Axia
Solutions

# Short Courses 25/26



# What's on offer

Our short courses for 25/26 are focused on supporting SMEs with vital skills for staff development and business growth.

## *Digital: Marketing for Small Business*

**Venue:** Online **Length:** 1 day **Cost:** £200

Discover the principles of digital marketing in this workshop session. You will learn about Search Engine Optimisation, Social Media Marketing, Email Marketing and Content Marketing – and how they connect as part of an overall marketing campaign.

By the end of the day you will understand how and why you would run a digital marketing campaign, know your target audience, where to reach new customers and have a simple plan to deliver a managed digital marketing campaign.

**Date:** 9th September, 9:30-4:00 **Book Now**

**Date:** 17th March, 9:30-4:00 **Book Now**

**Date:** 13th May, 9:30-4:00 **Book Now**

## *Introduction to Coaching*

**Venue:** Axia **Length:** 1 day **Cost:** £200

In this session you will learn about coaching and mentoring and how to use these two skills to develop individuals in the workplace. You'll develop a practical understanding how to coach, developing your skills and use of recognised coaching models. You'll explore how to use mentoring to develop the workforce and the practical approaches to build your skills in mentoring.

**Date:** 24th September, 9:30-4:00 **Book Now**

## *Digital: Introduction to Excel*

**Venue:** Axia **Length:** 1 day **Cost:** £200

This course is an introduction to basic Excel skills, including formatting and basic data organisation. The session will cover core functions and introduce the fundamentals of things like chart creation and managing data.

There will also be time for one-to-one support for specific issues learners may face with Excel, ideal for those starting to use Excel or those who use it infrequently.

**Date:** 25th September, 9:30-4:00 **Book Now**

**Date:** 17th March, 9:30-4:00 **Book Now**

## *Digital: Advanced Excel*

**Venue:** Axia **Length:** 1 day **Cost:** £200

The course for regular Excel users, covering nested formulas and more advanced functions. We will introduce topics like advanced lookups, referencing data across different spreadsheets/workbooks and advanced use of pivot tables.

There will also be an open forum section where you are invited to bring Excel problems or issues you face so that you can receive practical solutions.

**Date:** 16th October, 9:30-4:00 **Book Now**

**Date:** 26th March, 9:30-4:00 **Book Now**

Please note that course costs exclude booking fees.

## *Digital: Introduction to AI*

**Venue:** Online **Length:** 1 day **Cost:** £200

This session will explain all of the jargon and buzzwords and help you to understand the basics of Artificial Intelligence. You'll learn about AI applications across different industries and how they're being used to improve productivity and working conditions.

There will also be live demonstrations of AI tools and how you can use them. We'll also address the ethical considerations surrounding AI, helping you be well-informed about this rapidly changing technology.

**Date:** 12th November 9:30-4:00 **Book Now**

**Date:** 11th March, 9:30-4:00 **Book Now**

**Date:** 17th June, 9:30-4:00 **Book Now**

## *Business Improvement - The Lean Practitioner*

**Venue:** Axia **Length:** 2 day **Cost:** £350

A lean approach in the workplace focuses on maximising value for the workplace and the customer whilst eliminating waste, thus improving quality, optimising operations and processes, efficiency, and profitability.

Delivered by a tutor with 20 years industrial experience at Toyota UK, the course focuses on the key concepts of lean manufacturing and continuous improvement that are embodied in the Toyota Production System.

It will explore a variety of lean practices and continuous improvement tools, embedded and developed through interactive, hands on team activities to put the tools into practice.

**Date:** 12th-13th November, 9:30-4:00 **Book Now**

## *Small Business Funding Sources*

**Venue:** Axia **Length:** 3 hours **Cost:** £100

This session explores the fundamentals of angel investing, exploring the role of angel investors in providing early-stage funding.

We look into the various exit options and managing this process, including the work with shareholders.

**Date:** 4th February, 9:30-12:30 **Book Now**

## *Digital - Data Analytics*

**Venue:** Axia **Length:** 1 day **Cost:** £200

Explore the fundamentals of data analytics – from collecting data through to communicating insights effectively, this is a fast-paced introduction that will give you hands-on practice to set you on your data analytics journey.

You will learn how to apply data analytics techniques to real-world problems using data manipulation and reporting software, helping to produce decision-making scenarios and produce answers.

**Date:** 23rd April, 9:30-4:00 **Book Now**

## Funding

If you're based in Stoke or Staffordshire then you may be eligible for grant funding for some or all of our courses, please contact our team to find out more

**info@axia-solutions.com**
**01782 572777**

**Contact Us**



# Axia

Solutions

www.axia-solutions.co.uk