**Leadership & Staff Capability Development Training:**

**Training 1:**

**Theme:**

**Leadership and Management Skills for 21st Century School Proprietors**

***In these training sessions, we focus on critical areas such as:***

* Branding as a strategic tool to build a market dominant School that can leap over competition and achieve success
* Value innovation as strategic tools for success in school business.
* Making accountability a competitive advantage.
* The Accountability advantage & the accountability zone.
* The four phases of accountability.
* The negative impact of using excuses & the 5 proactive accountabilities.

**Training 2:**

**Theme:**

**Productive Team Building Strategies**

***How to Attract, Train and Retain Competent Staffs and Build Them into A High Performing Team.***

**Focus:**

1. Staff Recruitment, staff management and staff retention strategies.
2. How to train staff for improved productivity.
3. Staff appraisal and the concept of total rewards.
4. How to generate revenue for staff total rewards and motivation.

**Training 3:**

**Theme:**

**The 21st Century School Marketing System That Can Achieve 3-Figure Enrolment Number Annually**

***This is a 5 sessions training designed to equip the school marketing team and their supervisors in the following critical marketing areas:***

* **Day 1: The Process of Customer Creation**
  + This is the first training day of TreNova school marketing series and we focus majorly on channels to market and how to create a multi-step sales process within your school (This is so important yet so few people are doing it properly).
  + Using effective teaching methodologies & improved learning outcome as strategic weapons for school growth.
* **Day 2: Lead Generating System**
  + How to Get, Grow & Keep Your Customer.
  + New and Advanced digital strategies to generate traffic of prospects.
  + Using Bait Marketing System as a strategic tool to enlist the entire community as your marketing force.
* **Day 3: Lead Conversion System** 
  + Strategies to turn prospects into paying customers and keep those customers for life.
  + The power of Proof-it-Selling in boosting the conversion of prospects into paying customers.
* **Day 4: Referral System** 
  + Proven strategies to tap into the most effective customer growth pillar that accounts for 90% of business volume across industries.
  + The most effective new age technology to drive school referral system.
  + Customer experience metrics as strategic weapons to turbo charge school referral marketing.
* **Day 5: The Power of language and influence** 
  + Enhancing your sales result using Cultural and Emotional Intelligence.
  + Enhancing your sales result using Neuro Linguistic Programming.
  + Words that sell and how to communicate the importance of selling to your team & ethically influence people to enroll their children in your school.

**Training 4:**

**Theme:**

**“The 21st Century Teaching Methods and Methodologies That Can Help Achieve Excellent Learning Outcome and Build an Enduring Global Brand.”**

***In these training sessions designed for teaching staff and their managers, we focus on critical areas such as:***

* The appropriate teaching systems and methodologies that can help a learner to gain sufficient knowledge of the concept and topic that is being taught.
* Identification of learner’s strength & how to improve/help slow learners to improve and succeed.
* The right appraisal system that can produce improved productivity among teaching staff
* Systems and methods that can massively improve learners’ participation in the learning process.
* What to do to ensure the right curriculum is adopted and how to train the staff to gain understanding of what is required of them, and
* The process of building an enduring brand for a private school.
* Primary Duties of a Teacher in the 21st Century Teaching Environment & the Factors that Enhances Teacher’s Ability.
* The Concept of ARR, Melt Strategy, Memory Triggers, Learning Pyramid & Result Oriented Appraisal System.
* Data Driven Teaching System & the Computation of Migration.

**Training 5:**

**Theme:**

**Building a Recognizable Brand that Leap Over Competition and Dominate the Market**

**Focus:**

* Introduction: Banding Yourself and Your School.
* The most effective corporate culture that supports and produces result in a private school environment.
* The most effective strategies to promote and expand the brand.
* The 21st century teaching methodologies as a strategic tool for brand recognition and the practical implementation guides.
* Practical steps to massively improve learners’ participation in the learning process.
* Branding and the internet and the dangers of sub branding.

**Training 6:**

**Theme:**

**‘‘Classroom Management, Psychology of Education & Soft Skills in the Couse of Teaching Duty.’’**

* Classroom Management & Psychology of Education.
* Impression Management & Interpersonal Skills.
* Attitude, Behaviour, Your Outer Self & Things to Remember.
* Praise and reward system.
* The card theory and the concept of constructive discipline.

**Training 7:**

**Theme:**

**Effective Customer Service That Turns Ordinary Interaction into Moments of Magic and Memorable Experiences Within a Private School Environment**

**Focus:**

* **Customer-Centric Approach to School Development & Excellence in Relationship Management** 
  1. The concept of customer experience in a private school environment.
  2. The 3 metrics for measuring customer experience:
     + Net Promoter Score (NPS).
     + The Customer Effort Score (CES).
     + The Customer Satisfaction Score (CSAT).
  3. Dealing with difficult people & difficult situations.
* **Career Advancement Through Personal Effectiveness & Factors that Improve the Capital Value of Your Service.**
  1. Personal Strategic Planning, thinking skills & the winning edge.
  2. Personal Strategic Planning & thinking skills.
  3. The Winning Edge Concept.
  4. How to Create Moments of Magic that can Turn Ordinary Interaction into Memorable Experience.’’
  5. The Reality Check – What is the capital value of your brain?
  6. Advance Your Ability Through Involvement.
  7. How to Genuinely Serve others at the Highest Level Possible.
  8. The Golden Keys to Excellence in Service Delivery
  9. The Golden Rules for Keeping Customers & The Customer Service Indices.

Training Fee:

Option 1: ~~N25,000~~SAVE 40% N15,000.00 per seat

Option 2: ~~N50,000~~SAVE 56% N22,000.00 for 2 seats

Option 3: ~~N75,000~~SAVE 66% N25,500.00 for 3 seats

* **A school that pays for 3 seats can decide to use all the seats in a single training or spread the 3 seats among 3 different training sessions.**



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