

## Commercial Awareness

### Working effectively in changing environments

This workshop focuses on developing a greater understanding of what is involved in developing a higher level of commercial awareness. The workshop helps individuals to focus on the key elements of company success and what that looks like.

This programme will use a number of tools relevant to assessing and improving commercial awareness efficiently in the workplace.

Designed for Managers within retail this course is for people at all levels within the organisation. The programme is designed with a particular tendency for individuals that have to maintain the public face of the organisation



#### Workshop outline

- Organisation awareness
- Market positioning
- Minding your own business
- Evaluating competitors
- Anticipating market needs

#### Workshop Outcomes

- Develop a further understanding your own company – its organisation and structure.
- Brand values – your company's beliefs, values and philosophies.
- What are your company's Key Performance Indicators?
- Where does your company fit into the 'market matrix'?
- Using SWOT analysis
- Exercising 'PEST' control to aid your planning.

## Trevor Edwards



Trevor has extensive business experience in senior management positions with several blue-chip organisations. During this time he headed up operating divisions for three companies, managing sales, marketing and production teams and leading successful change management programmes.

Trevor's working life has mostly centred on working directly with people from all walks of life, developing their potential, facilitating personal change and transforming groups of individuals into successful, motivated teams.

A specialist in Neuro Linguistic Programming and a Certified NLP Master Practitioner and Trainer, Trevor designs and delivers NLP programmes that combine experiential learning with the practical application of the tools and techniques, enabling others to increase their personal effectiveness and make positive and beneficial changes in their personal and business lives.

Trevor is able to make the training real and relevant, helping people to develop their inner strengths, expand their thinking and communicate more effectively.