

Taste 4 Success

Skillnet

Online Masterclass Series 2021

Time: 9:30am -1pm

Masterclass 1 What's my value?

My Personal Brand & Value Proposition

Wednesday: 28 April & 5 May

Masterclass 2

How do I think & make decisions?

Creative Problem Solving

Wednesday: 12 May & 19 May

Masterclass 3

What's the story?

Using Storytelling Skills to Influence & Engage

Wednesday: 26 May & 2 June

Register: tinyurl.com/T4S-Masterclass2021



Tangent Trinity's Ideas
Workspace



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

taste4successskillnet.ie

Masterclass Series

Economic Recovery & Growth



Innovation is a key driver of economic growth and a key component to the continuing success of organisations and individuals working in the food, agrifood sector.

This Masterclass Series is aimed at supporting senior management and business owners to respond to the current challenges and opportunities presented by COVID-19 and Brexit.

We are delighted at the opportunity to partner with Trinity College Dublin, Tangent – Trinity's Ideas Workspace, in the design and delivery of a second masterclass series to help our members address key areas of response.

Focusing on the core transversal skills of personal branding, critical decision-making, creative collaboration and storytelling, this series of masterclasses will support business leaders and owners in responding to the current environment and challenges of business recovery and new ways of operating.

We believe that the topics covered in the three-masterclass series, will provide timely and much needed support, networking and guidance from one of Ireland's leading innovation schools.

This form must be completed in full and eligibility confirmed by Wednesday 21st April 2021. There is a maximum of 20 places.

Eligibility Criteria:

- *Member Company must be registered and based in Ireland
- *Member Company must be a member of Taste 4 Success Skillnet
- *Employees attending the series must be resident/living in Ireland and must be employed by a Member Company.

Participants will receive a certificate of completion and become professional alumni of Tangent, Trinity's Ideas Workspace.

Please visit tinyurl.com/T4S-Masterclass2021 to register. For further information, please email Breda Barber at info@taste4success.ie.

Masterclass 1

What's my value: My Personal Brand & Value Proposition

It is often said that your personal brand is what people say about you when you leave the room. Personal branding does not replace talent, but it does give you the best chance of that talent being recognised. Internally, it dictates how you are perceived by your team, your peers and the organisational leadership. Externally, you are an extension of your organisation's brand, and authentically reflect the values and attributes of what it is to be a leader. You will learn how to construct a compelling value proposition statement that can be used across multiple marketing and networking platforms showcasing the unique benefits you will bring to your organisation and team.

Workshop title	What's my value: My Personal Brand & Value Proposition
Date	Wednesday: 28 April & 5 May 2021
Time	09:30-13:00 2 x half days
Location	Online
Co-ordinator	Tangent co-ordinator
Lead facilitator	Brian Marrinan

Learning objectives

On completion of this workshop, participants will be able to:

- Describe their values and how these align with the organisation's values
- Evaluate their human and social capital and how this culminates in enhanced delivery
- Articulate their unique combination of skills, attributes and networks effectively
- Be empowered to use different communications techniques to market their own brand

Aims

To understand the fundamentals of your offering as a leader and why differentiation is key when building your brand.

Masterclass 2

How do I think & make decisions? Creative Problem Solving

Problem-solving and good decision making skills are essential for effective leadership. Critical thinking enables leaders to think creatively in the development of optimum solutions but also to understand the impact of their decisions on their organisation and team. It is the ability to navigate problems in a measured, productive and decisive way. You will learn to develop a mind-set shift to more critical and lateral thinking and how to be more discerning in your decision-making and its impact.

Workshop title	How do I think and make decisions? Creative Problem Solving
Date	Wednesday: 12 May & 19 May 2021
Time	09:30-13:00 2 x half days
Location	Online
Co-ordinator	Tangent co-ordinator
Lead facilitator	Katrina Enros

Aims

To develop your critical and creative thinking skills while fostering collaborative and solutions based decision-making.

Learning objectives

On completion of this workshop, participants will be able to:

- Apply human centric empathy to the formulation and resolution of problems through the Design Thinking (DT) process
- Explore problem definition
- Identify personal barriers to problem solving and how to overcome
- Learn to make responsive and well-considered decisions to lead your team

Masterclass 3

What's the story? Using storytelling skills to influence & engage others

Effective communication, strategic networking, political savvy and the art of influencing are core leadership skills in maximizing impact with a multitude of diverse stakeholders. You will learn the mastery of effective listening and message transference through effective storytelling. You will develop an understanding of the arts of influence, negotiation, managing conflict and political acuity in developing collaborative networks to influence change and drive innovation.

Workshop title	What's the story? Using storytelling skills to influence & engage others
Date	Wednesday: 26 May & 2 June 2021
Time	09:30-13:00 2 x half days
Location	Online
Co-ordinator	Tangent co-ordinator
Lead facilitator	Sally Murphy

Learning objectives

On completion of this workshop, participants will be able to:

- Tell a story, rather than just give facts and opinions
- Use stories as part of a learning organisation
- Demonstrate your values as a leader and show what actions you expect from others
- Develop a toolkit of story resources to use going forward
- Develop unique individual storytelling skills and styles (using imagery, vocal animation and story sequences) for effective delivery

Aims

To develop a convincing narrative to persuade, negotiate and influence change.



For further information visit www.taste4success.ie or email
Breda Barber at info@taste4success.ie.

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An Roinn Breisoideachais agus Ardoideachais,
Taighde, Nuálaíochta agus Eolaíochta
Department of Further and Higher Education,
Research, Innovation and Science

