



## FT Guide to Business Training (Financial Times Series)

*By Tom Bird, Jeremy Cassell*

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**FT Guide to Business Training (Financial Times Series)** By Tom Bird, Jeremy Cassell

Everything you need to know to become a first class business trainer, from working out how people learn, to finding out if you can be a trainer, through to showing you the tools and models that will allow you to be a successful educator and teacher.

*The Financial Times Guide to Business Training* shows you how to develop, design and deliver outstanding business training. Written by two of the UK's leading business trainers and based on extensive research into what the best trainers say and do, this book:

- Is a single reference for anyone involved in business training whether you are newly qualified or experienced, a freelance trainer or already embedded in learning and development departments
- Provides a comprehensive resource of ideas, tools and approaches
- Will help you improve the quality of all aspects of your training needs, including analysis, planning and delivery
- Reveals the secrets of outstanding business training so that you can improve your reputation and results
- Answers commonly asked questions
- Offers support on your training journey via [www.ftguidetobusinesstraining.com](http://www.ftguidetobusinesstraining.com)

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## **FT Guide to Business Training (Financial Times Series) By Tom Bird, Jeremy Cassell Bibliography**

- Sales Rank: #5734254 in Books
- Brand: Brand: FT Press
- Published on: 2013-05-27
- Original language: English
- Number of items: 1
- Dimensions: 9.13" h x .76" w x 6.13" l, 1.26 pounds
- Binding: Paperback
- 296 pages

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### Editorial Review

#### Review

'In cash strapped times, a book that poses serious questions for senior management about the value of training might be welcome.' *Dina Medland, FT*

#### From the Back Cover

'This book is excellent. It stands head and shoulders above anything else I have read. If you want to be a better trainer and improve the impact you make, then I urge you to read this book today.'

*Neil Mullarkey, writer, actor, comedian and business trainer*

'I recommend that you buy this book if you are in the business of learning and development as you will learn the core fundamentals of what it takes to be a great business trainer.'

*Gillian Secrett, CEO of The Møller Centre, Churchill College, University of Cambridge*

'It's all here and it makes complete sense. Look no further if you want to improve the impact of your business training. Packed with punchy, practical how tos. Even if you implement only a fraction of the book you'll significantly improve the effectiveness of your training.'

*Peter Honey, occupational psychologist, management trainer, conference speaker and co-creator of Learning Styles*

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#### About the Author

**Jeremy Cassell** has worked as a freelance trainer for 12 years. Before that he was National Training Manager for L'Oreal and National Sales Training Manager for Walker's, part of Pepsi. Before entering the business world, he gained experience in teaching English and history. He has worked as a TEFL teacher and is an NLP Master Practitioner and trainer.

**Tom Bird.** Tom's business career stretches over 20 years and spans sales and sales management as well as personal development and performance improvement. He is a director of RTP and has been involved professionally in developing people to realise more of their potential since 2000. To supplement his business experience Tom qualified as a Master Practitioner of NLP (the study of modelling success) and achieved a Post Graduate Diploma in Coaching and Development.

#### Users Review

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