



WEST COAST WORKSHOP SERIES

Tasmanian Chamber of Commerce and Industry

Funded by Business
Working for Business



Leadership Essentials

TCCI

Workshop Outcomes

- Communicating with influence
- Understanding communication styles and adapting to the audience
- Leadership styles and situational leadership
- The art of feedback – how to provide radically candid guidance to team members
- Personal action plan



Best Practice Human Resources

Workshop Outcomes

- Greater knowledge of human resources and key functions
- Position description, recruitment and performance templates
- Ability to develop and communicate position requirements including key performance indicators
- Key recruitment activities and how to streamline recruitment processes
- Maximising the probation period and monitoring and managing performance



Managing Time and Performance

Workshop Outcomes

- Goal setting strategies
- Urgent versus important tasks
- One percenters... save time on the little things
- Monitoring performance against goals
- Identifying reasons for non-achievement of goals and strategies to address



Business Planning and Making a Business Case

Workshop Outcomes

- Business planning and SWOT analysis template
- Greater understanding of the foundation elements of a business plan
- Business case template
- Greater understanding of the components and requirements of an effective business case
- Enhanced ability to identify the strengths, weaknesses, opportunities and threats relevant to individual business



Developing a Marketing Plan

Workshop Outcomes

- Marketing plan template
- Understanding of the components of a marketing plan including social media
- Understanding target markets
- Marketing strategies for small business
- Measuring the return on investment of marketing spend
- Personal action plan

WORKSHOP DATES

Leadership Essentials

Thursday 12 September
1.30pm – 4.30pm
West Coast Council

Best Practice Human Resources

Tuesday 1 October
1.00pm – 4.00pm
Zeehan Study Hub

Managing Time and Performance

Thursday 31 October
1.00pm – 4.00pm
West Coast Council

Business Planning and Making a Business Case

Tuesday 19 November
4.30pm – 7.30pm
Zeehan Study Hub

Developing a Marketing Plan

Thursday 10 December
4.30pm – 7.30pm
Zeehan Study Hub

Investment:

\$89 per workshop or book the whole series for \$250

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