

BRIGHT AND ASSOCIATES

Training





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Jim Bright, PhD

Informative, Entertaining, Authoritative



Jim is in demand to speak at events around the world, with clients in Canada, USA, UK, China, New Zealand and Australia.

Informative

Bright and Associates have been training people around the world for over 25 years. Their courses are renowned for the amount of information they contain that promotes transformation of attitudes, knowledge and behaviour of those attending.

By offering courses in a targeted range of human resource related areas, Bright and Associates deliver information rich courses that have real substance and powerful take home messages.

All the courses come with very extensive notes, workbooks and often books written by Jim Bright, PhD.

Entertaining

Bright and Associates courses are personally presented by Jim Bright, PhD. Jim has gained a well-earned reputation around the world for his entertaining delivery style. He is in demand on the speakers circuit as well as delivering training courses, addressing groups as diverse as Group Training Australia, Disability Support Network, Pharmaceuticals Companies and many Government Departments. His ability to inject a sense of humour into his work has a universal appeal that has seen him working to acclaim with groups in Canada, China, USA, UK, New Zealand and right around Australia.

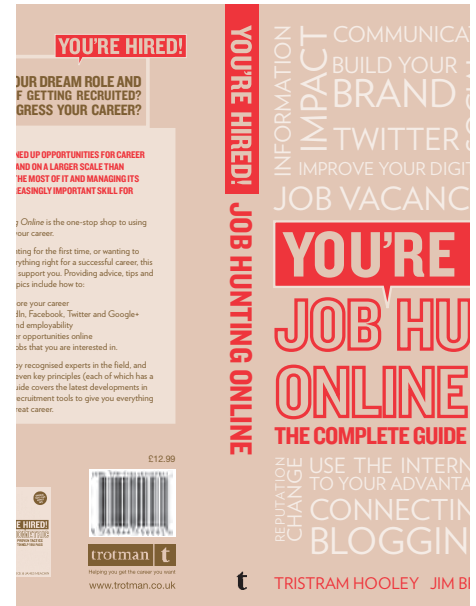
Jim is a skilled communicator who writes a weekly column in the

Sydney Morning Herald and Age newspapers. He has appeared repeatedly on Studio 10, Channel 10. Before that he had a regular spot on a Channel 10 show talking Human Resources. He has appeared on Sunrise, Today and is a regular guest on Richard Glover's Drive programme on ABC702.

Authoritative

Bright and Associates courses are evidence-based as you might expect from a presenter who continues to publish peer-reviewed scientific papers in international human resource journals and an author of 11 books on human resource subjects.

Job Applications and Interviews



All Bright and Associates courses are highly interactive with opportunities for delegates to address their development needs.

1-day course

Every participant gets a copy of Jim's book "How to write a Brilliant CV". This is a course for staff who want to apply for positions and need to write resumes, address selection criteria and conduct themselves impressively in interviews. It is highly interactive and exceedingly well regarded. A version of this course presented by Jim Bright ran for many years under the auspices of the Institute of Public Administration Australia both publicly and in-house for many different departments such as

Housing, Sydney Catchment Authority, Audit Office, Ombudsman's Office and the Department of Aging Disability and Home Care.

Feedback:

"I ripped my old resume and restructured it after attending your course. I was invited for interviews for the first two jobs I applied with this new improved style. Now, I have been offered a position in town where I am starting next week. I appeared for another job interview yesterday and the prospects are bright. It is hard to believe what you learn in a day can change your life forever. I can never thank you enough for that." A.S. Sydney.

Cost on application Includes: workbook and a copy of Brilliant CV by Jim Bright (Pearson) for every participant.

Tailoring

Bright and Associates can tailor this course to Organisational requirements. For instance tailored versions of this course have been used to coach staff re-applying for roles, for staff being redeployed or as part of an outplacement service.

Specific messages or processes can be incorporated into the program. Furthermore extension options to provide more practice in interview skills can also be accommodated.

Career Coaching, Counselling and Assessment 3-Day Course

This course provides:

Endorsed Continuing Professional Development

Up to 15 hours of CDAA continuing professional development

1 complete subject credit (10 credit points) Graduate Certificate or

Masters in Education (Career Education) ACU for Approved Graduates

Professional Development for Psychologists

Presented 100% by an Organisational Psychologist

Practical Outcomes

Apply, score, interpret and administer a validated Australian Vocational Interests Test

Apply, score, interpret and administer a validated Australian Work Rewards Test

Learn how to discriminate between quality tests and junk

Use Solution-focussed coaching techniques with clients

Coach people in producing effective applications and

interviews using Australian evidence-based methods

Incorporate world leading models of change and uncertainty in your coaching and counselling

Implement 101 Stress reduction and management techniques

And much more!



	Morning		Afternoon	
DAY 1	Career Choices: From Matching to Change			Career Counselling
Session	1	2	3	4
	How do we make career decisions? What is a career decision?	Traditional approaches to career decision-making	Alternative and contemporary approaches to career decision-making	Setting the scene, active listening, theme and pattern counselling techniques
DAY 2	Job Applications, Selection Criteria and Interviews		Career Coaching	
Session	5	6	7	8
	Preparing clients to present to employers. Personal and organisational research	Written applications, use of narrative techniques, evidence-based approaches, interview behaviour.	Solution-focussed and cognitive behavioural approaches to clients	Looking for patterns and the appropriate use of goal setting, self-limiting behaviour, overcoming barriers.
DAY 3	Testing Essentials	Measuring Vocational Interests	Measuring Work Rewards	Concludes
Session	9	10	11	
	What are tests, reliability, validity, criteria for selecting tests	Assessing vocational interests – how to do it, and how to interpret the results	Assessing motivation – how to do it and how to interpret the results	Concludes

This is a course for professionals looking:

- To offer Career Counselling, Coaching and Assessment services to your clients, college, school or company
- To develop new skills, or update your training with the latest developments
- For an intensive course delivered by a subject matter authority
- For a course that is based on evidence of best practise published in the leading international journals

Key Features

- Evidence-based - incorporating Jim's research and teaching in careers, jobs, stress, learning and training since 1990
- Bringing together over 20 years of professional experience in training, client management and careers.
- Intensive, Practical, and fun
- Opportunities for one-to-one coaching on your own career issues.
- Extensive course materials including
 - 3 books (Brilliant CV, Chaos Theory of Careers, and Stress Smart)
 - Extensive Course notes (over 290 pages of slides, tools, techniques, papers and resources) = \$100 !
 - 2 - complete sets of Test materials including professional manuals, answer sheets, client profile sheets and job finders books = \$380 !
 - 10 Free webinars worth \$150
 - Total value of these materials in excess of \$700
- Includes morning & afternoon teas and lunch each day

Public Course Dates remainder 2016

Sydney Sept 7 - 9

Melbourne Sept 14 - 16

Adelaide Oct 4 - 6

Registration \$1650 inc GST

<http://brightandassociates.com.au/3-day.html> Page 5

This is the only course that Bright and Associates run publicly in Sydney, Melbourne and Adelaide. The course is also available to run in-house for your staff.

StressSmart®



Delegates have lots of opportunity to interact in a manner with which they are personally comfortable.

1-day course

StressSmart® will show your employees how to develop emotional and physical resilience in high-pressure situations, allowing them to work at their peak. The one-day program empowers participants to:

- eliminate pressure through proactive interventions
- increase mental stamina and personal coping strategies
- manage pressure through understanding demands and

marshaling personal resources more effectively

- combat bad habits and reactions to pressure
- provide 5 simple strategies to thrive on pressure

What they about StressSmart:

“I enjoyed the practical techniques and visualisation strategies...I think I’ll be able to StressSmart® apply them to my life.....overall very thought provoking and practical”
“the whole session was great.. I love the humour.... You made me feel empowered and better about myself.....great jobs!..”

This course has run with excellent feedback from the Australasian Institute of Banking and Finance; Gilbert and Tobin Lawyers, Surf Lifesaving Australia, Industry NSW.

Cost on application. Includes extensive workbook and Jim’s book “StressSmart: 100 + tips to combat pressure at work”.

Tailoring

Bright and Associates can tailor this course to Organisational requirements. For instance the course can address specific events such as change programs.

Doing Good Work: Working Well With Different Ethical Styles

This half or one-day course introduces an effective model for practical ethical management in your organisation.

Most people have a good sense of what is right and wrong, and can recognise it when they see it. However, ethical problems commonly emerge not because people are unaware of the problem, rather they act in ways that serve to ignore,

defend and perpetuate the problem.

This course provides a powerful model for staff to understand how their approach to ethical dilemmas in the workplace - their ethical style - contributes to the overall ethical climate of

the organisation and the organisation’s overall effectiveness.

This course introduces trainees to the Ethical Awareness and Reaction Scale (EARS) - that measures 7 different types of ethical style commonly observed in organisations.

Understanding your ethical style, and the ethical culture within your team or organisation helps you to address ethical issues in an effective and fair manner. By recognising that ethical dilemmas rarely come neatly packaged and that

some of the more obvious “correct” responses to ethical breaches such as punishment, and naming and shaming can lead to the development of destructive counter-cultures, and equally cultures of high mutual support and team-work can our individual reactions to ethical breaches contribute directly to organisational effectiveness



also become a fertile breeding ground for corruption and collusion.

This course avoids preachy approaches of telling people what most already know about right and wrong, instead it aims to provide practical assistance in showing how the 7 different ethical styles may be appropriate responses, and how diversity of styles across teams, and over time in individuals is likely to lead to more ethical outcomes.

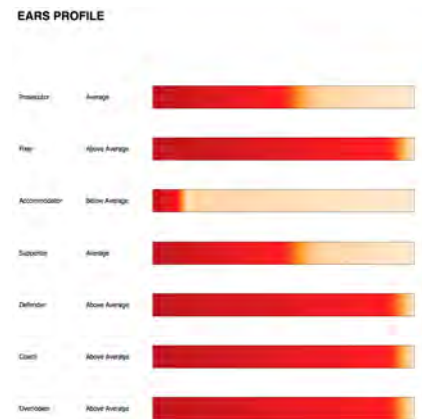
Making good decisions

leads to an enhanced ethical culture.

The ethical styles can be introduced in the context of the organisation’s or professional association’s relevant codes of ethics or conduct. It serves to reinforce these codes by highlighting different ways of reacting to ethical breaches. It

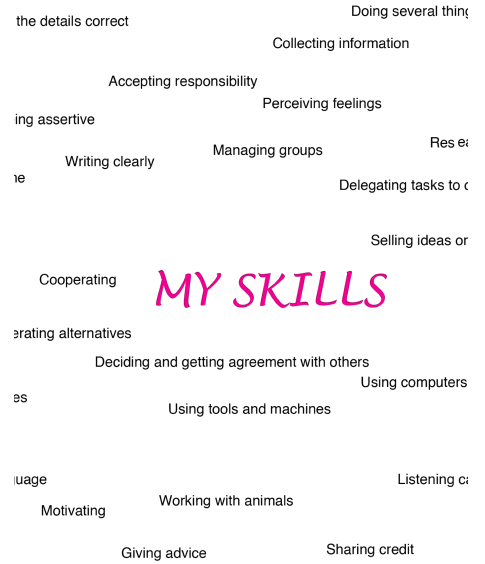
highlights that some of the more obvious

“correct” responses to ethical breaches such as punishment, and naming and shaming can lead to the development of destructive counter-cultures, and equally cultures of high mutual support and team-work can



EARS profile

Beyond Personal Mastery®



Delegates have lots of opportunity to interact in a manner with which they are personally comfortable.

Half or 1-day course

A complete personal and career development program for success Beyond Personal Mastery® is designed to maximise the potential of individuals. It is a complete program of personal development based on 20 years of psychological research into personal and business success.

The Beyond Personal Mastery® program supports personal success by:

- Orienting personal mindsets towards success through innovative Mind Steps
- Providing a powerful set of practical steps toward success through the Leading Edge Action Steps

The outcomes of the Beyond Personal Mastery® program include:

- Enhanced personal creativity, learning and flexibility
- Pro-active, pro-change mindset
- Action orientation
- Enhanced motivation
- Increased ability to thrive on change
- Powerful tool for performance management
- Cost on application. Includes extensive workbook.
- Presented by Jim Bright

Tailoring

Bright and Associates can tailor this course to Organisational requirements. For instance the course can address specific events such as change programs. This program has been presented to fantastic feedback in Canada, USA, and locally in Canberra, Sydney, Launceston, Gold Coast and Melbourne.

Beyond Corporate Mastery®

Beyond Corporate Mastery®
Improvisation and Innovation for Successful Enterprises
Presented by Jim Bright. Introducing a dynamic and entertaining learning event featuring world leaders in entertainment and human behaviour at work.
Sharing the secrets of

- Do you want to see innovation and improvisation in action?
 - Are you surrounded by experts, but devoid of ideas?
 - Learn why improvisation drives innovation, and why strategic planning needs strategic innovation first
 - Why Mastery is only the first step, and the true winners go Beyond Corporate Mastery®
 - Take your organisation and your career to the ultimate level, by applying their powerful formula.
- Jim will give you a model derived from evidence-based psychology that can be

how anyone can create original ideas that can capture clients, customers and markets. Using examples of innovation in music, the arts, information technology and leading businesses internationally, you will learn how you and your staff can make the transition from followers to market leaders and how to

Beyond Corporate Mastery®

retain that competitive advantage through continuous innovation.

PRICE ON APPLICATION



developing a competitive advantage through creativity.

How continual change demands continual creativity and reinvention.

How to leverage creativity and the power of the saying “something old, something new, something borrowed and something blue”.

- Do you want an insight into the power of improvisation?



practically applied by you.

Through practical, engaging and entertaining stories and exercises see

Jim Bright

Authentic Coaching & Career Conversations for Work Excellence® Course

Connect and engage with colleagues to provide powerful and transforming conversations.

Conducting effective coaching or career conversations is a key skill for all Managers and Leaders. This practical 1-day course provides a proven and evidence-based model to make these conversations motivating and meaningful

coaching or career conversation



Cost on application. Includes extensive workbook and conversation prompts. Presented by Jim Bright

Tailoring

Bright and Associates can tailor this course to Organisational

Career Development

requirements. For instance the course can address specific events such as change programs. This program has been presented to leadership teams in Australia.



for both parties.

Delegates will learn that Authentic coaching is based on the engagement triangle of Connection, Compassion and Courage.

They will take away the following skills:

How to conduct an authentic and effective

✓ A list of conversation prompts to explore motivation, barriers, plans and goals

✓ Practical on-line tools to assess attitudes to change, uncertainty and opportunity

✓ How to address learning needs and vulnerabilities in a improvement-focused context.

✓ How to organise conversations around organisational values, vision statements, leadership models and priorities

✓ How to get commitments to change, development and performance

Performance Enhancement

ABOUT JIM BRIGHT PHD

Feedback

"Jim is truly one of this country's leading thinkers on career development theory and practice. Jim's presentations are among the most stimulating you will experience, with excellent use of the latest technology, an entertaining and engaging personal style and absolutely the right combination of theory and practice takeaways."

Louise Millar-Hoffmann, CDAA

Feedback

"I know our members went away from your session a lot more positive about the future. I highly recommend your presentation to any business or organisation and your presentation beautifully illustrates how exciting and important shift is in our day to day lives. Thanks again for an extremely entertaining session."

Ian Houlton, National Operations Manager - Retail, Sigma Pharmaceuticals Limited,

Feedback

"Jim's key note address was exceptionally well received by conference delegates. His presentation was entertaining, insightful and thought provoking, bringing theory to life and demonstrating its practical relevance. Jim understood the brief and tailored his address to the needs of our audience. It was a pleasure working with him and I look forward to further opportunities in the future."

Leonie Stanfield, National Communications Manager, Group Training Australia,

Feedback

"Jim Bright on the last day was an excellent choice as he blended serious stuff with humour."

"Jim Bright did this particularly well."

"Entertaining, well presented, and well prepared"

"He was fantastic - thought provoking and related stories and instances very well to our industry"

Experience, Engagement, Entertainment

Jim has over 25 years of international consulting experience specialising in careers and training with Bright and Associates. He is a natural communicator who excels at communicating important messages in an entertaining and informative way. He achieves that fine balance between style and substance with audiences assured that they are in the hands of someone who knows what he is talking about. He has a degree and a PhD in Psychology.

He is also well known for his evidence-based job hunting advice, and his self-help books: *You're Hired! Online job hunting, the complete guide*, *How to write a Brilliant CV; Brilliant Graduate CV; Resumes that get shortlisted*, *Getting a brilliant Job: the students guide*, *Should I stay or should I go: how to make that crucial job move*, and *Land that job in Australia: the migrants guide*. He has published nine books, and has well over 500 peer reviewed scientific journal articles, chapters and conference presentations. His books are bestsellers in the UK and Australia, and they have been translated into Russian, Vietnamese, Chinese, Danish, Norwegian, Korean, Italian and Romanian. There are also US

and Indian versions of his books in English. His tenth book, *The Chaos Theory of Careers* published by Routledge in 2011 (no 1: Amazon UK Medical Counselling Bestseller list in August 2011). He recently published his 13th book, *You're hired: online job hunting* published by Trotman 2016.

Jim writes a column on career development for the Sydney Morning Herald and the Age. He has worked extensively in radio, including over five years as the ABC radio Sydney employment expert, and also on a range of commercial stations. In addition he has appeared regularly on Channel 10 presenting career slots, and as a guest on the ABC, Channel 7 and Channel 9. His work on the psychology of careers and employment has been featured twice on Life Matters.

He is a registered psychologist, a Fellow of the Australian Psychological Society and a past Chairperson of the National Executive Committee of the Australian Psychological Society College of Organisational Psychologists. He is a Fellow of the Career Development Association of Australia, a member of the National Career Development Association.. For 11 years he taught and

researched Organisational Psychology at the University of New South Wales. In 2006 he was an invited member of DEST's Australian Country team at the International Symposium of Career Development and Public Policy. In 2007 he was appointed as a National Career Development Week (NCDW) Champion for the inaugural NCDW 2007, by the Career Industry Council of Australia.

Industry Experience

Jim's clients include Dept of Defence, Westpac, Commonwealth Bank, Sigma Pharmaceuticals, Department of Primary Industries, Department of Housing, Gilbert & Tobin and many more.



BRIGHT AND ASSOCIATES

General Terms and Conditions



Bright and Associates
Training Courses 2016

General Terms

All these courses are in-house at your premises, and you are expected to provide any catering. All courses have an assumed maximum attendance of 20

people. There is no minimum group size. Bigger groups can be catered for, please call with your requirements. All materials remain copyright of Bright and Associates.

Bookings

Bookings can be made by contacting Bright and Associates (see below). Dates cannot be held for more than a week. A deposit of no less than 50% of the full fee is required to confirm a booking.

Cancellation Terms

1 calendar month or more before event (Training course) no cost. Between 1 calendar month and more than 10 business days (Mon - Fri) before event, 50% of the total fee for the course is payable to Bright and Associates.

10 business days or less before the event, 100% of the total fee for the course is payable to Bright and Associates.

If Jim is unable to present the course due to factors outside of his control (such as illness, injury, legal duties etc), Bright and Associates will Endeavour to provide as much notice as is possible and will work with the Client to either reschedule the event to a future date, or source another Bright and Associates presenter acceptable to the Client.



Bright and Associates

PO Box 294 Narrabeen, NSW 2101

Contact

Jim@brightandassociates.com.au

Telephone 0414 875300

www.brightandassociates.com.au