ORIEL SQUARE PUBLISHING & STRATEGY

Training and Development Workshops

Oriel Square offers powerful inspiration for your business

Sometimes it's the simplest change that makes the biggest difference to your strategy, project, or to your team – all it takes is a shift in perspective to see it. Oriel Square can offer you that pair of fresh eyes.

Oriel Square provides training and development workshops and consultancy that work for you: open bookable courses through the Publishing Training Centre, tailored in-house training workshops, or one-to-one mentoring programmes.

Visit our website to find out what we can do for you.

www.orielsquare.co.uk/training

A tailored, personalised training workshop

Our in-house training workshops can be tailored to any business need, across any kind of educational organisation, in flexible formats. We can run bespoke versions of the four courses outlined below; or get in touch with us to discuss an idea you may have.

Workshop 1:
Strategies for growth

Who is it for? Ideal for a senior management team as they approach a three or five-year strategy cycle, this course is deliverable over a working day or over 24 hours (midday to midday).

What we focus on: We strip out the jargon from strategy work and help teams to focus on simple, executable strategies. As an overall framework we use Richard Rumelt's classic *Good/Bad Strategy*, and the course content explains and applies classic 'MBA' strategic market analysis tools.

Course outline:
- Market diagnosis – what's happening in your market now? What's likely to happen next?
  - understand the drivers of customer satisfaction in your market
  - critically appraise your portfolio and the core competencies of your team
  - segment and target your market effectively.
- Guiding policy development – what golden principles should underpin your strategy?
  - focus on where your advantages meet customer need
  - be clear what you're not doing.
- Action planning – how will you execute your strategy as a team?
  - turning strategy into reality.

Workshop 2:
The Blue Ocean Shift strategy process

Who is it for? A team tasked with identifying new growth opportunities. The process is best delivered over 2–5 days over a 1–3 month period, but can also be delivered in a single workshop plus follow-up coaching session.

What we focus on: Using tools and insights from the bestselling *Blue Ocean Shift* and *Blue Ocean Strategy*, this strategy process aims to break out from your traditional market and produce genuine value innovation.

Course outline:
The process followed in the longer and shorter versions of the course is the same:
1. How to identify the area of biggest opportunity within your market or portfolio.
2. Understanding where you are now.
3. Imagining where you could be.
4. Identifying the ocean of non-customers you can unlock.
5. Finding out how to get there: the six pathways to customer value innovation.
6. Preparing for and running the Blue Ocean Fair.

Workshop 3:
Agile publishing in principle

Who is it for? Agile is not just for digital teams: this innovative course is designed for a team whose major area of expertise is not digital, but who want to harness the potential of agile methodologies to become even more effective.

What we focus on: The course will help a publishing team (in its broadest sense: publishers, editors, designers, project managers and marketers) to establish understanding and ownership of agile principles and the agile manifesto, and to use that understanding to develop more effective culture and processes.

Course outline:
- The agile manifesto and the principles behind it.
- Relating your business to the manifesto and principles.
- Developing new cultural practices to improve business effectiveness.
- Agile process development – practical work.

Workshop 4:
Agile publishing in practice

Who is it for? This course is aimed at editorial / publishing / design teams who are about to begin a major project. The course can be run over a working day or over 24 hours (midday to midday).

What we focus on: An understanding of the principles of agile, and then a deep dive into the project itself to help the team to build effective agile processes and rituals in order to deliver value more effectively to customers.

Course outline:
- The agile manifesto and the principles behind it.
- Understanding SCRUM in a non-digital context.
- Using Kanban for content development.
- Developing bespoke processes for your team or project.

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Oriel Square's mentoring programme

The programme can improve individual confidence, performance or help individuals work towards a particular achievement. It can be adapted for each mentee, whether they are high potential colleagues ready for the next challenge, or they need support in certain areas of their jobs. The programme works on goals and achievements over a series of modules that can address both general and subject-specific topics.

Modules include:

- Decision-making and prioritisation.
- Developing effective habits.
- Establishing and maintaining author relationships.
- Writing a brief.
- Planning a course, programme or component.
- Manuscript or content development.
- Working in a team.

Open courses with the Publishing Training Centre

Oriel Square is proud to be partnering with the Publishing Training Centre on training courses, run at their locations. For more information and to book on to these courses, visit the Publishing Training Centre's website.

www.publishingtrainingcentre.co.uk/courses

Oriel Square is always working with clients to find opportunities to grow business and individuals.

For us, the most satisfying thing is to give our clients the tools and the space to define their growth areas and to watch their business transform as a result.

Find out more about what we can offer at

www.orielsquare.co.uk/training