



**GREENE KING**  
PUB PARTNERS

# TRAINING

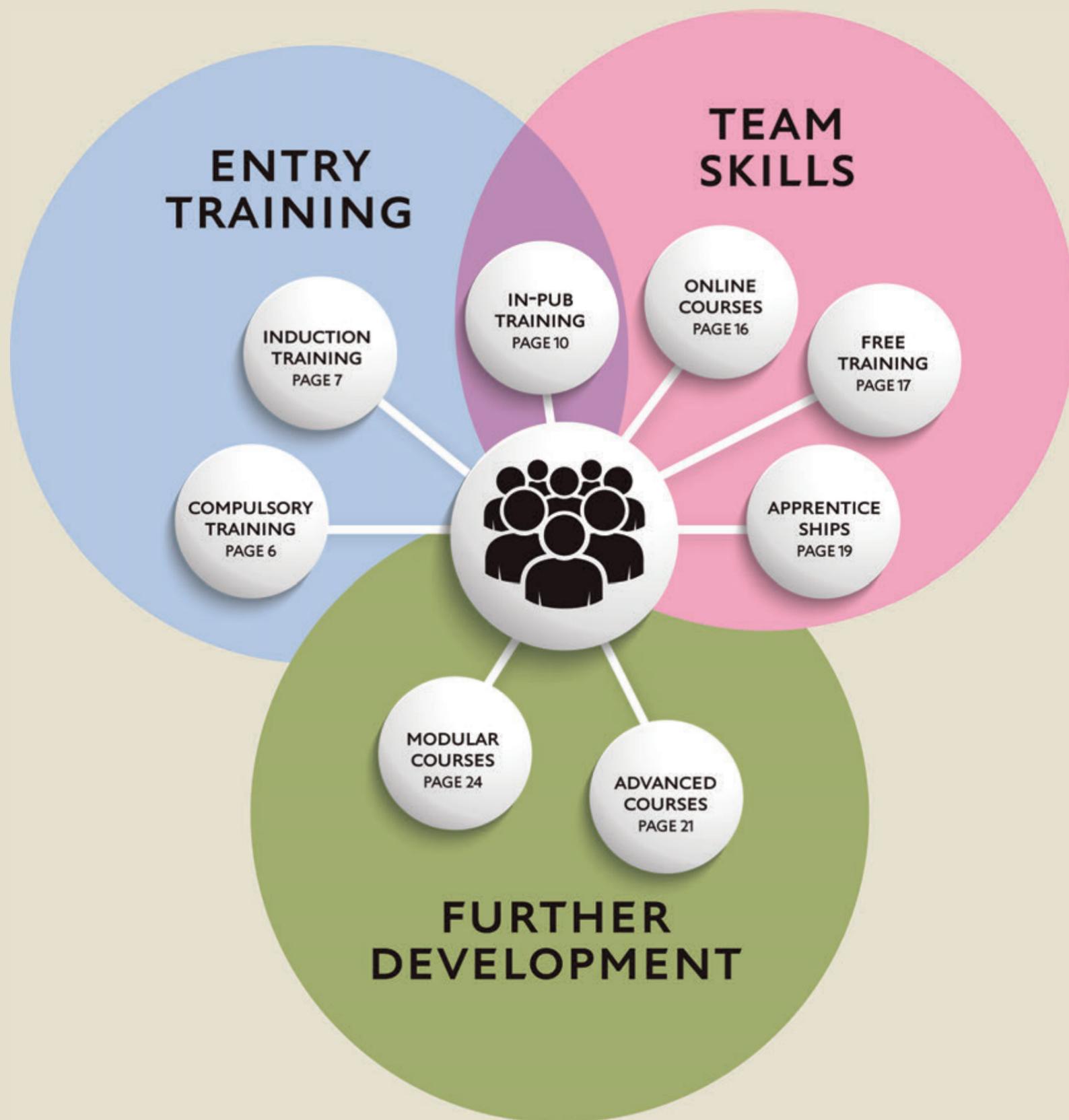
Support that makes a difference



**01284 714375**

PubPartnersTraining  
@GreeneKing.co.uk

**DISCOVERY**



# DISCOVERY



SARAH MILWARD,  
LEARNING & DEVELOPMENT MANAGER

## DISCOVER A WHOLE WORLD OF TRAINING

Greene King Pub Partners Training is here to help you become the best you can be.

We're dedicated to ensuring you get the most from your pub so that you can run your business better and stay legal.

We host and manage award-winning courses throughout the year and we provide in-pub and online training too. If we don't have the course you're looking for, we can also help you find a course that's right for you.

All prices shown in this brochure do not include VAT which will be charged at the appropriate rate.

## DISCOVER YOUR INDUCTION

# ENTRY TRAINING...

## TRAINING BEFORE YOU CAN ENTER YOUR PUB

All Licensees entering into a new agreement with Greene King will need to undergo training. This will ensure that you operate your business safely and within the law. It will also help you to focus your business plan and set goals and targets.

Some Pub Partners Agreement types also require that you do extra or additional training as a condition of the Agreement. Generally, this is where you may be expected to operate your business to agreed performance standards or where you do not have experience of working in the hospitality industry. The exact requirements may vary but the following summary will help you.

	TENANCY (AND LEASE ASSIGNMENT)	LOCAL HERO	MEET & EAT FRANCHISE	TURNOVER AGREEMENT
<b>Compulsory training</b>				
APLH/SCPLH (unless you have already)	✓	✓	✓	✓
BII Pre-Entry Awareness	✓	✓	✓	✓
Safe Start	✓	✓	✓	✓
Level 2 Food Safety (if serving food)	✓	✓	✓	✓
<b>Induction training</b>				
Cellar Management	✓	✓	✓	✓
Essential Finance	✓	✓	✓	✓
Retail Excellence	✓	✓	✓	✓
Go For Growth – Planning For Success	✓	✓	✓	✓
<b>In-Pub training</b>				
Choose the level that suits your business	✓	✓	✓	✓
<b>Additional specialist training*</b>				
EPOS Tills*		✓	✓	✓
Cellar Master*		✓		
Team Member Training*		✓	✓	
Wine*		✓		

\*Some Pub Partners Agreement types require you to do extra or additional training as a condition of the Agreement. Generally, this is where you may be expected to operate your business to agreed performance standards or where you do not have experience of working in the hospitality industry.

# COMPULSORY TRAINING

## LEVEL 2 AWARD FOR PERSONAL LICENCE HOLDERS / SCOTTISH CERTIFICATE FOR PERSONAL LICENCE HOLDERS

Anyone authorising the sale of alcohol to the public must hold a Personal Licence.

### WHAT YOU'LL DISCOVER

- How to apply for a Personal Licence
- Roles, legal responsibilities and the penalties for failure to comply with the law
- The Premises Licence
- The roles and duties of a Designated Premises Supervisor
- Rights of entry to Licensed Premises
- Temporary Event Notices (TENs)
- The content and purpose of operating schedules
- Police powers with regard to suspension and closure of Licensed Premises
- Strengths of alcoholic drinks, and effects on the human body
- The responsible retail sale of alcohol

**£130**  
PER PERSON

## PRE-ENTRY AWARENESS TRAINING – BII (PEAT)

PEAT is taken online to confirm that you understand the obligations of taking out a Tenancy or Lease Agreement with a pub company.

### WHAT YOU'LL DISCOVER

- You can take the course any time via the BII website at [www.bii.org](http://www.bii.org)
- It takes approximately 90 minutes to complete the training
- There are 7 modules and at the end there is a short test
- On completion, you'll be provided with a BIIAB (British Institute of Innkeepers Awarding Body) certificate
- For more information, visit [www.bii.org/industry-advice/peat](http://www.bii.org/industry-advice/peat)

**£90**  
PER PERSON

## LEVEL 2 AWARD IN FOOD SAFETY

If you are going to be preparing food, you and your team must have gained the Level 2 Award in Food Safety.

### WHAT YOU'LL DISCOVER

- Our online training module is for all chefs and kitchen team members to cover the areas they must undertake by law before working in a kitchen.
- Food legislation
- Bacteria in food, food poisoning and food contamination
- The food journey – purchase to service
- Cleaning
- Hygiene and health at work
- The module is fully compliant and has been endorsed by the SQA (Scottish Qualifications Authority) and the IOH (Institute of Hospitality) and accredited by the NSA (National Skills Academy).

**£10**  
PER PERSON

## SAFE START

Online training designed to guide you through safety checks and to advise you about both Greene King's and your responsibilities before you move into your pub.

**£20**  
PER PERSON

# INDUCTION TRAINING

## CELLAR MANAGEMENT

Our cellar trainers will demonstrate how to manage your cellar effectively to ensure consistent quality, high yield and Guest satisfaction.

### WHAT YOU'LL DISCOVER

- Introduction to the perfect pint
- Cask beer and cask practical
- Keg beer and keg practical
- Gas systems and coolers
- Cleaning, hygiene and food safety
- Glass washing
- Product presentation
- At the end of the day you will sit the BIIAB Award in Beer Cellar Quality

**£70**  
PER PERSON

## RETAIL EXCELLENCE

How to create a fantastic Guest experience and increase revenue and profits through developing, managing and improving the offer.

### WHAT YOU'LL DISCOVER

- Profit improvement opportunities and impact of improving service and reputation
- Provide a framework and approach to positively impact performance and results
- Develop a great Guest experience and improve the pub's reputation
- Provide a tool for problem solving which can be applied to innovation in marketing, cost reduction and service improvement

**£125**  
PER PERSON

## ESSENTIAL FINANCE

Learn how to clearly and simply monitor financial controls to understand and protect your investment.

### WHAT YOU'LL DISCOVER

- The legal requirements for establishing as a Sole Trader, Partnership or Limited company
- Identify the skills and advice needed from your Accountants, Stocktakers and Bankers
- Establish an efficient bookkeeping system and cash flow forecast exercise
- Comply with all Self Assessment requirements for the Inland Revenue
- VAT calculations
- Construct a Profit & Loss account
- How to calculate Gross Profit, Gross Profit Margin percentage and setting realistic prices
- Identifying waste and abuse
- Staffing ratios and yield

**£100**  
PER PERSON



*'I thought the content was great and as well as giving me some tips, it reminded me of the things we already do well, but how the little things are what will set us apart from the competition. The course helped me to rethink and refocus.'*

CHRIS DOUGLAS,  
THE ORCHARD, EDINBURGH

## INDUCTION TRAINING CONTINUED

### GO FOR GROWTH: PLANNING FOR SUCCESS

This workshop will deliver simple, effective and proven methods used by successful small businesses. We'll help you focus on the key elements to project realistic targets and set yourself apart from the competition.

#### WHAT YOU'LL DISCOVER

- How to develop your business acumen and entrepreneurial focus
- Assess the current cost base of the business and conduct an analysis
- How to develop an active pricing policy
- Identifying sell up/sell on products and getting your team actively promoting them
- Assessing the market place, identifying both direct & indirect competitors
- Benchmarking your business and conducting a competitor analysis
- Drawing up a plan for action

**£200**  
FOR UP TO  
2 PEOPLE



*'Extremely well-run, insightful and would highly recommend to others.'*

MARK NICHOLSON,  
THE BEDFORD,  
TUNBRIDGE WELLS



*'We found it exceptionally good for projecting and planning ahead.'*

ANDREW MCMILLAN,  
STUART INNS



*'I realised that the Anchor should be a great pub that serves good fresh food.'*

VERNON BLACKMORE,  
THE ANCHOR, WOODBRIDGE,  
SUFFOLK

## DISCOVER YOUR EXPERTISE

TEAM  
SKILLS...

# IN-PUB TRAINING

In-pub training is available to support you and your team. This flexible training should be used **when you enter your pub** and can be used for team development or to support pubs re-opening after a refurbishment or capital investment. Modules are also **available for all current Licensees**.

In-pub training is delivered at your pub at times that will suit the needs of your business. Training can be split into sessions of 3-4 hours to suit the needs of your team members. Your BDM will discuss the packages with you and advise on the best training for your needs.

	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Guest focus	✓	✓	✓	
Guest base	✓	✓	✓	
The art of selling	✓	✓	✓	
Challenge 21/25	✓	✓	✓	
Guest journey		✓	✓	
Perfect serve and bar merchandising		✓	✓	
Front of house standards		✓	✓	
Back to basics (kitchen)		✓	✓	
Quality food (kitchen)		✓	✓	
Complaint handling			✓	
Cask and cellar			✓	
Wine and cocktail knowledge			✓	
Full table service			✓	
Serious about sport			✓	
Office management				✓
Leadership				✓
Indoor play areas				✓
Marketing				✓
Advanced food and stock*				✓
Hotels/rooms				✓
Health & Safety				✓

\* Charged at a per delegate rate

# IN-PUB TRAINING LEVEL 1

£250  
1 DAY

This package includes Guest focused training, so your team will be able to offer the best Guest experience.

## GUEST BASE

Help the team to understand who their Guests are and what they expect.

### WHAT YOU'LL DISCOVER

- Who are our Guests? – understanding the type of people that come into the pub.
- How do we create Raving Fans? – finding out what really makes a Guest feel special, going the extra mile and giving them something to shout about.
- Different Guest types – who are they and what do they come in to the pub for?
- How to cater for different types of Guest at the same time – how can you ensure that all your Guests get the service they want when they have different needs and how do we attract new Guests to the pub?

## GUEST FOCUS – TEAM APPROACH

Help your team understand behaviour and interaction with the Guest.

### WHAT YOU'LL DISCOVER

- Smile – how to make your Guests smile.
- Guest at the heart – understanding that everything we do is with the Guest in mind, to deliver the best experience.
- What does a Guest want? – identifying what your Guest wants and needs to keep up with ever-changing trends.
- Guest service & talking to Guests – giving great Guest service and practical session on how to interact with the Guest.

## CHALLENGE 21/25

Help the team to ensure that you do not serve to under-age drinkers.

### WHAT YOU'LL DISCOVER

- Licensing Law – discussing all aspects of licensing with your team.
- ID & Challenge 21/25 – how to recognise and ID Guests when needed.
- Passing off & measures – what it means and what are the consequences.

## THE ART OF SELLING

Help the team to understand the sales process and how to target Guests.

### WHAT YOU'LL DISCOVER

- What can we sell? – identifying the key products we can sell from the menu or drinks range and selling the pub experience to our Guests.
- How can we sell it? – understanding what you are serving/selling, providing product knowledge to communicate to Guests.
- Who can we sell to? – identifying where and what you can upsell.
- Events and daily pub activities – setting up events and activities at key trading times and how to sell them to your Guest.



*'For us, training is the best way for us to add value to our business. Investing in training and investing in our people is key.'*

GRAHAM SUTTLE,  
KAINED IMMACULATE LTD,  
LEBOWSKIS, GLASGOW

## IN-PUB TRAINING LEVEL 2

£400  
3 DAYS

Includes everything in the Level 1 package **PLUS** the following training:

### GUEST JOURNEY

Giving your team an understanding of a Guest's journey within your pub – from entering the car park right through to paying their bill.

### PERFECT SERVE AND BAR MERCHANDISING

Help the team to understand why the quality of every drink you serve is important and how to create a bar that sells.

#### WHAT YOU'LL DISCOVER

- Golden rules of the perfect drink – illustrating the basics when serving a drink and the importance of getting it right every time.
- How to serve the perfect drink – a practical training session to ensure every member of the team knows how to serve all drinks perfectly every time in the correct glassware.
- How to set up and merchandise a bar – looking at great ways to display your key margin-making and Guest-enticing products linked to the time of year and events planned.

### FRONT OF HOUSE STANDARDS

Showing the importance of setting standards and how they can help to drive business in your pub.

#### WHAT YOU'LL DISCOVER

- Front of house setup – a session to show how to set up the pub and bar to focus on the Guest and what they want.
- Zoning and atmosphere – ensure your Guests are in the right area of the pub depending on the reason for their visit – eg. watching sport in the bar or dining.
- POS and posters – how to clearly advertise the great service and products you have available within your pub.

### KITCHEN STANDARDS

Taking the team right back to basics and showing them how to maintain quality in the kitchen.

#### WHAT YOU'LL DISCOVER

- Kitchen paperwork – is your kitchen paperwork efficient?
- Legal requirements – is the kitchen run according to regulatory guidelines?
- Kitchen setup and fridge layouts – setting up the kitchen and the fridges to ensure speed of service and efficiency.
- EHO (Environmental Health Officer) audit.
- Food quality issues – ensuring the food that leaves the kitchen is exactly as detailed on the menu and is consistent.
- Speed of service – understanding how to serve great quality food at all times.



*'I needed some new ideas as well as my team. I have worked in the pub trade for a long time and often did things just because that's the way I had always done them – which can be dangerous in business.'*

PETE AYRES,  
THE SUNNYSIDE INN,  
NUNEATON,  
WARWICKSHIRE

## IN-PUB TRAINING LEVEL 3

£600  
3/4 DAYS

Includes everything in the Level 2 package **PLUS** the following delivered over a month at times to suit you:

### COMPLAINT HANDLING

Understanding Guest complaints.

#### WHAT YOU'LL DISCOVER

- Why do Guests complain? – understanding Guest complaints.
- Why don't Guests complain? – even if they have had a bad experience.
- How to deal with a Guest complaint.

### CASK AND CELLAR

Essential care and cellar management for cask beers.

#### WHAT YOU'LL DISCOVER

- Who drinks cask ale? – the different markets and Guest base that drink cask ales.
- Cellar management – how to look after the perfect cellar.
- Cask and keg products – discussing key product ranges and efficiencies.
- Temperatures – for the perfect serve
- Health information
- Cask ale merchandising
- Deliveries
- Line cleaning
- Gas cylinders
- i-Draught

### WINE & COCKTAIL KNOWLEDGE

Drinks training to help all your team to use their knowledge and speak with authority.

#### WHAT YOU'LL DISCOVER

- Know your wine menu – ensuring the team understands how wine is made and what we mean by 'Old World' and 'New World' wines.
- What is wine? – a category overview of understanding wine.
  - What affects the taste of wine?
  - Describing wine
  - Pairing wine
  - Storage of wines at correct temperature
  - Wine tips
  - Cocktails.

### SERIOUS ABOUT SPORT

Essential for any pub planning to show sports.

#### WHAT YOU'LL DISCOVER

- Sporting Guests – what do they want?
- Big sporting events – how to be set for success
- Top 10 sports watched
- Get the most from Sky Sports

### FULL TABLE SERVICE

Steps of service from start to finish.



*'The trainers were fantastic, they tailored what they were teaching and the language they used to the levels of experience of my team. At the end, even the most senior people commented that they had learned a lot.'*

ANDRENA SMITH-BOWES,  
SCOTTIE PUB COMPANY

## IN-PUB TRAINING LEVEL 4

Seven courses to take your junior and middle management teams to the next skills level. All courses **can be tailored** to your individual business.

£250  
PER COURSE

### OFFICE MANAGEMENT

A 4-hour course to help your management team have robust measures in place for cash handling and stock taking.

#### WHAT YOU'LL DISCOVER

- Office procedures and financial controls
- Stock taking
- Cash checks
- Shift handovers

£250  
PER COURSE

### HEALTH & SAFETY

A 4-to-5-hour course to help your team understand about the full effect of Health & Safety within your business.

#### WHAT YOU'LL DISCOVER

- COSHH
- Fire
- Food Safety
- Personal Hygiene
- Bacteria

£250  
PER COURSE

### LEADERSHIP

A 4-hour course to help your management team create the perfect team.

#### WHAT YOU'LL DISCOVER

- What makes a great team?
- What is teamwork?
- How can you improve the way you work together?
- Shift management before/during/after



*'I was really impressed with the level of training we were given at The Crown and have already talked to the training team about making sure that we put in place an on-going programme to keep everybody up-to-date.'*

PAUL WIGHAM, CHIEF EXECUTIVE, ALL OUR BARS

£250  
PER COURSE

### MARKETING

A 4-to-5-hour course to help your team understand demographics and create a sales plan.

#### WHAT YOU'LL DISCOVER

- Positioning offer
- Mapping opportunities
- Cold calling
- Guest occasions
- Local sales planning
- Events: weekly/monthly/big event and key dates

£250  
PER COURSE

### HOTELS/ROOMS

A 3-to-4-hour course to help your team execute the perfect hotel and bedroom offer.

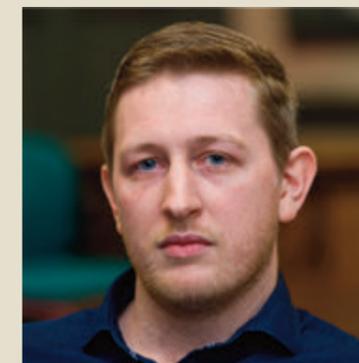
#### WHAT YOU'LL DISCOVER

- Bookings/telephone
- Room set up
- Bed making
- Bedroom audit
- Hotel audit



*'I found the training really engaging, they helped the team look at things from the customers' point of view. Our mystery visit score improved from 75% to 100% as a result'*

RHONDA MCCUTCHEON,  
MANAGER, THE ROYAL OAK, WOODFORD GREEN



*'We use the in pub training team to support all our openings, they tailor it exactly to our needs.'*

GERARD FLYNN,  
FLYNN PUB GROUP

# ONLINE TRAINING COURSES

Online training is a cost-effective way to train your team members. Courses include animation, video and gaming technology to make learning interactive.

We have negotiated the same great rates from two specialist online companies – CPL and Flow training.

PAY AS YOU GO  
**£10**  
PER PERSON  
PER COURSE

MULTI BUY  
**£100**  
5 MODULES  
UNLIMITED  
ACCESS

ANNUAL  
LICENCE  
**£250**  
UNLIMITED  
ACCESS

## LEGAL & LEGISLATION

- Age verification
- ALPS – Award for Licensed Premises Staff
- SALPS – Scottish Award for Licensed Premises Staff
- AUASP – Award for Underage Sales Prevention
- Bribery Act awareness
- Disability awareness
- Drugs awareness
- Equality & diversity
- Food safety level 2
- Health & safety level 2
- Licensing and social responsibility (England and Wales)
- Licensing and social responsibility (Scotland)
- Money laundering awareness

## PRACTICAL SKILLS

- Emergency first aid
- Fire awareness
- Manual handling
- Working in a kitchen
- Fuel safety
- COSHH – Control Of Substances Hazardous to Health

## SALES & SERVICE SKILLS

- Bar Excellence Award
- The Bartender
- Coffee
- Guest Service
- The Receptionist
- The Housekeeper
- Making the most of sport
- Perfect mix
- Wine

## MANAGEMENT SKILLS

- Conflict management
- Interview skills
- Employee appraisal skills
- Stock management
- Time management

# FREE: VIDEO APPS

We have developed a number of FREE quick courses that make it easy to train your team. They're designed to work from a smartphone or tablet.

Download a QR code scanner and then scan the links below.



FREE



CASK ALE



PERFECT POUR



CELLAR



CUSTOMER  
ENGAGEMENT



SERVICE  
THAT SELLS



FOOD SAFETY  
FOR QUALITY



THE WAITER



STEAK



OIL



VOLUME FOOD

## FREE TRAINING: BEER GENIUS

Our free training courses provide a quick and easy way to train your team. We're committed to helping you improve the standards of your business and have developed easy-to-use free training resources for you.

FREE

### BEER GENIUS

Beer Genius is an industry-leading online resource for Licensees that helps you improve the standard of every pint you pour. It has a handy self-diagnosis tool that means you can fix a problem in your cellar there and then so you don't waste beer trying to work out what you need to fix!

### WHAT YOU'LL DISCOVER

- Beer brand information
- 'How to' videos
- E-learning courses
- Book face-to-face training
- Best Practice guides
- Cellar Doctor fault finding service

The site works on PC, tablet or smartphone so it's great for team members if they are in the cellar and have a beer problem to sort out.

VISIT: [WWW.BEER-GENIUS.CO.UK](http://WWW.BEER-GENIUS.CO.UK)



## APPRENTICESHIPS



Apprenticeships offer a fantastic way to train and develop your team whether they're new into the role or looking to progress to the next level. We've aligned our Apprenticeship programme to roles available in pubs so there are a range of opportunities to develop and enhance your team's skills and knowledge.

### WHAT ARE APPRENTICESHIPS?

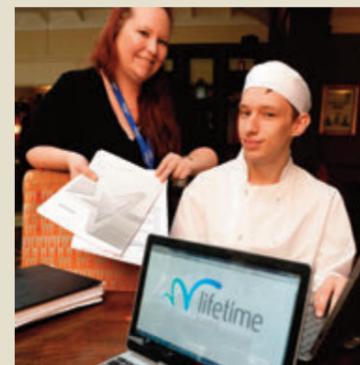
Apprenticeships are work-based training programmes that provide your team with the skills they need to succeed.

### HOW THE TRAINING WORKS

An Apprenticeship takes a minimum of 12 months to complete based on a 30 hour week. Higher level Apprenticeships take longer. Your Apprentice will be supported by a dedicated Lifetime Training Regional Trainer who will visit every 4 to 6 weeks for sessions which will last for approximately 2 hours. Visits will be organised in advance to fit around rotas. The amount of work will depend on the level of the Apprenticeship, however we recommended 3 hours of self-study per week.

### THE BENEFITS TO YOU

- Cost free help to recruit motivated team members
- Train and develop your staff
- Improve retention levels
- Increase your team's productivity
- Provide clear career progression routes for team members
- Improve quality of service for customers
- Reduce wastage and enhance profitability
- Provide an emphasis on customer service
- Fill skills gaps at entry level through to management



*'The apprenticeship route appealed to me because it meant I was in a job but learning more each day about the disciplines needed in the kitchen.'*

LUKE MYERS,  
GREENE KING'S 1,000TH APPRENTICE

### THE BENEFITS FOR THE APPRENTICE

- Gain a nationally-recognised qualification
- Learn at their own pace through a variety of teaching styles
- Improve skills and knowledge to develop their career
- Learn through coaching and mentoring from expert trainers
- Access to online learning resources

Apprenticeships available are slightly different in Scotland and Wales.

#### Level 2 Intermediate Apprenticeships

- Food and Beverage Service
- Licensed retail (specialising in beer and cask ale or wine or cocktails) – England only
- Housekeeping
- Reception
- Concierge and guest services – England only
- Reservations – England only
- Conference and events – England only
- Food production
- Commis Chef / Professional cookery

#### Level 3 Advanced Apprenticeships

- Senior chef production – England only
- Chef de Partie / Professional cookery
- Hospitality Supervisor (specialising in food and beverage, bar, housekeeping, front office or events)
- Management Development Programme – England only

#### Level 4 Higher Apprenticeships

- Hospitality Manager – England only

### FIND OUT MORE OR RECRUIT AN APPRENTICE

If you want to know more, or have an Apprentice and you want to check if they qualify, get in touch with Lifetime Training. Your Apprentice works for you, in your pub. So who you employ is entirely your decision. However, finding great team members isn't always easy. Lifetime Training also offers a dedicated free recruitment service.

### CONTACT LIFETIME TRAINING

CALL: 0845 123 8510

(select 1 for Apprenticeships and 2 for Recruitment)

Or email: [GreeneKing@LifetimeTraining.co.uk](mailto:GreeneKing@LifetimeTraining.co.uk)

DISCOVER YOUR POTENTIAL

FURTHER  
DEVELOPMENT...

## ADVANCED/FURTHER COURSES

### MULTI-SITE OPERATOR PROGRAMME

A two-day interactive workshop for Licensees considering taking a 2nd site, new multiples and current multi-site operators. The programme addresses the challenges and different skill set required to operate a multiple site business.

#### WHAT YOU'LL DISCOVER

- The drivers for success
- Brand, Culture and Values
- Systems and controls
- Lessons from other MSO's
- Managing Risk
- Business Planning

**£500**  
PER PERSON\*

\*INCLUDES OVERNIGHT  
ACCOMMODATION AND  
DINNER FOR 1 NIGHT



*'The course has helped me a lot to understand the responsibilities of being a multi-site operator.'*

RABIN SHRESTHA, WHITE BEAR, RICKMANSWORTH



*'The course helped me to be more efficient and has really motivated me.'*

HEIDI LANE, CROWN & ANCHOR, EASTBOURNE,



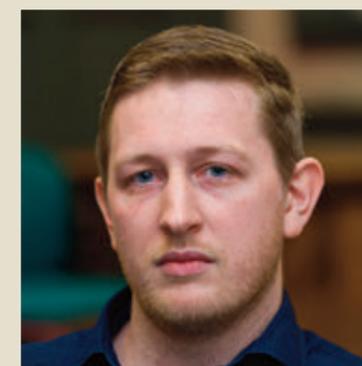
*'We've learned a lot and it helped to interact with other people in the same situation.'*

RODNEY & CORRI BURKE, NEW INN, BIGGLESWADE



*'I would recommend this course to people before they take on a 2nd pub.'*

KATE MARTIN, EAGLE & HIND, CHELMSFORD



*'I can look at the future and create an action plan to get there.'*

GERARD FLYNN, FLYNN PUB GROUP



*'It really helped me make a decision about taking on another pub.'*

IVAN TITMUS, FOX & DUCK, THERFIELD

# ADVANCED/FURTHER COURSES CONTINUED

## MARKETING THROUGH SOCIAL MEDIA

This one-day course will give you the time, space and confidence to understand developments in social media, evaluating the choice of methods and approaches available and drawing up an effective online marketing campaign.

### WHAT YOU'LL DISCOVER

- Understand the market you operate in
- Effectively use the social media channels that are relevant for your business
- Increase your Facebook numbers and use Twitter to create viral marketing messages
- Review your website's structure and content
- Develop a client database
- Plan a calendar of events
- Generate PR for your business
- Choose the right marketing method for your product/campaign
- Write engaging content for your marketing messages
- Evaluate your marketing investment and understand what works

**£125**  
PER PERSON



*'The social media course was really informative. We are more proactive, plan ahead and actively follow our competitors.'*

JANE CORRIGAN,  
JEREMIAH'S TAPROOM,  
EDINBURGH



*'After going on the social media course, we realised that social media needs to be pushed up the priority list. For us now we've dedicated a lot of time to social media, we now get direct sales from it.'*

LORNA PISSARRO  
THE GREYHOUND,  
LAVENHAM, SUFFOLK

## MANAGEMENT TO LEADERSHIP

For everyone who has supervisory, management or leadership responsibilities – either directly or indirectly. You do not need to have a large team – or even a small one – if you need to enable the people around you to perform by doing and saying the right things at the right moment, then this course is for you.

A two-day programme designed to develop the skills needed to get the best out of everyone you have responsibility for. We will examine when people need to be managed and when they need to be led – and what that means for you in terms of different approaches.

To grow performance and capability, people need both support and challenge. You will be shown a variety of approaches which each drive a different result - allowing you to choose exactly what an individual needs from you to perform brilliantly in every situation.

### WHAT YOU'LL DISCOVER

- The differences between Management and Leadership – why management screams and leadership whispers!
- Capabilities of a Leader – leaders are made not born, so let's make sure we grow more in the business!
- 10 Things Great Managers Do – once you know what they are, you can start to hold on to your top talent
- The History of Leadership – some fantastic theories about Buffalo, Geese and the demise of the Great Man!
- Situational Leadership – setting the bar high enough to ensure great performance every time. Giving advice when appropriate. Cheerleading when they are competent and don't need any more advice and then delegating with a smile on your face (lets banish that control freak!)
- Coaching for Performance – a magic model that enables you to be brilliant, all you have to do is ask a few questions!

**£450**  
PER PERSON



*'I thought the course was great, I've really been able to use the skills I learnt and applied them not just on my work life but on other aspects of my life.'*

*'It gave me more confidence and it's helped me manage my team more effectively. I'd totally recommend this course.'*

SAM NEWSON,  
BAR MANAGER, PORTLAND ARMS, CAMBRIDGE



*'I got so much from it, I felt I was a confident Manager already but realised the gap to being a leader.'*

*'It empowered me to make small changes that made a difference.'*

*'In my opinion, Greene King offers the best training in the industry.'*

HAYLEY & STEVE PELLEGRINI,  
PORTLAND ARMS, CAMBRIDGE

# MODULAR DEVELOPMENT PROGRAMMES

These personal development training days are about management and leadership and have been designed not only for your development, but also to provide you with access to high level workshops enabling you to develop and retain the managers in your business.

HELP WITH FUNDING AVAILABLE FOR THIS COURSE

## MANAGEMENT DEVELOPMENT PROGRAMME

This course is set up as an Apprenticeship module and is only available in England. It is designed to develop personal leadership and management skills and will provide the knowledge, behaviours and skills required to lead, coach and manage teams effectively.

£255 PER PERSON

## SUCCESS WITH SOCIAL MEDIA – LEVEL 1

This one-day workshop is designed to demystify the world of social media, you will learn how to build a community using Twitter, Facebook, Instagram, manage social media activity and measure its impact. You will learn how to create a proactive social media presence, enabling you to establish a means to communicate effectively with your Guests.

£200 PER PERSON

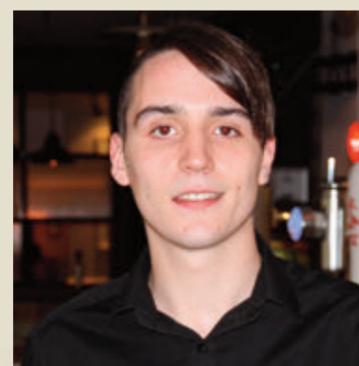
## RETAIL – STAYING AHEAD

An interactive workshop designed to challenge and develop thinking around Retail Excellence in your business, providing access to best practice ideas and approaches that will enhance performance, profitability and deliver growth.

£255 PER PERSON

## SUCCESS WITH SOCIAL MEDIA – LEVEL 2

This one-day workshop is designed to help you build on your current social media activity, giving you additional techniques using Twitter, Facebook, Instagram, YouTube, Email Marketing and Hootsuite. Enabling you to build on your social media presence, learning how to find and attract new Guests and create an effective content calendar that gets results.



*'It made me feel I was valued because they investing in my development rather than just showing me the ropes.'*

MARK MCGUIRE,  
BARMAN AT THE ELIZABETHAN, DUNFERMLINE

£200 PER PERSON

## EMPLOYMENT LAW

A one-day workshop covering legal requirements and employment law essentials in your workplace, including topical case studies, TUPE transfers, disciplinary, grievance and tribunals and general employment law best practice.

£350 PER PERSON

## MANAGER AS A COACH

This three-day programme will enable delegates to develop key coaching skills and embed these skills into their role as a Manager, growing their team and producing better results. It will build on their experiences and skills and challenge them, resulting in more robust growth and improved performance from their people.

£350 PER PERSON

## MASTERING TIME

This workshop will transform how you work and, more importantly, how you think about the everyday operation of your business. Delegates will learn how to focus on the activities that will give them the greatest return, save time and work smarter – not harder.

PRICE ON APPLICATION

## WINE & SPIRITS EDUCATION TRUST – LEVEL 1 & 2

This programme is designed for operators and team members running food and wine led businesses. It's a great entry level qualification course for those wanting to taste and recognise the main grape varieties and explore food and wine matching. It is also ideal for boosting the confidence of new or inexperienced team members.

# COURSE LOCATIONS



## 3 DAY TRAINING CENTRES FOR NEW LICENSEES

- Callander, Stirling
- Kettering, Northamptonshire
- Long Melford, Suffolk
- Todwick, Sheffield
- Yateley, Hampshire

These venues can provide accommodation, or there is accommodation nearby.



## CELLAR MANAGEMENT CENTRES

- Abingdon, Oxfordshire
- Bury St Edmunds, Suffolk
- Callander, Stirling
- Wakefield, West Yorkshire



# NOTES

VERSION 3 AUGUST 2017

TO BOOK A COURSE  
FEATURED IN THIS GUIDE CALL

**01284 714375**

PubPartnersTraining  
@GreeneKing.co.uk



**GREENE KING**

PUB PARTNERS

**PUB PARTNERS PUBLINE**

Telephone: 0345 6080715

**WEBSITE**

[www.GreeneKingPubs.co.uk](http://www.GreeneKingPubs.co.uk)

Greene King Pub Partners, Abbot House,  
Westgate Brewery, Bury St Edmunds,  
Suffolk, IP33 1QT.  
Telephone: 01284 763222.  
Website: [www.GreeneKing.co.uk](http://www.GreeneKing.co.uk)

Greene King Pub Partners is a trading division of  
Greene King Brewing and Retailing Ltd and of  
Greene King Retailing Ltd, both companies in the  
Greene King group.

Spirit Pub Company (Leased) Limited (5699544)  
is also a member of the Greene King group.