



For further information  
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## E-Supported Learning

This method of developmental support has been designed to continue to give our clients contact after a programme has finished. Through our online facilities, we are available to assist, support and encourage clients through the following facilities:

- The Electronic Coach
- The Knowledge Base
- The Virtual Classroom

### Why use E Supported Learning?

Time is a precious commodity for everyone. Whilst training and development are critical for people to retain their leading edge, time away from the workplace is not always feasible. We recognise that making the best use of time is vital in order to extract the greatest benefit from any investment in training. With many organisations now connected to the World Wide Web we believe that the above services can serve as highly efficient delivery channels to support and sustain organisational learning.

## Our Team, New Members

### Profile: David Cooper

David joined us after completing fifteen years in Training Management and HR appointments within the MOD. During his last appointment he was a project co-ordinator responsible for analysing training needs, clarifying learning objectives, designing and implementing programmes and evaluating their effectiveness. David has brought a new dimension of initiative and dynamism to the team. He has designed and run a number of highly effective and creative team building programmes resulting in excellent delegate feedback. David has been instrumental in raising significant amounts of money for charity and in true style these have been enterprising and unique.

### Profile: Wil Suthers

Wil has recently returned from racing around the world as part of the Times Clipper 2000 around the World Yacht Race. Wil, who has always recognised the value and

importance of leadership, teams and working together, now has further experience to draw on when designing and working with teams and leaders. Wil brings a wealth of fresh ideas and innovative thinking to his role whilst he strongly advocates, and demonstrates, the necessity of dealing with real situations and the drive for results. His diary extract gives an insight into the challenge, constraints and learning, from one of the greatest endeavours one can experience. Wil's career started in city banking, taking him to a senior management role within Virgin. He brings with him broad experience of leadership and management that has been tried and tested in a variety of different organisational cultures.

Before Wil joined PSA he was a crewmember aboard Portsmouth Clipper throughout the Times Clipper 2000 around the World Yacht Race.

## Teamwork, by Wil Suthers

### Teamwork...

#### So what's it really about!!

So you think you have it tough! 26 people from 7 countries, working in a team of 15, with a permanent core of 8 over 11 months with a single non-negotiable aim, made up of 16 key deliverables (Sounds familiar!) add to this a personal living space of 6' by 6', a wash every third day (providing the boat was level) and very little sleep and you have serious team challenge.

Quote from my report from Leg 2

***"This race demonstrates that only with full crew commitment to task, teamwork and effective leadership we can achieve our aim of winning the whole race, without these essential factors we will always be mid fleet and struggling".***

Creativeness and adaptability played a major part in maintaining both the morale and fabric of the yacht. Improvisation is a life-saving skill – not just a fill-in on

training courses. What the race made clear to me was that you can put 14 people on a 60ft yacht and teach them to sail and race across the world's oceans against the best and worst that nature can throw at you. The real challenge however is not learning how to gybe, peel, tack or pull in a spinnaker which has been ripped to Tibetan prayer ribbons at 3.30 in the morning, in a thunderstorm with howling winds of 40 miles an hour whipping across the deck. It is how to live with 14 other human beings in a confined space for periods of up to 24 days at a time with no rest room, smoke break or pub!!

***Teamwork, leadership, consideration for others were the factors, which made the difference between racing yachts and yachts in a race.***

If you wish to read more about this fantastic adventure then please visit our Web Site [www.psa-training.co.uk/clipper.htm](http://www.psa-training.co.uk/clipper.htm)

take  
a  
fresh  
look

# PSA

Training &  
Development  
Limited

what's happening

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newsletter

www.psa-training.co.uk

leadership

Building  
the Team

# Welcome...

Our clients have been asking to know more about what we are doing and what has been going on in PSA. It must also be admitted that we are guilty of not having produced any information for our clients for some time!

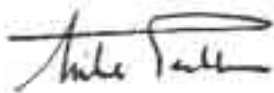
In this electronic age, or what Gary Hamel has called a 'weightless world', we debated whether we should just send out our news electronically. However, we came to the conclusion that, despite being inundated with information, there is still something about the feel of paper and being able to read something that you do not have to boot up!

PSA has had yet another successful year with new clients, new markets and new challenges. Our business growth is always exciting and demands that we, as a business, recognise our client's ever-changing needs, which this year has led to an increase in our team.

We continue to design, develop and implement successful programmes of management, team and leadership development for

our clients. However, we have now developed some notable themes. These include the greater use of the Internet as a way of supporting development, more personalised development based on web-administered 360-degree feedback tools, and a plea from clients for simplified and effective foundation modules.

Please can we take the opportunity to thank all our clients, current, former and prospective, for the opportunities that you have given us to work with you.

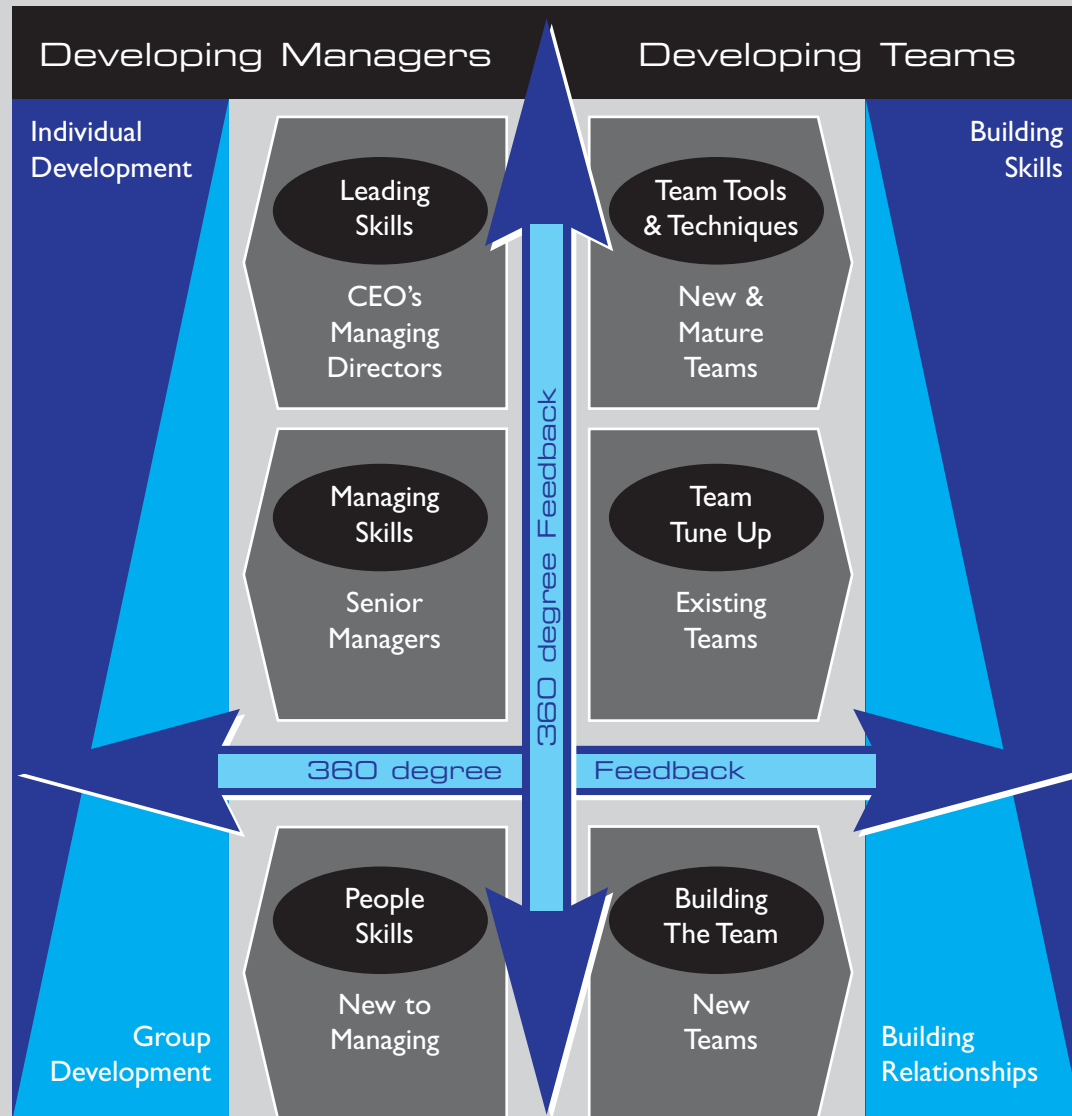


Mike Peckham  
Managing Director

**PSA Training & Development Limited** have had the privilege of working with clients in the UK, Spain, Portugal, South Africa, Belgium, France, Botswana, Poland, Morocco, Namibia, USA, India, Hong Kong, Singapore, and Holland



## PSA Programmes



TRAINING



## New Programmes

PSA has always emphasised how we personalise the work that we do, however, in recent years we have had a growing number of enquiries from clients that want foundation modules for their individuals and teams. This is due to the fact that increasingly organisations want a 'consistent' delivery to large numbers of delegates who cannot all be released from the work place at the same time.

In response to this we have developed a number of modules, which are now available. These are:

### Developing Teams

- Building The Team
- Team Tune Up
- Team Tools and Techniques

### Developing Managers

- People Skills
- Managing People
- Leading Skills

If you wish to know more about these programmes, please ask for our Teams or our Manager Skills brochures. Also visit our web site [www.psa-training.co.uk/team\\_dev.htm](http://www.psa-training.co.uk/team_dev.htm) [www.psa-training.co.uk/manager\\_dev.htm](http://www.psa-training.co.uk/manager_dev.htm)

## PSA and the web

PSA have embraced the Internet as a further method for delivering faster, better-value services to our clients. This includes a continually developing website as our shop window, developing online 360-degree feedback tools and using the Internet for coaching and delivering live content.

## The PSA offices

We continue to enjoy our new premises although they have seen some fine-tuning over the past few months. Our Scottish office continues to develop and is busy servicing an increasing client base north of the border.

## Gift Days

As a company we continue to set aside a number of consultancy and development days that we give free of charge to 'not-for-profit' organisations who would not otherwise be able to fund specific areas of development. We feel that this is a worthwhile and rewarding part of the PSA portfolio and we are delighted with the results.

## Bridging the Gap

PSA has a keen sense of its corporate social responsibility and has been fortunate enough to work with Jaguar and the charity 'Business in the Community' to develop a pioneering programme for business and community enterprise leaders. This programme is now widely acknowledged as the essential first step in establishing successful and lasting partnerships between businesses and community enterprises or charities.

## On-line 360-degree Feedback Tool

In response to significant demand PSA have designed and implemented specific on-line 360-degree feedback tools for our clients. These tools currently help a number of our clients to define and establish individual and organisational development needs.



PSA's approach to 360-degree feedback is based on a number of modules that a client can purchase depending on the needs and requirements of their business. We recognise that not all organisations can provide their people with secure, confidential access to the Internet. Therefore we still offer the 360-degree feedback tool as a paper process for those companies who require it.