

**THE PEOPLE STUFF:
WHAT WORKS AT WORK.
MADE SIMPLE.**



ABOUT US.

What Do We Do?

Training, events, advice and consultancy with organisations to help people get stuff done at work in simpler ways and in half the time.

Why Lightbulb?

For us, it's about practical, plain-English, no-fluff expertise that challenges the clichés and apparent 'best practices' to give you techniques and tools you can actually do something with. Be it opting for a memorable, punchy workshop with step-by-step guidance, ditching your annual performance appraisals or needing straightforward HR/employment law support: everything we do is about keeping things jargon-free and painless!

PAUL MARSH, FOUNDER/MD LIGHTBULB





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'NO-FLUFF, PLAIN-ENGLISH'
TRAINING. WEBINARS.
COACHING. FACILITATION.

LIGHTBULB MOMENTS

PRACTICAL & PUNCHY WORKSHOPS

In-Company Training and Live Webinars: Our Different Approach:

- **Because no-one ever said “I wish that training had lasted much longer, had loads more business models, buzzwords and clichés in it and had just used stuff I could have found online!”**
- Our workshops and webinars combine the style of a 'TED talk' with step-by-step techniques and tools: short learning bursts in half-a-day or less!
- No role-plays or gimmicky ice-breakers. People generally hate them!
- We don't fill time with academic, unusable business models
- We give you practical stuff rather than generic pieces of 'advice' or cliché one-liners!
– telling you to 'empower' people isn't really that helpful!
- We don't use the bog-standard agendas you may find elsewhere! Our techniques are often not found in textbooks (where competitors often copy theirs from) and are focused on what actually works at work
- Energetic and inspiring sessions that won't distract you to your phone!
- We train what we know works and what we and others have successfully used
- All in plain-English: we work hard to minimise buzzwords and corporate-speak
- **FREE 'Total Recall' handout** with key techniques/tips to help reinforce learning plus 'one week on' memory-joggers.





**MANAGING PERFORMANCE.
IN-COMPANY WORKSHOPS.**

LIGHTBULB MOMENTS

LIGHTBULB MOMENTS

Managing Performance for 'Overnight Results': In-Company Workshops from £599/group



Powerful Objective Setting

- Powerful, unconventional and jargon-free objective setting
- The 'three triggers' that prompt the need for an objective
- Beyond SMART! Five new steps to craft amazing objectives
- Two Hours (For employees or people-managers)



Amazing 121s for Overnight Results

- An all-year-round 121 structure
- A plain-English, different way of getting people results on a day-to-day basis
- Managing concerning behaviour from the 'chat' to objective-setting!
- Beyond SMART! Five new steps to craft brilliant objectives
- Half-Day



'One Direction' KPIs

- How to measure anything and demonstrate direct impact
- Identifying *behavioural* KPIs – the holy grail!
- Creating Early Warning Indicators (EWIs) that tell you what to do now!
- Two Hours (Suitable for everyone)

Either workshop can also be incorporated into your performance appraisal training



**PERSONAL EFFECTIVENESS.
IN-COMPANY WORKSHOPS.**

LIGHTBULB MOMENTS

LIGHTBULB MOMENTS

Personal Effectiveness: In-Company Workshops from £599/group



Powerful Time Management

- A unique time management system for the rest of your life
- Great techniques to help you spend time on the *right* things
- Reduce 'time-stealing' and distractions from others
- 'To-Do' lists and 'stress-free' email – a better approach!
- Half-Day



Killer Presentations

- Whether in front of an audience, in meetings, on the phone or in email and documents
- A unique, logical structure for presentations, proposals etc that will eliminate nerves and hook your audience!
- Improve your body language/ public speaking style
- Half-Day



Difficult Conversations Made Simple

- How to prepare for challenging conversations
- A structure to follow for the conversation that flips how you currently approach it for an amazing result!
- Dealing with the five types of difficult people
- Half-Day

LIGHTBULB MOMENTS

Personal Effectiveness: In-Company Workshops from £499/group



Influencing For A Yes!

- Psychometrics to help know yourself better and 'what works for and against me'
- A new way of understanding how the person I'm influencing likes to operate and work
- The techniques that will get you on their 'wavelength'
- A step-by-step action plan to use when influencing
- Half-Day



Amazing Email For Impact

- Organising yourself differently for minimum email stress
- How to get your emails both read and acted on
- The techniques and secrets that will double your productivity
- Ultimately boosting your credibility at work
- 90 Minutes



Effective Business Networking Working The Room!

- Starting a conversation, keeping it going and ending it!
- Mingle in a room full of strangers with ease
- Reduce your nerves and become something you look forward to doing!
- 90 Minutes

LIGHTBULB MOMENTS

Personal Effectiveness: In-Company Workshops from £499/group



Handling Change

- How to help people handle change: the science and step-by-step techniques you need
- Your practical toolkit to kick change activities off
- Making everything 'stick' and how to keep it going
- Half-Day



Turbo-Charge Your Job Now!

- A four-part recipe to help make you indispensable at work
- Boost your confidence, resilience and motivation
- Rewire your brain and abandon bad habits
- Our step-by-step 30-day career/performance action plan you won't see anywhere else!
- 2 ½ hours



Get On With & Influence Everyone At Work!

- A self-awareness tool to help understand how you & others tick
- Tips/tricks to help you get on with those who 'aren't like you'
- Reduces conflict at work & improves relationships
- Ideal for team training/teambuilding sessions
- 90 mins to Half-Day



**RECRUITMENT INTERVIEWING.
IN-COMPANY WORKSHOPS.**

LIGHTBULB MOMENTS

LIGHTBULB MOMENTS

Recruitment Interviewing '3.0': Half-Day In-Company Workshops from £995/group



The Powerful CV Interview

- The interview structure from start to finish
- The legal stuff you need to know
- CV shortlisting and 'deal-breakers'
- 'WHAT' they have done: amazing CV questioning tools that tell you if they are a higher or lower performer
- 'Lie detector' questions that encourage the truth!
- Selling your organisation in a new way



Predict Attitude & Behaviour

- 'HOW' they get the job done: Identifying the type of person you need for the role in a different way
- Understanding and grouping behaviour
- How to design non-leading questions interviewees can't prepare for!
- Techniques to encourage the truth
- Clever ways to analyse answers and the words used
- A new five-step model for advanced interviewing



**EMPLOYMENT LAW.
IN-COMPANY WORKSHOPS.**

LIGHTBULB MOMENTS

LIGHTBULB MOMENTS

Employment Law: In-Company Workshops from £399/group



Legal Essentials For Managers

- Attracting and selecting in recruitment
- Equality/discrimination legislation facts and myths
- The key 'people emergency' scenarios at work and how to practically handle them
- Half-Day



Good Banter, Bad Banter!

- Equality/Discrimination legislation overview
- Real-life cases to review
- How to engage in banter and stay within the law and what is deemed acceptable
- 60 or 90 minutes



People Challenges Solved!

- How to have difficult conversations for the best outcome
- The skill of mediating between two people: step-by-step technique
- What do I do right now if.....? 'first response' legal problem solving for common scenarios
- Half-Day



**THE PAINLESS
PEOPLE MANAGEMENT
PROGRAMME.**

LIGHTBULB MOMENTS

LIGHTBULB MOMENTS

The Painless People Management Programme: An Essential Toolbox for New Managers

Module One

The 'Chameleon Manager'

- A unique introduction to managing people
- People management employment law do's/don'ts!
- Includes a psychometric mechanism to better understand what motivates you and others for great working relationships
- How to manage and deal with people who are 'not like me'
- Half-Day

Module Two

Difficult Conversations Made Simple

- How to prepare for challenging conversations in a unique way
- A structure to follow for the conversation that flips how you currently approach it!
- Dealing with the five types of difficult people
- Half-Day

Module Three

Amazing 121s for Overnight Results

- An all-year-round 121 structure
- A plain-English, different way of getting people results on a day-to-day basis
- Managing concerning behaviour from the 'chat' to objective-setting!
- Beyond SMART! Five new steps to craft brilliant objectives
- Half-Day

LIGHTBULB MOMENTS

The Painless People Management Programme: An Essential Toolbox for New Managers

Module Four

Powerful Time Management

- Balancing people management with the 'day job'
- A unique time management system for the rest of your life
- Great techniques to help you spend time on the *right* things
- Reduce 'time-stealing' and distractions from others
- 'To-Do' lists and 'stress-free' email – A better approach!
- Half-Day

Module Five

Pick One Of Four Options

- Killer Presentations/ Public Speaking
- Recruitment Interviewing: The powerful CV interview
- Handling Change
- Short 121 end-of-programme coaching session for each participant
- Half-Day

10% discount when taking complete five-module programme so £895 for each half-day module

FREE 'between the workshops' email support & advice to help embed learning

Includes 'back to the desk' post-module activities



**ONLINE LIVE.
WHAT WE DO IN TRAINING ROOMS.
VIRTUALLY.**

LIGHTBULB MOMENTS

LIGHTBULB MOMENTS

Online Live: One-Hour Webinars For Your Team – Wherever They Are!

Our 'Magnificent Seven' Live Webinars

- One-hour condensed versions of our half-day workshops
- The key techniques & tools
- Interactive activities, chat and questions facility
- Includes 'Total Recall' handout to help reinforce learning
- Each subject/team session at a date and time that suits you

**Powerful Objective Setting
for Overnight Results**

New Time Management Habits

Killer Presentations

CV Interviewing For The Truth!

Influencing For A Yes

**Difficult Conversations
Made Simple**

Amazing Email

From £299/group



**TEAM DEVELOPMENT. FACILITATION.
ONE-TO-ONE COACHING.**

LIGHTBULB MOMENTS

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Team Development and Facilitation



Teambuilding

- The cliché is 'teambuilding' but we prefer to just see it as getting teams together and using the time for training or to do something else that would *really* benefit them
- It can be anything from generating ideas in practical ways to business planning or personal effectiveness stuff that the team identify as something they need
- Tell us what you want to achieve – we'll build a solution!



Get On With & Influence Everyone At Work!

- A self-awareness tool to help understand how you & others tick
- Tips/tricks to help you get on with those who 'aren't like you'
- Reduces conflict at work & improves relationships
- Ideal for team training/teambuilding sessions
- Optional booklets/visual aids for delegates to take away to reinforce the training
- 90 mins to Half-Day

LIGHTBULB MOMENTS

Tailor-Made: 121 Coaching Meets Training!

The Problem

- “He needs some time-management training”. Does he or does he need something else? How do we know what’s needed unless we ask the right questions and delve deeper
- “We don’t really have the budget for full workshops as it’s only one person with the need”
- “How do I know any training will cover exactly what she needs?”

The Tailor-Made Solution

Our three-step approach:

- 1) Fact-finding questionnaire completed by individual and followed up with a 30 minute call with coach to diagnose and identify the actual skill gap
- 2) 60 minutes of tailored 121 skills training provided by coach via interactive webinar
- 3) ‘Back to the desk’ post-training activities provided

£150 plus VAT



TAILOR-MADE

—
121 COACHING
MEETS 121 TRAINING

LIGHTBULB MOMENTS

One-To-One Coaching



Senior/Exec Coaching

- 121 coaching services for senior managers and directors
- Our coaching helps you focus on what's needed and gives you the motivation to make it all happen
- Improve your effectiveness for better performance at work
- From £175 an hour



Psychometric Testing

- Personality and behavioural testing tools available to help identify preferences, strengths and development areas
- Increases self-awareness for improved performance at work
- Various options available to suit all budgets

**PEOPLE 360 FOR GROWING SMEs.
PERFORMANCE APPRAISALS.
STRATEGY & BUSINESS PLANNING.**

LIGHTBULB PERFORMANCE



PEOPLE 360 FOR GROWING SMEs.

LIGHTBULB PERFORMANCE



Growing Pains At Work?

People 360 for Growing SMEs Is The Cure!

- “The business is growing and what was working when we were smaller won’t necessarily work in the future!”
- “Our priorities aren’t always clear; we’re all busy but is it on the right things?”
- “The people structure is looking a bit all over the place and difficult to scale up!”
- “We don’t want loads of admin, process and bureaucracy and want to keep things simple”
- “We want to attract, develop and retain good people but still need to be great at managing performance”
- **People 360 will help** – Take all of it or just what you need
– Free diagnosis & recommendations around what you are currently doing.
- **People 360:**
Performing, Developing & Happy At Work. Made Simple.

'People 360'

The Complete Solution For Growing SMEs



- **Performing, developing and happy at work: made simple**
- **Start at any point or take the complete six-step solution**



PERFORMANCE APPRAISAL/REVIEW.

LIGHTBULB PERFORMANCE

Appraisals: The Problem!

- Traditional performance appraisal often relies on lots of paperwork and process
- Everyone gets the same one-size-fits-all approach – whether I’m a great or poorer performer!
- Performance appraisals generally run across a six or twelve month, inflexible format
- Subjective rating scales and tenuous links to pay and bonus that are often unpopular!
- Objectives are poorly-worded and written in ‘job description jargon’!
- The paperwork often includes unnecessary ‘school-report’ style employee/manager comments and ‘management-speak’ competency/behavioural frameworks
- Going online or using third party software is just replacing paper with clicks and screens admin!





Appraisals: The Solution

- Welcome to 'Chinwag': Flexible 121 conversations on an if, as and when needed basis. No more one-size-fits-all!
- Our simple 'low-tech' process is based on a *prompts, not paperwork* approach across 365 days of the year: If you're happy with your team member's performance and they are happy with how things are going then the process you follow with them is different and quicker than with someone who may want/require more attention.
- A completely different approach to objective-setting: Move on from the SMART cliché to something that is more powerful and tangible.
- Optional extras available will also '180 flip' how you currently design job descriptions and competency/behavioural frameworks.
- Includes access to Goal Finder (see following pages)
- **Free review of your current process**

'Chinwag': Ditch Appraisals!



LIGHTBULB PERFORMANCE

Goal Finder for Powerful Performance Objectives

- Only 40% of performance and development objectives are well-crafted (CIPD) – we have **three solutions** to choose from:
- **Goal Finder** is a searchable, online database with hundreds of example objectives to inspire you when managing performance and development: Just type in a relevant word and up they come
- No more copying last year's objectives, writing wishy-washy corporate-speak or just writing objectives that are basically 'carry on doing what you are doing anyway'!
- Annual subscription £199 – Ask for a FREE 24 hour trial
- **Goal Finder Plus** : Ongoing email support for Managers to help them build powerful goals/objectives/metrics – From £79/month
- **Goal Finder 121** : Goal/objective-setting/metrics 121 surgeries with Managers – 30 min sessions - £75/person



LIGHTBULB PERFORMANCE

Chinwag: The Essentials



Consultancy/Process

- Provision of all documents/ processes and consultancy/ tailoring as required
 - Advice around pay/bonus mechanisms
 - £1199 plus VAT
- Alternative 'show and tell' consultancy option: Taking you through the Chinwag process plus recommendations around your current system (Goalfinder, templates, docs, launch PowerPoints etc not provided afterwards) - £499 plus VAT



Management Training

- Managing performance for 'overnight results'
- Includes designing powerful objectives in a unique way
- How to manage A/B/C performers in different ways
- Getting the behaviour you want - 'overnight'!
- Includes launch of Chinwag process, how to use it etc
- Half-day workshops - £995 plus VAT



Ongoing Support

- 'Goal Finder' access for Managers
- Ongoing email support/Q and A to help Managers create amazing objectives
- 'MOT' review twice a year for troubleshooting and continuous improvement
- From £79 a month/billed annually

LIGHTBULB PERFORMANCE

Chinwag: Optional Extras For Even Better Results (fees exclude VAT)

'POWERFUL KPIS' WORKSHOP: 'ONE DIRECTION!'

- A new way to design great team measures/KPIs that include an 'early warning system'!
- Helps managers to then drive team member performance
- Workshops from £995

MANAGERS KPI/ OBJECTIVE SETTING SURGERIES

- *Goal Finder 121* with Managers to help them design objectives/KPIs
- 30-minute sessions - £75
- *Coach-the-coach workshop* for selected people to learn the design skills to help others - £499

'MAKE MYSELF INDISPENSABLE' TRAINING FOR TEAMS

- Launching the new 'system' to teams
- Giving them a 'magic trick' set of techniques to help them to get the well done, career, money, satisfaction etc they want!
- 90 min sessions – £399

RESULTS-FOCUSED JOB DESCRIPTIONS

- A plain-English approach to job descriptions for each role
- Focused on the key results that get people a 'well-done'
- 'Career ladder' design for key teams
- Starts at £100 an hour

'PLAIN-ENGLISH' BEHAVIOUR GUIDES

- Behaviour guide for employees
- Shows what real-life performance looks like at three levels
- Working party from your organisation help define the plain-English see/hear behaviours
- Frameworks from £895



STRATEGY & BUSINESS PLANNING.

LIGHTBULB PERFORMANCE

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Strategy–Priorities–Metrics–Momentum: One Direction!



- Is the team's focus in the wrong place?
- Are individual's often 'doing their own thing'?
- Not hitting the targets/standards/goals expected?
- Finding it hard to identify what the priorities should be?
- Or just wanting to inspire and motivate the team for even greater impact?

- **FREE REVIEW** of what you are currently doing around planning, priorities and measuring success - FREE advice provided for you using our approach
- No catch, no obligation, no gimmicks!
- Email paul@lightbulb.work for more details

- Welcome to '**One Direction**': A **unique** way of identifying what we should be doing and how we are doing....
- A step-by-step methodology that takes you from where you want to be through to identifying priorities and designing quick-and-easy, **powerful KPIs/metrics** to measure progress and help you get there: in an all-new way
- Includes an '**early warning**' **mechanism** you won't see anywhere that identifies issues before it's too late and tells you what to do now!
- Front-of-mind: A '**whiteboard**' **visual dashboard** approach to keep everyone focused – not hidden away in drives and databases!
- A common-sense link throughout from organisation strategy to the team member's priorities
- **One Direction** for green lights, not red ones!!

LIGHTBULB HR

Regular HR & Employment Law Support



Bronze

- Day-to-day telephone/email advice around employment law and all 'people' subjects: commercial, not 'overly-cautious' advice!
- 'Nip it in the bud' advice around managing performance & behaviour, structuring difficult conversations, creating powerful objectives and retaining high performers
- Letters and templates provided when needed
- Initial review/annual updating of contracts and employee handbooks
- Ongoing legal updates
- Short, six-month contracts
- £99 a month plus VAT



Silver

- **Pick and Mix Approach**
- Retain a number of on-site hours each month or quarter
- Use for employment law guidance, management/senior team 121 coaching, KPI and business/team strategy work, personal effectiveness sessions or any other 'people' activity.
- Bespoke 'fixed hourly fee' quote provided depending on the type/volume of activity required.
- Short, six-month contracts

LIGHTBULB HR

The One-Day HR MOT



THE ONE-DAY HR MOT

—
GOT IT COVERED?

- **Quick fixes made on the day**
- Review of your contracts, handbooks and policies
- How you attract and select talent
- People administration
- Managing performance mechanisms
- Engagement and satisfaction
- Salary and bonus schemes
- MOT + Recommendations £795

Keeps you legal,
up-to-date,
improves what you do,
reduces time and money
and keeps you
ahead of the game!

LIGHTBULB HR

Outplacement Services



Individuals

- CV writing in a unique way that doubles the chances of an interview!
- Powerful interview technique
- Job-searching, standing out on LinkedIn and maximising your online presence
- How to work best with recruitment agencies
- Moving to self-employment
- 3 x one hour tailored, face-to-face sessions plus three months of email/ phone support
- Support packages from £995 per person
- From £150 an hour when ad-hoc support required as an alternative



Teams – Two Half-Day Workshops

- **Part One: The Foot In The Door!**
- An amazing approach to CV writing you won't see anywhere else!
- Standing out on LinkedIn
- Getting the best from recruitment agencies

- **Part Two: Ace The Interview**
- Dress, speech and body-language
- The three-stage approach to prepare for competency/behaviour based interviews
- How to set yourself apart from other interviewees with your questions & answers

- £995 for each workshop



"Turned everything I thought I knew on its head! Most useful management training I've had"



"Best thing I have been to in ages - real food for thought"

PRIMARK

"Techniques and ideas I can actually use rather than jargon and theory"



"A really different but fantastic way to approach 121s and moving away from appraisals"



"The best guidance I have ever had when it comes to this subject. Thank you!"

RAYMOND JAMES®
INVESTMENT SERVICES

"A most interesting morning and I can honestly say that I will be applying many of the tools"

ual: university of the arts london

"It was very refreshing to come to such a lively, inspiring and informative workshop"



"Many thanks - it was an amazing workshop - used a lot of it already!"

CONDÉ NAST