



Avenue Media Solutions

Optimal Results through Optimal Learning

www.avenuemedia solutions.com

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Why Choose Avenue?

Where there are people there will be problems, but there will also be potential. We provide high-quality learning resources to help you tackle the problems and realise the potential!

We focus on helping individuals fulfil their potential by supporting organisations in getting the best results from their investment in learning and development. In this way we can help your organisation be a **learning** organisation!

People Organisational success depends on people, but, wonderful and fascinating creatures though we are, we do bring our challenges.

Problems It would be naïve to think that people can live and work together without problems – they are part of everyday life. But, there is much that can be done to address or at least alleviate them.

Potential Problems bring opportunities, particularly in terms of learning, development and growth. With the right guidance and support, people can be empowered to achieve their full potential.

How does it work?

Avenue Media Solutions was established to develop, publish and distribute high-quality learning resources. Initially based on the work of its founder, leading author Dr Neil Thompson, it has now widened its scope to offer other resources that offer valuable foundations for learning and development.

Our range now includes:

- E-learning courses – making the most of modern learning technology to support development.
- E-books – a growing number of useful texts available for download at surprisingly low prices.
- Practice manuals – printed books that focus on developing knowledge skills and values in a direct practice context.
- Learning and development manuals – wirebound manuals packed with useful information and exercises to be used as the basis of training courses and other learning events.
- DVDs – professionally produced DVD-based learning resources that can be used with groups or on an individual learner basis.

We also offer the Avenue Professional Development Programme, an innovative online learning community based on principles of self-directed learning and geared towards developing critically reflective practice.

To keep up to date with what we have to offer, sign up for our free e-newsletter at www.humansolutions.org.uk.



Dr Neil Thompson ... expert in human relations and well-being



Very many people have come to rely on Neil as a guide and mentor, not only on their learning journey, but also on their whole outlook on life, people, problems and potential. With an impeccable academic pedigree, an outstanding publications record and a wealth of direct experience of making a positive difference in a number of ways, he stands out as an invaluable source of wisdom and guidance.

Following a successful career in social work where he established himself as a leading thinker, Neil has become recognised more broadly as an expert in human relations

and well-being. His work has been consistently praised for its clarity and accessibility and the effortless way in which he tackles complex issues without oversimplifying them, while also managing to blend theory and practice effectively.

His philosophy is captured in his ***Manifesto for Making a Difference: From Surviving to Thriving***, downloadable for free from the Learning Zone at his website:

▶ www.NeilThompson.info.

Our Approach: People | Problems | Potential

Neil's work has been built around the Three Ps approach that now acts as the foundation for Avenue Media Solutions.

People

Learning can help us fulfil our potential, tackling barriers to progress, both those within our environment and those within ourselves. Empowerment through learning is of immense value.

Problems

Stress, conflict, bullying, discrimination, poor performance and many more such problems are ever-present possibilities in communities and in the workplace.

Potential

Sadly, so many people are far from fulfilling their potential, and so many organisations are not getting the best results from the people they employ. Learning can be the key that unlocks that potential.

Our courses

We are delighted to be able to offer a range of high-quality e-learning courses. Each one is accompanied by a workbook to be downloaded and printed out. That workbook contains exercises and space for notes, thereby providing a record of learning that can be used for professional registration purposes or simply as a record of learning to be built on through further development opportunities.

These are just some of the courses we offer. Each one is geared towards helping individuals achieve their potential and helping organisations achieve the best results.

1 Successful Time and Workload Management

The modern workplace is a highly pressurised environment, and, without the appropriate workload management skills, it can easily become a stressful and problematic setting. This course teaches participants a range of skills and methods that can be used to keep pressures within manageable limits.

2 Dealing with Stress

Health-affecting levels of harmful stress are not uncommon for a variety of reasons, but there is much that can be done to prevent stress from arising in the first place, to deal with it effectively when it does arise and to cope effectively with the aftermath. This course clarifies what these steps are.

3 Emotional Competence: Developing Emotional Intelligence and Resilience

How effectively we handle emotions – our own and other people's – is a key factor for the quantity and quality of work we can achieve. Emotional competence can make all the difference in terms of personal and organisational success – which is why this should be an essential course for everyone.

4 Handling Aggression

The potential for aggression is present in every workplace, but some present much more risk than others, and this therefore raises health and safety considerations. The absence of aggression and violence can never be guaranteed, but this course helps equip participants to reduce the risks as far as possible.

5 Learning to Learn

Our educational system tends to take it for granted that people know how to learn, that it is something that just comes naturally. The reality is that people can learn how to be more effective learners and that is precisely what this course is all about. This is an important part of unleashing our potential.

6 Developing a Reflective Practice Culture

The value of reflective practice is now well established, but how successful are organisations at developing workplace cultures that encourage it? This course helps to identify what needs to be done to encourage thoughtful, well-informed practice, rather than relying on habits, routine and guesswork.



7 Equality, Diversity and Inclusion

Developing workplaces and working practices that are free from discrimination can be quite challenging. Tackling discrimination is an essential part of developing a positive working environment, and so this course provides a foundation of understanding of the complexities involved.

8 Customer Care: Getting it Right

Get your customer care wrong and you place your whole enterprise at risk, whether a commercial venture or a public service. Using acted-out scenes of how to do it well and how not to do it, this course presents a solid basis for establishing best practice in customer care.

9 How to Be Liked

Some people have no difficulty in getting people to like them, while others seem to manage only to alienate people. So, what is involved in getting people to like you? That is the basic question this course addresses. It will not only help individuals thrive, but also contribute to more positive workplaces.

10 Making a Difference: How to Have a Positive Impact on People

So much of what we do in life, both in and beyond the workplace, depends on our ability to influence others, to win them over. This course therefore focuses on how participants can develop their influencing skills so that they are better placed to achieve positive results in their work and their personal lives.

I'm interested, tell me more...

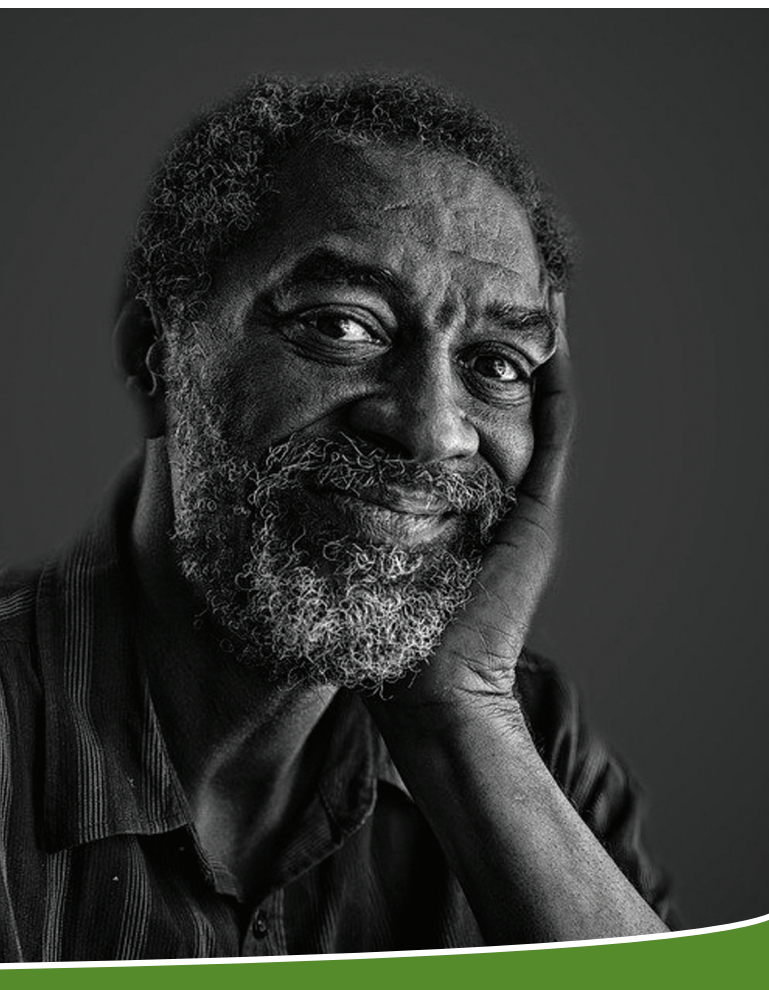
Our courses are available on a single purchase basis for just **£25 (incl. VAT)**, or individuals can have access to up to eight courses for six months for just **£99**, the equivalent of half price.

We also offer corporate packages whereby organisations can buy sets of places on one or more courses over a 12-month licence period. This can mean courses can be available for as little as **£5 +VAT** per person. Let us know what you need and we will work with you to deliver the best value for you. Contact us now to get the ball rolling!

To view the full list of courses, visit www.avenuemediaolutions.com/shop

Ramp Up Your Learning with... The Avenue Professional Development Programme!

Traditional approaches to learning are based on the idea that people other than the learner decide what is to be learned and how it is to be learned. But, we are increasingly becoming aware that a self-directed learning approach is likely to be much more effective. But what does that mean and how do we do it? That's what the Avenue Professional Development Programme is all about!



1 What is it? What does it offer?

The Programme (or APDP as it is affectionately known) is an online set of resources that only members have access to. It includes:

- **Seminar Rooms** Discussion forums where members can raise issues and get helpful responses from other members and the tutor team
- **The Classroom** A growing library of multimedia resources, with a new resource added each month.
- **The Study** This is a workbook that is structured around six learning themes and six learning domains, with space for each member to record what they see as the learning they need to do in relation to each of the 12 elements.
- **An e-portfolio** An online space for recording and consolidating their learning
- **...and much more besides!**

2 How does it work?

Members are expected to take responsibility for their own learning (with the support of a mentor if available) by making use of the Programme's facilities and by being part of a community of supportive fellow learners. It is not intended that APDP should replace other learning opportunities, but, rather, to complement and enhance them. The Programme both encourages and relies upon an active approach to learning (as opposed to the passive approach that much of existing approaches generate). It is expected that membership will be ongoing as part of lifelong learning, rather than as a fixed-term course of study.

3 Why should we invest in this?

Organisational success depends on people; getting the best out of people depends on optimal learning; this innovative and flexible approach to learning is capable of achieving the best results in terms of learning gain. Given the low subscription fee, the Programme offers excellent value for money.



See what existing members have to say about the Programme...

"Participating in the Programme provides a strong and accessible point of reference for my own personal learning needs. The quality of materials, supported by a dynamic community of other individual learners, provides a real incentive. I feel I have applied my own learning and work-based preoccupations into tangible outcomes in ways that more traditional face-to-face 'training' hasn't enabled. I have been challenged and helped to see the value of a learning model that I am responsible for and that, consequently, I get more out of." **NH**

"I genuinely think that since becoming a member of the Programme my professional confidence has further increased which is great, especially when faced with particularly challenging situations at work. Joining in the seminar forum discussions is what I like and there are plenty of opportunities to do this. I have found the atmosphere to be warm and welcoming from the first day I came on board. There is mutual respect for each other's contributions and suggestions." **JC**

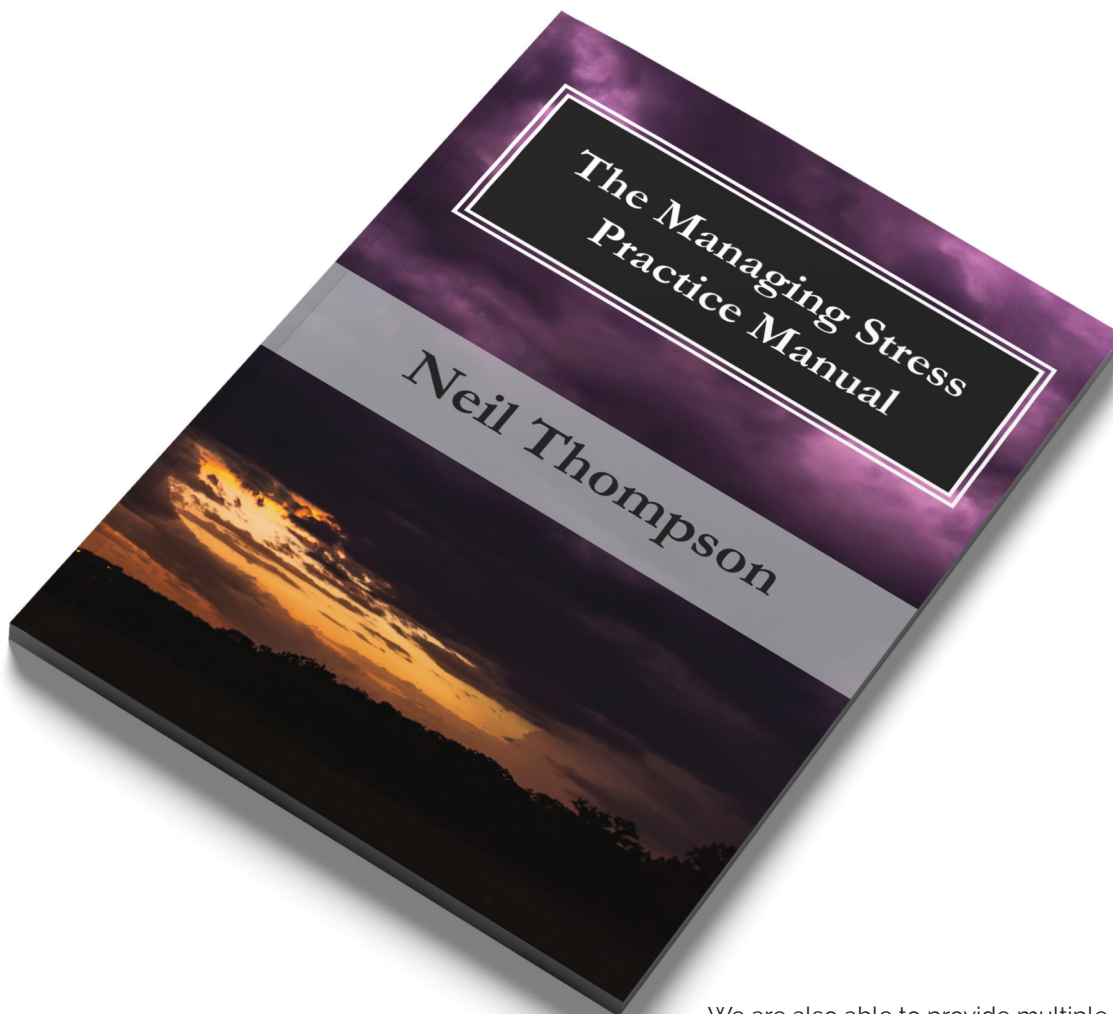
"APDP provides a unique and valuable opportunity to dialogue and network with fellow professions. Participating in this learning community has expanded my understanding of the commonalities, the differences, the strengths, and the challenges that are faced. It has also given me the opportunity to learn from those with who are more experienced in areas of the field that I am new to, and to become more reflective and grounded in areas of the field that I know well. This is an unparalleled programme to be a part of!" **RM**

Hone Your Skills with Our Practice Manuals!

We recognise the importance of a professional theory base to underpin practice, but we are also aware that students, practitioners and managers often struggle with using their theoretical knowledge in practice. Our series of practice manuals has therefore been developed to bridge that gap, to help make concrete use of our professional knowledge base in real-life practice situations.

Each manual is broken down into easily digestible chunks, drawing on relevant theory, but also offering invaluable guidance on how the ideas can be used in practice. Short practice examples, key points and self-test questions to encourage reflection are interspersed throughout.

Copies can be ordered via Amazon or from our website at www.avenuemedia solutions.com/shop.



We are also able to provide multiple copies at a discounted rate, with no charge for postage and packing within the UK. Contact us now to see how much you can save on these valuable learning resources!



Boost Your Training Provision with Our Learning and Development Manuals



Neil is the series editor for the Pavilion **Learning from Experience** series of learning and development manuals. Each manual in the series contains useful background information and a set of exercises that can be used for training courses and other development events. Each manual is priced at **£45 (incl. VAT)**, but all seven can be purchased for the price of five. Contact us for details and we will be happy to advise.

Further information about the series and each of the manuals is available at:

www.avenuemedia solutions.com/shop

And don't forget our range of DVDs...

Ideally suited to serve as the basis of a training course, part of a college or university module or any other structured learning event. They can also be used for individual study as part of a library or workforce development resource bank.



Maximise Your Personal and Professional Impact!

A lot of learning happens spontaneously, a natural byproduct of just going about our everyday business. But, we can do much better, achieve so much more if we are more clearly focused on maximising learning, using every opportunity to grow and develop. So, how can we help you to do that? Let's see...

We focus on helping individuals fulfil their potential by supporting organisations in getting the best results from their investment in learning and development. In this way we can help your organisation be a learning organisation!

Books and practice manuals

Build up your knowledge and skills with our growing list of publications.

E-books

Short practical downloadable resources at low prices.

E-courses

Take advantage of our online courses at affordable prices.

Training manuals and DVDs

Make training delivery much easier with our well-thought-out resources.

The Avenue Professional Development Programme

Be part of a community of supportive fellow learners to help you on your self-directed learning journey.

Did you know?

Neil also offers coaching and mentoring to help senior managers develop their leadership skills and address workplace well-being challenges.

Do it Now!



To get optimal results we need to recognise that learning and development are not optional extras. For an organisation to flourish, its staff and managers need to flourish too, and learning is a key factor when it comes to achieving that flourishing.

So, why hesitate? Get in touch now to take your next success step by investing in high-quality learning resources produced by subject experts with effective practice in mind.

Email: info@avenuemediasolutions.com
Telephone: [01978 781117](tel:01978 781117)
Website: www.avenuemediasolutions.com

Introducing CaringBusinessBuilder

We are pleased to announce that we have formed a strategic alliance with OnlineBusinessBuilder Ltd to offer affordable digital marketing services to owners and managers of caring professions businesses. In these days of privatisation more and more members of the caring professions are self-employed. Rising to the challenges of operating in a competitive business environment when your background and interests are in providing care and support can be extremely demanding. In particular, many caring professionals find it very difficult to 'sell themselves' through marketing, even though effective marketing is generally a prerequisite for a successful business.

CaringBusinessBuilder has been established to help tackle these daunting challenges. For just **£5 +VAT** per day, business owners can be freed up from all the hassle of websites, search engine optimisation and social media management so that they can focus more on what they do best and what they enjoy most. For just **£150 +VAT** a month you can have a beautiful, fast-loading website,

local search engine optimisation and social media management to help you get more referrals and generate more business. And, at the modest cost of just **£5 +VAT** per day, the extra interest in your business should more than recoup the outlay – while also taking considerable responsibility for marketing off your shoulders. No more evenings or weekends wrestling with the vagaries of Google or the time-consuming hassles of maintaining a social media presence. Save your energy for providing your caring services and still have time for a life outside of work!

Visit www.caringbusinessbuilder.com now to find out more and, while you are there, sign up for the free **Running a Caring Professions Business** e-course! You'll be glad you did.

 **CaringBusinessBuilder**

Survive in Social Work!

Social work is by its very nature a demanding and challenging job, but it does not have to be stressful or harmful to health. Whether it is or not will depend on a number of factors. But, the sad truth is that today's social work world is one where there are many additional challenges that can potentially stretch us to breaking point and beyond.

Neil Thompson has decades of experience of supporting social workers to cope with the pressures, to not only survive, but also to thrive. He has been acutely aware of how having government after government that do not value public services in general and social work in particular has hugely increased the pressures. Ten years of austerity policies have had the doubly harmful effect of increasing demand while decreasing supply, leaving social workers and others squeezed in the middle.

These intense pressures on employing organisations also mean that support for staff has not always been as good as they need, leaving many practitioners really struggling just to get by on a day-to-day basis.

This appalling situation has led Neil to build an intensive six-months development programme to help individuals and organisations to tackle the major challenges involved. It has been developed for people who are finding today's

pressures actually or potentially overwhelming or want to avoid getting into that situation. You can be one of the first to benefit from what it has to offer.

The aim of the programme is to help social workers and other social care workers move from surviving to thriving, to understand the complexities of the current situation and explore positive ways of rising to the challenges involved. It is not simplistic self-help training, nor is it any form of therapy, but what it should do is build confidence and promote empowerment.

Interested?

The cost of the programme is **£599, inc. VAT** (finance is available to spread your payments). This is a significant financial and personal investment, but its potential value is immeasurable if it enables you to not only survive these challenging times, but also fulfil your potential, significantly improve your quality of life, safeguard your health, enhance your career prospects and maximise your learning.

As bonuses to this potentially life-changing programme, you will receive access to a set of audio recordings on professionalism in social work, discounts on Neil's practice manuals and e-learning courses and a free 12-months subscription to his innovative online learning community, the Avenue Professional Development Programme

(www.apdp.org.uk).



Making a Difference!

Promoting learning creates win-win outcomes. Individuals are helped to rise to the challenges they face and to fulfil their potential, while employing organisations get a better return on their investment in their most important resources – their human resources.

Based on decades of experience of helping individuals, teams and organisations tackle problems and realise potential, the team behind Avenue Media Solutions is very well placed to help people achieve the best results.

We consistently receive positive feedback about the positive impact of our learning resources, so why not give them a try? We will be happy to help you achieve your learning goals as best we can.

Telephone: **01978 781117**
Email: **info@avenuemediasolutions.com**
Website: **www.avenuemediasolutions.com**

...and don't forget our e-newsletter at:
www.humansolutions.org.uk