduction; Why do we interview?; Preparing for the interview; The functions of the interviewer; Interview format; Welcoming the interviewees; Asking questions; Keeping to a natural sequence; Taking notes; Rounding off the interview; Assessing the candidates; Following up the interview; Summary; Session C: Helping the new employee - Introduction; Preparing for the new employee; Before the employee arrives; On the day the employee arrives; Individual needs; Retaining your staff; Developing staff; Summary: Performance checks; Reflect and reviews.

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Understanding Finance

Session A: the need for accounts - Introduction; How money is used; The use of accounting records; Accounting records and accounts; Summary; Session B: finance in business - Introduction; How a business works; Cash flow; Summary; Session C: financial information - Introduction; Cash accounting versus profit accounting; The profit and loss account; The balance sheet; Summary; Session D: financial indicators - Introduction; Using ratio analysis; Summary; Session E: sources of finance - Introduction; Funds available; Short-term finance; Medium-term and long-term finance; Flexible financing; Summary; Performance checks; Reflect and review.

Understanding Quality

Quality and customers: Introduction; Defining quality; Design quality and process quality; Quality systems; Why is quality important?; The cost of quality; Dependability; Certification and accreditation schemes; Summary; Towards total quality: Introduction; The traditional approach to quality management; What is total quality management?; Continuous improvement; Focus on the customer; A commitment to quality; Teamwork and trust; Summary; Practical steps to quality: Introduction; Finding ways to improve quality; Working as a team; Getting your team to work for quality; Zero defects programmes; Summary; Performance checks; Reflect and review.

Working in Teams

Session A: What teams are - Introduction; What is a team?; Many kinds of work team; Comparing work teams; The needs of people in teams; The responsibilities of people in teams; Summary; Session B: How teams behave - Introduction; The stages of team development; The roles people play; Group norms; Why do teams sometimes fail?; Session C: Leading and developing a team; Introduction; Your role as team leader; Building your team; Cohesiveness; Developing your team; Performance checks; Reflect and review.

Writing Effectively

Why and when to write: Introduction; Writing versus speech; The advantages of writing; Summary; Writing for Results: Introduction; Reaching the destination; Getting the reader's attention; Plain words; Making the right impression; The Human Touch; Summary; Planning and laying out writing: Introduction; Planning your writing; Laying out written documents; Including visual materials; Summary; Performance checks; Reflect and review.

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Modern professional growth is all about gaining green soft skills. Our Corporate Universities Network offers your organisation 'ecologically sustainable growth solution oriented' personnel development and professional training. Hereby we create profound value growth to secure your company's and humankind's future.

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Become world-class.

*It means:
to contemplate, connect, and grow,
to be honest, happy, and grateful,
to appreciate, give, and love.*

Together. One.



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The EFS award.

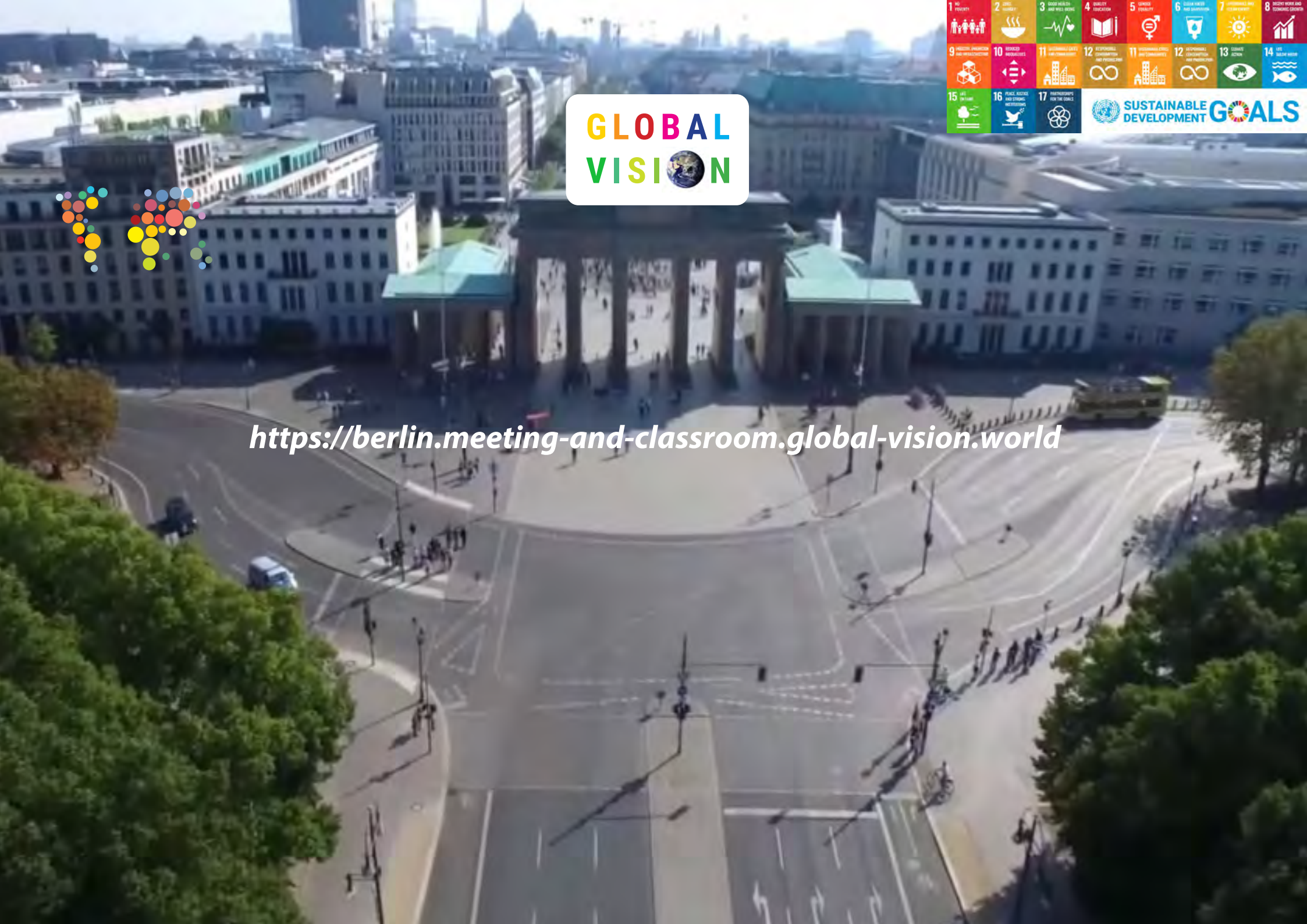
The 'talktotheworld' series has won an award from six universities.

^[1] The prize-winning Enterprise Fellowship Scheme (EFS) competition is managed by the Warwick Ventures technology-transfer department and is a project for innovative, technology-based businesses from the higher education sector; it is jointly funded by the Office of Science and Technology (Office of Science and Innovation/ Department for Innovation, Universities and Skills) and the European Regional Development Fund.

The Enterprise Fellowship Scheme (EFS) includes intensive consultation and a substantial training programme (conferences, meetings, lectures, seminars, workshops, and coaching), which was delivered and awarded by the University of Oxford Saïd Business School, Warwick Business School (WBS - University of Warwick), Birmingham City Business School (Birmingham City University – formerly UCE - University of Central England Business School), Coventry Business School (Coventry University), Keele Business School (Keele University), Staffordshire Business School (Staffordshire University), and The Business Schools of The Universities of Wolverhampton, Aston, and Birmingham.

No one these days seriously denies the need for sustainable business practices. Harvard Business Review

THE GREEN NEED – together we ensure the health of the earth.



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An investment in knowledge pays the best interest. Benjamin Franklin.

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*Wisdom frees from doubts.
Morality liberates from suffering.
Determination frees from fear.*

Confucius



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