

About us:

Amanda Murrell Associates is an award-winning group of consultants, who are experienced in coaching, mentoring training development and delivery and are all specialists in their own right, this ensures that we can be very flexible in our approach and can individually course the correct expertise and skills mix for the group. We are passionate about providing opportunities for individuals to succeed, helping them with confidence and self-esteem to be empowered to make choices, and to have a voice. We put people at the centre of everything we do, we are confident that with support everyone has the capacity and belief to make life changes for the better. A great many of the people that we work with have not had the attention and level of support to help them make better life choices, we can help them get back on track.

To find out more and for a free Skype consultation, contact us:

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We will support, challenge and inspire people to make changes to improve their lives, having helped women offenders and ex-offenders understand the importance of staying out of trouble, we help people gain the skills and knowledge to help them into employment and integrate into the community.

We provide a wide range of support services including;

- mentoring/coaching individuals, teams and people with mixed abilities
- Clarity 4D Personal profiling to understand behavioural preferences and the impact it has
- helping people of all ages and abilities to gain employment
- helping people improve their skills, confidence and self-esteem
- support with life skills
- helping to increase confidence



amanda murrell associates
public participation and community confidence



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WINNER



Bedfordshire
Business Woman
of the Year 2013

Passionate about providing opportunities
for individuals to succeed



“Realising Your Potential”[©]

Amanda Murrell Associates (AMA) Ltd has recognised that there is a need to offer specialist support to different groups of people to enable them to meet the challenges they face and to become the best that they can be. “Realising Your Potential” is a programme designed to increase self-esteem and confidence and to help in the transition between where they are now and where they want to be.

“Realising Your Potential” can be tailored to any group of people and, through relevant training and practical experience, aims to empower individuals to be able to make strong choices and positively impact on their futures.

See our case study on how this is put into practice.



Case Study

In the UK the increase in unemployment amongst young people in the local community is, in part, due to employers finding that younger individuals do not possess the soft skills and experience needed to meet the required standard of employment. This is the case all over the world and not just with young people; women and local people of all ages suffer from lack of confidence because they do not possess the skills, business acumen and do not fit into the stereo typical business person mould.

Many training providers offer training to improve basic literacy and numeracy and

to develop a CV but there is a gap in the support available for the more practical business skills that will help individuals to increase confidence and self-esteem.

“Realising Your Potential” provides training in soft skills, in a safe environment and with a variety of training methods to increase business awareness for those in and seeking employment.

This ‘whole package’ approach includes all of the necessary mental and practical skills to enable the transition into the workplace, taking the skills learnt in the workshops to the shop-floor under mentor supervision. Ultimately, learning these skills will help build confidence and increase the chances of gaining employment and for those already in employment increasing their productivity. Participants will be able to develop skills such as communication and people skills, goal setting, values and beliefs, confidence, personal impact and maintaining effective relationships.



“Realising Your Potential” ©

Module 1	Induction Start Individual Learning Plan (ILP) and Well Being Star.
Module 2	Values and Beliefs Understanding the impact they have on confidence.
Module 3	Improving your Wellbeing and Resilience Understanding the value of well-being and tools and techniques to achieve this.
Module 4	Confidence Building The ability to feel confident in challenging situations.
Module 5	Personal Impact The importance of appearance on your success.
Module 6	Effective Communication Exploring the impact of communication on our message.
Module 7	Mid-point review Evaluate and change if necessary.
Module 8	Understanding Barriers to Effective Communication Delivering the message when we all see the world differently.
Module 9	Building and Maintaining Effective Relationships Why good relationships are important.
Module 10	Goal Setting Setting achievable goals.
Module 11	Problem Solving Strategies for solving problems.
Module 12	Programme Evaluation Completion of ILP, Well Being Star and action plan for the future.

Sample Agenda

Confidence Building

This workshop will provide participants with an opportunity to develop a greater insight into their personal effectiveness and their ability to feel confident in challenging situations. It will also provide an underpinning knowledge to enable attendees to move towards developing effective communication skills, helping to build and maintain effective relationships.

Workshop Content

- Understand what behaviours demonstrate confidence
- Identify role models who display confident behaviour
- Identify times when feeling less confident in certain situations
- Identify times when feeling confident and assertive in the past
- What made the difference in that instance?
- Using techniques to harness that knowledge in new situations
- How to create positive self-talk.

Expected Outcomes

- Increased level of confidence
- A clearer understanding of what makes us feel confident as an individual
- A basic understanding of what impacts on confidence levels
- Development of an action plan of next steps to continue improving confidence levels.