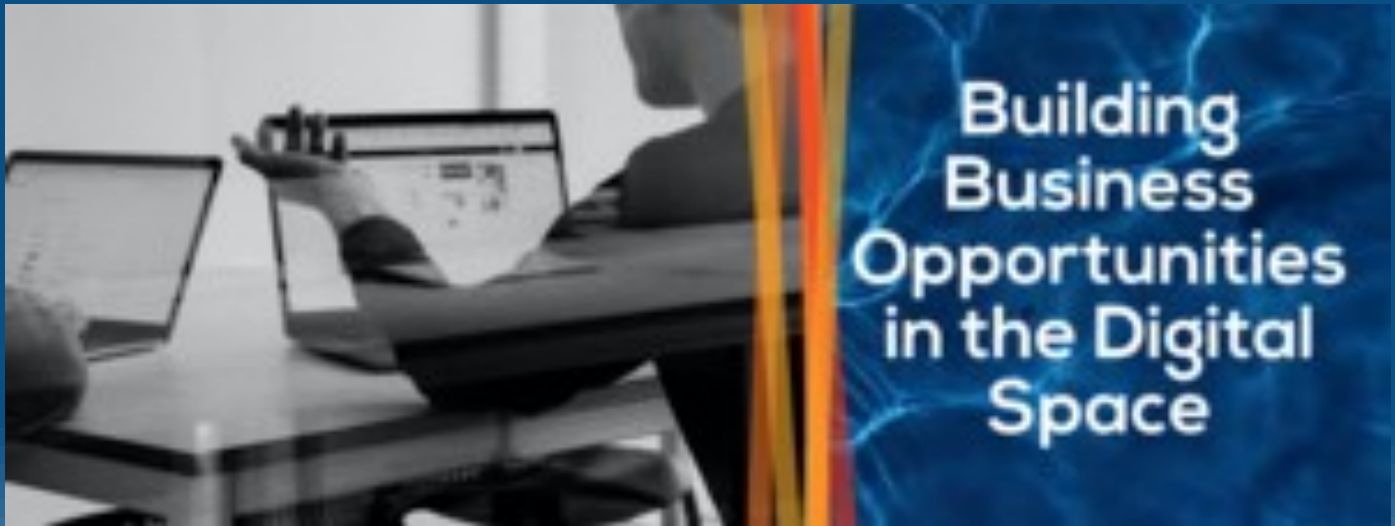


Half Day Professional Development Training



This half day training will empower participants to feel more confident to promote themselves in a digital world and to make good use of the resources.

In this training, learning outcomes will include:

- What inspires you about your work and business? What's the story you want to portray?
- How to find and attract the right market.
- What does your perfect customer/client look like and who is it you serve?
- How the sales funnel works in a digital environment. Bringing your leads into your patch.
- Useful language Useful digital tools.

This training is ideal for anyone who:

- Anyone in small business
- Anyone who wants to get more out of the social media marketing
- Marketing Managers want to stay up with industry trends

Cost: \$900 plus GST. Excludes room hire, catering or travel costs. If you require a customised training program to meet your personal needs, an additional fee will apply depending on the level of variation.

Technical Requirements: The client needs to provide internet, project, speakers and printed workbooks at their own cost. (AV equipment can be provided for an additional fee.)

WHAT PEOPLE ARE SAYING ABOUT THE HINWOOD INSTITUTE TRAINING



Some justifiably call me a control freak, and as I believe in setting the benchmark and never having engaged Barbara before, naturally I was nervous. What a waste of stress, Barbara was a true professional, constantly discussing and refining what I wanted and how I wanted the subject matter delivered.

The webinar was full of webinar newbies, including us. It was a tough gig with participants at first reluctant to join in. I can only describe Barbara's webinar in two ways:

1. Complete professionalism, brilliant delivery
2. Complete success

I am happy to recommend Barbara to deliver webinars and workshops.



Barbara has the capacity to explain complex topics simply. Always appreciate her flexibility and understanding of businesses diverse needs. She has a wealth of knowledge that converts to practical outputs.

Sabina Vitacca, Mindfulness Consultant



I attended a workshop Barbara facilitated. She is a warm and natural facilitator and brings her experience to the task at hand in a seamless manner. A pleasure to participate.

Dr Joanna Henryks, Senior Consultant, Matrix on Board



I attended a few of Barbara's talks about time management, procrastination, communication and planning. Her talks are interactive, highly motivating and fun. The business world needs more of these types of speakers.

Stephanie Sugito, Administration & Management Assistant.



We recently engaged Barbara to deliver and facilitate a 45 min workshop on Negotiation Skills. It was only a short session but some key phrasing and concepts were communicated in that time. [Participants] identified the Negotiation Skills workshop as one of the useful take-aways from the 3 day program. One of the attendees, 1 week later said that they had used some of

the learnt negotiation approaches the next day and it had had a successful result. Looking forward to being able to work with Barbara again on a longer session.

Sally Clifford (no relation), General Manager, Matrix Consulting Northern Australia–Matrix on Board



More About Barbara Clifford

Barbara inspires others with her enthusiasm for making things easy.

Barbara Clifford (The Time Tamer) is a co-founder of The Hinwood Institute. She is the lead trainer and coach in Time Management and she is a recognized leader in Stress Management.

An experienced coach, speaker, columnist and facilitator, Barbara's work with The Hinwood Institute assist people to unclutter mess, make order from chaos and swap the shackles of overwhelm for freedom. Barbara's clients move from the relentless hamster wheel to waking inspired, motivated, making decisions with purpose and achieving peak performance.

She has spent over 20 years working in stressful, time precious industries such as film, hospitality and marketing. Since then, Barbara has worked with small business, Not For Profits, Aboriginal Organisations, Media, Marketing, Aged Care, Universities, Health Services and Cruise Ships. She lives in the desert of Alice Springs, Australia working with people around the world.



help's inside
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