

Frost & Sullivan have been providing industry leading Learning & Development Workshops for over 40 years. We offer over 40 different workshops aimed at developing individuals' professional knowledge and skills. Our 7 specialist portfolio areas include; Product Management, Marketing, Project Management, Sales & Channels, R&D & Innovation, Management & Leadership and Personal Development.

Do you need a workshop or programme delivered exclusively for your organisation?

In addition to the scheduled dates, all of our workshops can be delivered exclusively to your organisation at a date and location to suit your needs. Frost & Sullivan has extensive experience of working with clients at various levels of programme design, from lightly tailored content or delivery through to fully customised programmes. We will work in partnership with you to customise and deliver the solution that best fits your culture, learning style and ways of working.

“ Over the years I've had the pleasure of not only being a Frost & Sullivan delegate, but also an in-company customer. No one company has impressed me more with the quality of care and depth of knowledge. ”

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Why choose a Frost & Sullivan Workshop?

- **Specialists:** Our workshops are led by consultants who are specialists in their field and have extensive experience of delivering learning solutions across a wide range of industries.
- **Rigorous:** Our workshops are based on best practice thinking; derived from the extensive work Frost & Sullivan conducts on emerging industry and market insight.
- **Highly Interactive:** All workshop group sizes are kept to less than 12 delegates to allow a high level of interaction and to ensure all individuals' learning objectives are met.
- **Transferable Learning:** Our consultants are available to work with you throughout the workshop to create Personal Development Plans for you – so you have an actionable list to take away with you to ensure the learning is transferred to the workplace.
- **Flexible:** Our portfolios have been developed so that our workshops can be attended as stand alone or a series of workshops which forms a logical career development path.
- **Accessible:** We offer a choice of locations across APAC and Europe including, London, Paris and Frankfurt.

Planning on booking several workshops over the next 12 months ?

If you would like to book a number of workshops for you or your team, we offer a team development pass which gives significant savings as well as flexibility to top-up and to use on a company-wide basis with an unlimited number of users.



Product Management	Duration	Price	Available Dates
<p>The Essentials of Product Management This workshop will help product managers identify best practice product planning, product development and life cycle management.</p>	2 Days	£1,165	For available dates, please contact us
<p>Financial Management for Product Managers This workshop focuses on some of the most important skills required for commercial product management, financial management, forecasting and building business cases.</p>	2 Days	£1,165	London Feb: 13/14 June: 11/12 Sept: 17/18
<p>Launching New Products This workshop has been designed to help product managers plan and deliver successful launches. It is based on research and practical experience of what can go wrong and what it takes to get things right.</p>	2 Days	£1,395	London March: 20/21 May: 14/15 July: 16/17 Nov: 12/13 Paris Oct: 24/25 Frankfurt Jan: 24/25
<p>Industrial/ Technical Product Management As a Product Manager in industrial or technical industries you will find this comprehensive workshop an essential tool in your professional development and probably the most relevant course of your career!</p>	3 Days	£1,595	London Mar: 26/27/28 Sep: 3/4/5 Nov: 19/20/21 Paris Jan: 17/18/19 Frankfurt Jun: 12/13/14
<p>Business/ Commercial Product Management This workshop will teach you how to implement process, methods and tools improvements that will have an immediate impact on your product performance. Ultimately, you will be able to define and launch new products and manage them with the best chance of success.</p>	3 Days	£1,595	London May: 21/22/23 Dec: 17/18/19

Sales & Channels	Duration	Price	Available Dates
<p>Channel Management This intensive workshop will help you better understand the dynamics of designing and managing an effective channel marketing programme. You'll develop a pragmatic, step-by-step process for selecting the right distributor for a given market. You'll learn how best to influence your channel partners' profitability, allocation of sales time and how they present themselves to the marketplace.</p>	3 Days	£1,595	London Feb: 1/2/3 July: 11/12/13 Oct: 3/4/5 Frankfurt Apr: 2/3/4
<p>Channel Management Masterclass If you want a reminder of the fundamentals of Channel Management and to understand where your channel management programme is relative to 'best practice', then join us in this one-day, practical workshop to rapidly improve channel performance.</p>	1 Day	£695	London May: 4 Nov: 2
<p>Managing and Developing Your Key Accounts This 2-day workshop will equip you with the required methodologies and skills to successfully manage and develop your customer base. During this two day practical and interactive workshop you'll consider the role and day-to-day tasks of highly effective account managers, examine proven practice in the development of an account and learn how to develop long term and profitable relationships with your key/major accounts.</p>	2 Days	£1,095	London March: 1/2 May: 16/17 Aug: 13/14 Oct: 8/9 Paris Sept: 10/11 Frankfurt Dec: 5/6
<p>Value Based Selling Value Based Selling (VBS) has been defined as an approach to selling that attempts to quantify to a customer the economic value, or monetary worth, of your product or services performance advantages versus competing products.</p>	2 Days	£1,095	London Feb: 1/2 Apr: 18/19 Aug: 8/9 Nov: 14/15
<p>Fundamentals of Consultative Sales This challenging and interactive two day workshop will provide you with the skills, tools and frameworks to successfully execute your sales process in a professional manner ensuring you are maximising potential and keeping your customers' needs at the centre.</p>	2 Days	£1,095	For available dates, please contact us

Marketing	Duration	Price	Available Dates
<p>Marketing Strategy and Planning</p> <p>This practical workshop will provide delegates with a structured approach to developing their knowledge and skills in this vital area, in contrast to the ineffective and ad hoc approach favoured by too many organisations.</p>	2 Days	£1,095	London Jan: 16/17 Apr: 10/11 July: 2/3 Dec: 3/4
<p>Competitive Intelligence</p> <p>This workshop will review the key tools for those involved in, or with an active interest in, competitive intelligence, to ensure that they are able to distinguish between truly valuable competitive data and general market noise, analyse that data and act on it to gain a competitive advantage for their organisation.</p>	2 Days	£1,165	London Feb: 6/7 May: 3/4 Aug: 6/7 Nov: 8/9 Paris March: 22/23 Frankfurt Sept 24/25
<p>Digital Marketing Tools and Techniques</p> <p>This programme gives you a comprehensive introduction to a range of digital marketing tools that businesses are now harnessing to generate leads, and retain and engage your customers.</p>	1 Day	£595	London Apr: 24 Oct: 9
<p>Engaging with Social Media</p> <p>This programme will give you a base to start engaging with social media so that you understand the increasingly important role it plays in Marketing and are well equipped to make positive changes in your organisation.</p>	1 Day	£595	London Feb: 10 July: 6
<p>Marketing Essentials</p> <p>This one day workshop is an introduction to the key principles of marketing to include definitions, key tools and their application in relation to strategic and tactical marketing elements.</p>	1 Day	£595	For available dates, please contact us
<p>Identifying Growth Opportunities using Market Intelligence</p> <p>In our two-day intensive workshop we provide a unique opportunity for managers to learn how to squeeze every particle of useful information from their market intelligence investments through robust, industry standard analysis tools and models.</p>	2 Days	£1,095	London Jan:12/13 June:7/8 Sep:10/11 Paris Mar: 12/13 Dec: 3/4
<p>Value Based Pricing</p> <p>This 3-day workshop will help to you develop or improve your organisation's pricing strategy.You will have new ideas and tools that you can immediately apply to your business.</p>	3 Days	£1,495	London March: 5/6/7 Jul: 18/19/20

Personal Development	Duration	Price	Available Dates
<p>Business Communication Skills</p> <p>What distinguishes this intensive two-day workshop from others is that it is highly practical. It doesn't just tell you what to do; it shows you how to do it, with lots of individual practice, coaching and feedback. Combining research from positive psychology, business theory and actor-training, the workshop takes you through a system of simple but powerful techniques to ensure that you have more impact in every situation.</p>	2 Days	£1,095	London: Feb: 13/14 June 11/12 Sep: 17/18 Nov: 19/20 Frankfurt Apr: 23/24 Paris Oct: 15/16
<p>Essential Presentation Skills</p> <p>Through a range of practical exercises you will learn to control nerves, structure a presentation logically and use visual aids effectively.You will be amazed at your improvement after just 2 days and will leave the workshop with real confidence in your presenting ability.</p>	2 Days	£1,095	London Feb: 6/7 May: 14/15 July: 4/5 Oct: 4/5 Paris Dec: 3/4
<p>Assertiveness at Work</p> <p>This workshop provides you with some practical tips, which will help you make requests assertively, say no to unreasonable demands, to achieve a win/win outcome. It will also give you the opportunity to practise these skills in a safe and supportive environment, helping you to improve your self esteem and boost your confidence.</p>	2 Days	£1,095	London Jan: 23/24 Apr: 16/17 July: 16/17 Nov: 5/6

Personal Development	Duration	Price	Available Dates
<p>Fundamentals of Finance for Non-Financial Managers This course will provide you with a solid foundation in the principles of finance as they apply in the real world, without resorting to jargon. You will develop an understanding of how finance works in business, how finance measures performance, how financial decisions impact upon performance, how to set and manage budgets and how to use finance skills to drive a business forward.</p>	2 Days	£1,095	London Jan: 18/19 May: 10/11 July: 5/6 Nov: 8/9 Paris Mar: 29/30 Frankfurt Sept: 19/20
<p>Time Management This workshop will look at the key concepts of time management, to help you focus and prioritise on your key result areas. You will be able to contribute with more confidence to achieve your organisation's, team and personal objectives following attendance.</p>	1 Day	£595	London Mar: 5 June: 4 Sept: 6 Dec: 7
<p>Win-Win Negotiating This workshop is intended to help participants understand where they fit on the spectrum of negotiating success, and to understand what they need to do to improve. Emphasis is placed on collaborative forms of negotiation.</p>	2 Days	£1,165	London Feb: 8/9 Apr: 17/18 Aug: 1/2 Oct: 11/12 Paris Dec: 3/4 Frankfurt Jun: 4/5
<p>Getting Results Without Authority This workshop teaches you communication and positive influencing skills which will increase your performance and impact when dealing with colleagues, bosses, customers, partners and suppliers.</p>	2 Days	£1,165	London Jan: 23/24 Apr: 3/4 June: 14/15 Aug: 30/31 Nov: 12/13 Paris Mar: 20/21
<p>Cultural Intelligence: Working with People from Other Cultures This course will develop delegates' cross-cultural skills and offer a hands-on learning experience that will greatly benefit them personally and professionally. Delegates will also undertake a self-discovery session and have the opportunity to undertake their personal cultural profile on-line.</p>	2 Days	£1,165	London Feb: 27/28 Sept: 13/14
<p>Creating & Presenting a Compelling Business Case This workshop shows you how to make sense of the task at hand and build confidence in your ability to build a well-argued case that you can present and defend in an authoritative and influential way.</p>	3 Days	£1,495	London Jan: 25/26/27 Sept: 25/26/27
<p>Dealing with Difficult People Conflict comes about from differences - in needs, values and motivations. Sometimes through these differences we complement each other but sometimes we will conflict. Conflict is not a problem in itself - it is what we do with it that counts. Conflict management builds stronger and more cohesive organisations and more rewarding relationships, enabling personal differences to be bypassed and new possibilities to be opened up.</p>	1 Day	£595	London May: 18 Aug: 6 Nov: 2
<p>Effective Business Writing Skills This one day workshop will help you sharpen up your writing, giving you the confidence to write lucid, crisp and persuasive documents, within the framework of your own personal style.</p>	1 Day	£595	For available dates, please contact us
<p>Business Communication Skills - Advanced This intensive one-day workshop is for people who have attended the Business Communication Skills course and want to take their skills to a more advanced level.</p>	1 Day	£595	For available dates, please contact us

Management & Leadership

3 Day MBA: Managing with Strategic Vision

This 3-day workshop is designed to give you a thorough overview of the strategic aspects of business and the way that each function interlinks; planning the business (strategic thinking); doing the business (operations management); managing the business (people and resources); marketing the business; financing the business and managing change.

Duration	Price	Available Dates
3 Days	£1,595	London Jan: 18/19/20 Mar: 20/21/22 June: 18/19/20 Sep: 19/20/21 Dec: 10/11/12 Frankfurt May: 9/10/11 Aug: 29/30/31 Paris Feb: 20/21/22 Nov: 7/8/9

Leadership: What it Takes to Get Results

In this exciting 3-day workshop participants will explore the different dynamics of Leadership behaviour within organisations and learn skills to successfully lead and manage people while keeping motivation and performance standards high.

3 Days	£1,495	London Feb: 8/9/10 Apr: 10/11/12 July: 24/25/26 Nov: 20/21/22 Paris May: 14/15/16 Frankfurt Oct: 16/17/18
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How to Influence and Consult Strategically

This challenging three day workshop, built around the R5 Advisory Skills Framework, will provide you with the skills, tools and frameworks to lift your influencing, consulting and advisory skills to a new level, helping you to manage upwards, push through your strategy ideas and proposals and being far more confident to move your career on.

3 Days	£1,595	London Jan: 25/26/27 Apr: 23/24/25 Jun: 26/27/28 Sep: 3/4/5 Oct: 29/30/31 Dec: 10/11/12 Paris Feb: 20/21/22 Oct: 15/16/17 Frankfurt Mar: 19/20/21 Nov: 5/6/7
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Leading a Virtual and Remote Team

This 2-day workshop has been designed to help managers adapt to remote working and distance managing.

2 Days	£1,165	London Jan: 16/17 Jun: 7/8 Sep: 19/20 Dec: 5/6 Paris: Mar: 28/29 Frankfurt: Aug: 29/30
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Management Skills for the New and Prospective Manager

This workshop teaches you communication and positive influencing skills which will increase your performance and impact when dealing with colleagues, bosses, customers, partners and suppliers.

3 Days	£1,495	London Feb: 22/23/24 Oct: 15,16,17
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How to Influence and Consult Strategically - Advanced

As a member of a team competing against another, to influence a strategic decision in a lifelike situation, allowing you to learn experientially and collaboratively.

2 Days	£1,165	For available dates, please contact us
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Project Management

An Introduction to Effective Project Management

This is a two day programme covering the essentials of project management. It provides the foundational skills necessary to initiate, plan and successfully execute projects, bringing them in on-time and to budget.

Duration	Price	Available Dates
2 Days	£1,095	London Apr: 3/4 Oct: 1/2

Project Management People Skills

This workshop focuses on some of the most important skills required for commercial product management, financial management, forecasting and building business cases.

2 Days	£1,095	For available dates, please contact us
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Managing Dynamic Projects

This three day workshop focuses on what it takes to be a successful project manager, exploring all the processes, tools and multiple skills needed to deliver projects in today's dynamic business environment.

3 days	£1,495	London May: 9/10/11 Nov: 5/6/7
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