

“85% of one’s success at the workplace is attributed to soft skills
and only 15% to technical skills”

JERNAS

TRAINING



JERNAS Training distinguishes itself as a foremost provider of UK-regulated level 3 to level 8 diploma courses in Business Management / Education and professional training by seamlessly blending well-established scientific principles with a diverse array of innovative learning methodologies. As a preeminent research-driven firm, we offer avant-garde training in management, leadership, personal development, and sales & marketing, coupled with top-tier consulting services. Our commitment to excellence is reflected in our dynamic approach, ensuring that our clients receive unparalleled insights and transformative learning experiences at the intersection of proven scientific principles and cutting-edge instructional methods.

We don't Build a Business, We Build People, People Build the Business

Who We Are...

OVERVIEW

Jernas Training Institute, headquartered in Dubai, United Arab Emirates, has earned a distinguished reputation for empowering professionals across various levels with the insights essential for success in today's highly competitive landscape. Renowned as a leading research-based firm, **we provide UK-regulated level 3 to level 8 diploma courses in Business Management / Education and cutting-edge management, leadership, and personal development training**, along with coaching, and consulting services. Our unique approach sets us apart as we merge established scientific principles with diverse management methodologies. Drawing inspiration from various scientific disciplines, including organizational psychology, communication theory, cognitive psychology, social neuroscience, cognitive neuroscience, and behavioral economics, we distill repeatable and predictable scientific principles proven to wield influence.

We are proud to say that we can take these principles from the confines of academic journals and directly apply them to the dynamic field of business management. At Jernas Training Institute, our commitment to pioneering research is evident through our original scientific inquiry into the cognitive processes governing the human brain's decisions. Through this commitment, we strive to continuously enhance our offerings and stay at the forefront of providing impactful solutions for professionals navigating the complexities of the modern business landscape.

We catalyze through discovering aptitude, stimulation, and acceleration.



Our Vision



Our vision is to be recognized as the foremost and reliable platform, the primary choice for individuals who aspire to continue education and reach their apex but face challenges in accessing it. We aim to be the trusted avenue for those dreaming of achieving excellence through revitalized skills and aptitude.

Our Mission

1

Our mission is to offer accredited vocational qualifications, alongside customized training and development programs. These initiatives aim to cultivate the essential skills necessary for our client's business success across diverse verticals and industries

2

Our Goal is to drive our partner organizations to the front of the international arena through cutting-edge education, certifications, and training programs.

3

Our Philosophy is not to build a business, we build people, and then people build the business by empowering Individuals and building Business Success.

4

Our Objective is to deliver the best qualifications in demand & training sessions in Business Management, Education, and Assessment, along with a bundle of Soft Skills to augment the 3Ps (productivity, performance, and profitability) of business organizations.

What We Do...

Our Corporate Training Solutions...

JERNAS Training's corporate training solutions stand as a vital asset for companies aiming to thrive in today's dynamic business world. By offering customized programs that enhance employee skills and foster a culture of continuous learning, Jernas empowers organizations to adapt, innovate, and maintain a competitive edge. These solutions not only contribute to professional development but also play a crucial role in building a highly skilled and motivated workforce, ultimately driving the success of businesses in a vibrant market.

JERNAS is widely recognized for its expertise in providing **training solutions in Management and Leadership Development, Self-Transformation, Sales and Marketing, and a bundle of Soft Skills**. Our offerings aim to deliver transformative learning experiences, fostering positive behavioral changes, and enhancing both individual and organizational performance. With our distinct perspectives, strategic alliances, and extensive network of subject-matter experts, we ensure that every solution is crafted with contemporary high-quality content. Whether you seek a single course or a customized, continuous program, we leverage our expertise and resources to tailor solutions that meet your specific needs.

We don't Build a Business, We Build People, People Build the Business

Our expertise lies in providing training programs in Business Management and Soft Skills.



What We Do...

Ofqual UK - Regulated in **Business and Education**

JERNAS Training Institute is dedicated to offering high-quality education and professional development opportunities through Ofqual UK-regulated diploma qualifications ranging from level 3 to level 8, primarily focusing on Business Management and Education. With a team of experienced trainers and assessors, Jernas ensures rigorous and accredited training aligned with Ofqual standards, providing learners with practical skills and theoretical knowledge essential for success in their chosen fields.

Whether individuals are starting their careers or seeking advanced expertise, we offer comprehensive support and a pathway for continuous learning and professional growth. Through its commitment to excellence and industry relevance, Jernas remains a trusted partner in empowering individuals to achieve success in today's competitive landscape. Overall, Jernas Training Institute stands as a beacon of excellence in the realm of education and professional training, committed to empowering individuals with the knowledge, skills, and qualifications needed to thrive in today's competitive landscape. Through its dedication to quality, accreditation, and industry relevance, Jernas remains a trusted partner for those seeking to unlock their full potential and achieve success in their chosen field.

Empowering Individuals, Building Business Success

Our expertise lies in providing diploma-level 3-8 qualifications in Business Management and Education.



Our Approach

We mainly follow the **ADDIE** model, a systematic instructional design framework, that initiates with a thorough analysis of learning needs and objectives. It progresses through design stages, meticulously planning instructional strategies, and content structures, and developing tangible learning materials. ADDIE ensures that educational initiatives are well-informed, impactful, and responsive to the dynamic needs of learners.

◆ Analysis

In this initial phase, the instructional designer identifies the learning needs, goals, and objectives of the client organization which involves conducting a thorough analysis of the learners, their existing knowledge, and the context in which the training will take place.

◆ Design

The design phase involves creating a blueprint for the training program based on the analysis which includes defining learning objectives, selecting instructional methods, determining assessment strategies, and outlining the overall structure and content of the program.

◆ Development

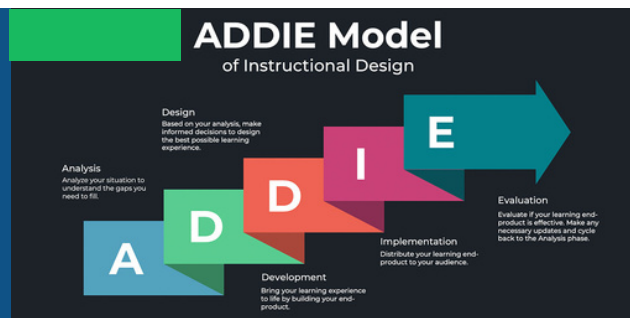
During the development phase, instructional materials and content are created based on the design specifications which could involve creating presentations, e-learning modules, training manuals, or any other materials needed to facilitate learning.

◆ Implementation

The implementation phase involves the actual delivery of the training program which could include conducting workshops, and classes, or deploying e-learning modules, depending on the nature of the program and the clients requirements.

◆ Evaluation

The final phase focuses on assessing the effectiveness of the training program and evaluation takes place at different levels, including learner satisfaction, learning outcomes, and the overall impact on performance, and feedback obtained is used to improve the future training program.



Our Learning Options...

Our philosophy emphasizes learning through action and from others, which is why we endorse various approaches, **including in-person sessions, virtual classrooms, instructional videos, and interactive discussions**. These diverse tools enable participants to learn collaboratively with their peers, enriching the overall learning experience. JERNAS integrates practical experiences such as case studies and business challenges with formal education. Often, the most impactful learning occurs through hands-on experiences, and the learning process involves a series of brief activities that can be applied immediately. These activities encompass self-directed study, collaborative learning with peers, formal educational sessions, and the sharing of personal experiences.



➤ Recognizing the diversity in individual learning preferences and career stages, we understand that people vary in their roles, responsibilities, and competencies based on their positions and organizations. Hence, we offer customized and personalized learning solutions.

➤ At JERNAS we acknowledge the significance of creating training programs that suit the specific needs of the learners, whether delivered through in-person sessions, virtual classrooms, eLearning platforms, bite-sized modules, or a blended approach.



Methods We Opt...

In-person Sessions

Jernas Training specializes in delivering high-quality, instructor-led training sessions since our expert facilitators guide learners through interactive sessions, ensuring a dynamic and engaging learning experience. Whether in leadership development, management mastery, or personal transformation, our instructor-led training workshops are designed to foster practical skill development and promote meaningful insights.

Blended Learning

Our blended learning approach combines the best of both worlds, seamlessly integrating in-person training sessions with cutting-edge virtual classrooms. Learners benefit from the flexibility of self-paced online modules while engaging in interactive sessions with our expert facilitators. Whether in leadership development, management mastery, or personal transformation, our blended learning programs cater to diverse learning styles and preferences.

Coaching and Mentoring

We offer expert-led coaching and mentoring sessions, designed to empower individuals on their journey to personal or professional growth. Coaching sessions provide targeted guidance, fostering skill development and goal achievement through collaborative and goal-oriented partnerships and mentoring programs that connect individuals with seasoned mentors who share insights, advice, and valuable perspectives to navigate broader aspects of personal and career development.





jernastraining.com

Our Training Domains...

Jernas Training Institute excels across diverse training domains, offering comprehensive programs that cater to the evolving needs of individuals and organizations since our expert-led initiatives provide a holistic approach to skill enhancement. Whether individuals seek to refine their **leadership capabilities, master managerial skills, or undergo self-transformation**, Jernas's training domains are designed to foster excellence and innovation.

MANAGEMENT MASTERY

Jernas Training stands out as a prominent expert in the field of management development, specializing in the creation, formulation, and implementation of customized training programs. Driven by an unwavering dedication to excellence, we enable organizations to optimize their operational efficiency and boost the productivity of individual employees through meticulously crafted training initiatives.

SELF-TRANSFORMATION

With a dedicated focus on unlocking full potential, we aim to significantly contribute to individual self-development, creating a highly productive workforce. Jernas Training is known for its expertise in crafting personalized training programs dedicated to personal development. Jernas tailors initiatives to cater to individual needs, fostering comprehensive growth and heightened productivity.

LEADERSHIP DEVELOPMENT

We aspire to shape inspirational leaders who drive organizational success while fostering a culture of innovation and excellence. At Jernas we are dedicated to designing, developing, and delivering a variety of training programs focused on leadership development. Our expertise lies in creating customized leadership development programs as per unique needs, fostering a culture of leadership excellence.

SALES AND MARKETING

We specialize in creating customized Sales and Marketing training programs focusing on sharpening skills. Committed to excellence, we customize to meet the unique needs of sales and marketing professionals, fostering enhanced competencies and performance. We equip individuals with selling techniques and strategies, cultivating a culture of continuous improvement through tailored workshops.



OUR TRAINING PORTFOLIO

MANAGEMENT MASTERY PROGRAMS

HIGHLIGHTS

WHY MANAGEMENT?

Management development programs are paramount for cultivating effective leaders. It hones essential skills, ensuring adaptability in dynamic business environments. By fostering a cohesive leadership approach, these programs align managers with organizational goals, promoting consistency. Such training aids in succession planning, and grooming future leaders and also sparks innovation, providing insights into industry trends and promoting problem-solving capabilities. In essence, management development training is an indispensable investment, shaping competent leaders and fortifying organizations for sustained success.

Communication That Matters

Training Program

[Click to view details!](#)

Embark on a transformative journey with our Communication Skills Training program, where effective communication becomes an art. This training program is tailored to refine essential competencies such as clarity, active listening, and impactful messaging, this dynamic training empowers you with valuable insights and practical tools. Elevate your communication prowess to new heights, captivating audiences and commanding influence in both personal and professional spheres. Join us in this enriching and focused training opportunity, unlocking doors to success through the mastery of impactful communication.

Strategic Decision Making

Training Program

[Click to view details!](#)

Elevate your decision-making capabilities and shape your strategic narrative with this training program – a transformative experience curated to hone your decision-making prowess. In this dynamic training, we navigate the intricacies of critical analysis, problem-solving, and effective decision implementation. Unearth valuable insights and practical tools to sharpen your strategic acumen, ensuring you lead with confidence in the professional arena. Join us in this enriching and focused training opportunity, where strategic decision-making becomes not just a skill but an art, propelling you towards success in complex business landscapes.

Talent Optimization Skills

Training Program

[Click to view details!](#)

Shape your talent strategy and propel your career forward with confidence and proficiency by embarking on a talent transformation with a Talent Optimization training program – an enriching journey designed to unlock your potential in talent management. In this training, we delve into talent assessment, performance enhancement, and the effective implementation of talent management strategies. Elevate your skills and harness the power of your team with valuable insights and practical tools. Join us in this focused training opportunity, where talent optimization becomes not just a skill but a catalyst for organizational success.

Problem Solving Skills

Training Program

[Click to view details!](#)

Elevate your problem-solving prowess and enhance workplace efficiency with this dynamic and practical program since it equips the learners with essential tools to navigate challenges in the workplace. Focused on enhancing critical thinking and decision-making abilities, this program emphasizes practical strategies for effective problem-solving. Through interactive sessions and real-world case studies, learners will develop a systematic approach to address issues professionally, fostering a proactive mindset. This training empowers individuals to analyze problems, generate innovative solutions, and collaborate seamlessly in diverse settings.



OUR TRAINING PORTFOLIO

MANAGEMENT MASTERY PROGRAMS

HIGHLIGHTS

Governance, Risk & Compliance

[Click to view details!](#)

Ignite your professional journey by mastering the art of navigating governance challenges by embarking on a transformative journey with our "GRC" training program, where learners delve into the dynamic realms of organizational integrity. This engaging initiative, spanning critical topics of GRC, promises a riveting exploration of best practices. Navigate the intricate landscapes of corporate responsibility and regulatory landscapes with confidence. Through immersive exercises and discussions, elevate your understanding of effective governance structures, risk mitigation strategies, and compliance frameworks.

Organizational Resilience

Training Program

[Click to view details!](#)

Elevate your skills and lead your team towards enduring success in today's dynamic business environment. Embark on a transformative odyssey with our "Organizational Resilience" training program, designed to fortify your professional journey. This initiative invites learners to navigate the ever-evolving landscape of challenges with resilience and strategic prowess. So uncover the secrets to organizational adaptability, crisis management, and sustainable growth through dynamic sessions. This program is your gateway to fostering a resilient mindset, ensuring your organization not only survives but thrives in the face of adversity.

Performance Management

Training Program

[Click to view details!](#)

Elevate your leadership acumen as you learn to drive individual and team excellence by embarking on a transformative exploration with our "Performance Management" training program, a gateway to optimizing organizational effectiveness. This invigorating initiative invites learners to unravel the intricacies of cultivating a high-performance culture. Through dynamic modules and hands-on activities, delve into strategies for goal setting, feedback mechanisms, and talent development, since it is the key to unlocking the full potential of your workforce, ensuring sustained success and growth in today's competitive landscape.

Project Management Fundamentals - PMP

[Click to view details!](#)

Sharpen your skills and cultivate the ability to navigate complexities seamlessly through our "Project Management Fundamentals" training program, a dynamic pathway to mastering the art of successful project execution. This immersive initiative beckons learners to explore the core principles and techniques essential for effective project leadership. Through engaging modules and practical exercises, gain insights into planning, execution, and monitoring processes. This program is your catalyst for achieving project success, equipping you with the tools needed to deliver results efficiently in today's vibrant business environment.

Managerial Skills

Training Program

[Click to view details!](#)

Elevate your managerial prowess with this impactful training program since it is a targeted and dynamic initiative designed to enhance the capabilities of current and aspiring managers. This comprehensive training delves into key managerial competencies, providing learners with essential skills for effective management. Through a blend of theoretical insights and practical exercises, the program covers crucial areas such as communication, decision-making, people management, and conflict resolution. Learners can expect to gain valuable insights and tools that will contribute to their success in navigating the challenges of managerial roles.



OUR TRAINING PORTFOLIO

LEADERSHIP DEVELOPMENT PROGRAMS

HIGHLIGHTS

WHY LEADERSHIP?

Leadership development programs are of paramount importance in cultivating strong and effective leaders within organizations. This strategic initiative goes beyond honing specific skills; it focuses on shaping well-rounded leaders capable of navigating complexities, fostering innovation, and inspiring teams. By investing in leadership development, companies ensure a continuous pipeline of capable leaders who can adapt to changing environments, drive growth, and instill a positive organizational culture. Ultimately, leadership development training is a crucial investment in the long-term success and sustainability of any business.

Leadership Essentials Training Program

[Click to view details!](#)

Elevate your leadership prowess and unlock the potential to inspire and guide teams towards success by joining a transformative leadership voyage with our leadership training program, a compelling expedition into the heart of effective leadership. This inspiring initiative beckons learners to explore the core principles and practices crucial for impactful leadership. Through engaging modules and experiential learning, cultivate essential skills such as communication, decision-making, and team empowerment. This program is your compass for navigating the complexities of leadership, empowering you to thrive in diverse landscapes.

Leadership 101 Training Workshop

[Click to view details!](#)

Leadership 101 - is a dynamic training program designed to instill foundational leadership skills. Tailored for aspiring leaders, this workshop combines theoretical insights with practical applications to cultivate effective communication, decision-making, and team empowerment. Learners will delve into key leadership principles, fostering a comprehensive understanding of leadership dynamics. Through interactive sessions, this program aims to equip individuals with the essential tools to lead confidently and inspire teams. Elevate your leadership acumen with this training workshop, a transformative experience to excel in leadership roles.

Inclusive Leadership Training Program

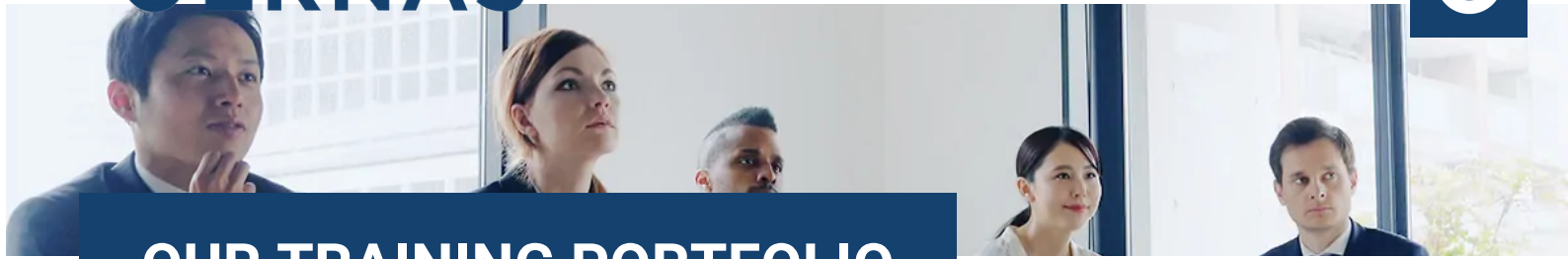
[Click to view details!](#)

Develop your leadership acumen with the Inclusive Leadership training workshop, a pivotal experience for those committed to fostering diversity, equity, and inclusion in their leadership approach; a dynamic initiative reshaping leadership paradigms. Tailored to foster diversity and equality, this workshop combines theoretical frameworks with practical strategies. Learners will explore the nuances of inclusive leadership, cultivating skills in fostering diverse and empowered teams. Through interactive sessions, this program aims to equip individuals with the essential tools to lead inclusively, promoting a culture of belonging.

Leadership Competencies Training Workshop

[Click to view details!](#)

Embark on a journey of self-discovery and leadership mastery with our training program, since it is tailored to ignite professional growth. This training workshop seamlessly integrates theory with practical applications to refine and amplify essential leadership skills. Dive into the dynamic realms of strategic thinking, communication finesse, and adaptability, crafting a holistic leadership approach. Through engaging and interactive sessions, this program is your passport to enter into leadership excellence. Elevate your leadership acumen with the irresistible allure of the Leadership Competencies training workshop.



OUR TRAINING PORTFOLIO

LEADERSHIP DEVELOPMENT PROGRAMS

HIGHLIGHTS

Leadership & Well-being

Training Program
[Click to view details!](#)

Dive into the fusion of leadership excellence and personal wellness, cultivating a harmonious approach. Embark on a transformative expedition with our training program, a unique initiative that transcends conventional leadership paradigms. This workshop seamlessly intertwines leadership principles with holistic well-being strategies, empowering learners to lead with resilience and balance. This program is your gateway to unlocking the synergy between effective leadership and individual well-being. Elevate your leadership acumen while prioritizing your own and your team's well-being.

PERSONAL GROWTH DEVELOPMENT PROGRAMS

HIGHLIGHTS

WHY SELF-GROWTH?

Elevate capabilities, chart a path to success, and cultivate a mindset of ongoing development with our training program for professional excellence. The personal development programs are meticulously crafted and focused on individual growth since these are tailored for professional excellence and integrate goal-setting methodologies, skill-building exercises, and personalized assessments to enhance key competencies. Learners engage in dynamic sessions, fostering self-awareness and resilience. By addressing both professional and personal aspects, these programs equip learners with tools for continuous improvement.

Personal Growth Mastery

Training Program
[Click to view details!](#)

Embark your personal and professional trajectory with this training program—a dynamic and comprehensive approach to unlocking the full spectrum of capabilities for enduring success since this training program is a strategic odyssey designed to unlock individual potential. Meticulously curated for holistic development, this program integrates self-reflection, goal-setting, and skill enhancement to propel participants toward personal excellence. Learners embark on a transformative journey, gaining tools for navigating challenges and maximizing opportunities since sessions delve into fostering a robust foundation for sustained growth.

Communication Skills

Training Program
[Click to view details!](#)

Elevate your communication acumen and build stronger professional relationships with this training program, equipping you to navigate diverse communication challenges and excel in today's collaborative and dynamic environments. This training program is a targeted initiative designed to hone crucial interpersonal abilities. Tailored for professional success, this program emphasizes clarity, active listening, and persuasive communication techniques. Through practical exercises and real-world scenarios, participants gain insights into fostering positive interactions and conveying ideas with impact.

Self-Development Skills

Training Program
[Click to view details!](#)

Embark on a transformative journey with our Self-Development Training Program, meticulously designed to unlock your full potential. This program goes beyond traditional skill-building, offering a holistic approach to self-development and empowerment. Through a blend of interactive workshops, insightful sessions, and practical exercises, learners will gain valuable insights into self-awareness, and goal setting. Embrace the opportunity to invest in yourself and chart a path towards continuous self-improvement. Elevate your confidence and emotional intelligence, ultimately fostering a more fulfilled and purpose-driven life.



OUR TRAINING PORTFOLIO

PERSONAL GROWTH DEVELOPMENT PROGRAMS

HIGHLIGHTS

Presentation Delivery

Training Program
[Click to view details!](#)

The "Presentation Delivery Skills" training program is a targeted initiative focused on enhancing the art of impactful presentation. Tailored for professional proficiency, this program delves into effective techniques for engaging and persuasive presentations. Participants master the art of articulation, body language, and audience connection. Elevate your presentation prowess with this dynamic training, equipping you to captivate audiences, convey messages with finesse, and leave a lasting impression in diverse professional settings. Through practical exercises, learners refine their delivery style and boost their confidence.

Time Management Skills

Training Program
[Click to view details!](#)

Elevate your ability to navigate deadlines and boost productivity with this dynamic program, equipping you for success in the fast-paced world of professional endeavors by joining this training program, a purposeful endeavor aimed at optimizing your professional efficiency. Tailored for peak productivity, this program explores strategies to prioritize tasks, set realistic goals, and overcome time-related challenges. Learners engage in practical exercises, honing skills to manage workloads effectively since this program not only enhances time management proficiency but also instills a proactive mindset, ensuring optimal use of time resources.

Stress Management Skills

Training Program
[Click to view details!](#)

Enhance your ability to thrive in high-pressure environments with this training, ensuring a healthier and more resilient professional journey. Embark on a transformative journey with our "Stress Management Skills Training" program, a crucial initiative designed to equip you with effective tools for navigating professional challenges. Through practical exercises, participants learn to manage pressure, enhance emotional well-being, and sustain peak performance. Tailored for personal well-being, this program explores strategies for identifying and mitigating stressors, fostering resilience, and promoting a balanced lifestyle.

Emotional Intelligence

Training Program
[Click to view details!](#)

Start a transformative journey with our captivating workshop designed to enhance your emotional intelligence. Tailored for holistic success, this program explores the nuances of understanding and leveraging emotions effectively. Uncover strategies for navigating social dynamics, forging meaningful connections, and fostering a positive work environment. Through engaging exercises, learners cultivate emotional intelligence, sharpening leadership and teamwork skills since it empowers individuals to thrive in diverse social and professional landscapes, making emotional intelligence the key to unlocking excellence.

Influencing Skills to Win

Training Program
[Click to view details!](#)

Improve your ability to win others over with this amazing program, where influence becomes your key to triumph. Embark on a captivating expedition with this vibrant program meticulously designed to elevate your persuasive prowess. Tailored for professional triumph, this initiative delves into the art of effective influence, offering strategies to win over others. This interactive training not only sharpens influencing skills but also positions participants for success in diverse professional arenas. Through engaging exercises, participants hone their persuasive techniques, mastering the subtleties of impactful communication.



OUR TRAINING PORTFOLIO

PERSONAL GROWTH DEVELOPMENT PROGRAMS

HIGHLIGHTS

Train The Trainer

HABC - IADT

[Click to view details!](#)

Strengthen your ability to empower others with this Train The Trainer (IADT) Training, where education becomes a transformative and certified art. Embark on an empowering odyssey with our (IADT) Training, a cutting-edge program designed to unleash your training expertise. Tailored for those seeking HABC certification, this initiative redefines training methodologies with innovative strategies to engage and educate effectively. Through immersive sessions, learners master the intricacies of HABC standards, elevating their training delivery to new heights since this program refines skills and positions learners as certified trainers.

Career Planning Skills

Training Program

[Click to view details!](#)

Join an exhilarating journey with our training program, a program meticulously designed to navigate your professional trajectory. Customized for those seeking career clarity, this initiative goes beyond traditional approaches, offering innovative strategies to shape a fulfilling career path. Through personalized sessions, learners uncover their unique talents, set strategic goals, and develop a roadmap for success. This program refines career planning skills and also positions learners for purposeful professional journeys. Elevate your ability to carve a successful career with this training, where planning meets passion for success.

SALES & MARKETING PROGRAMS

HIGHLIGHTS

WHY SALES & MARKETING

Sales and marketing programs are pivotal for professionals navigating the dynamic business landscape. This strategic initiative cultivates skills crucial for understanding market dynamics, identifying customer needs, and crafting compelling messages. By honing communication, negotiation, and campaign strategies, individuals become adept at driving revenue and staying attuned to industry trends. In a competitive market, this training is essential for organizational growth and ensures alignment with industry trends, fosters customer-centric approaches and maximizes revenue generation.

Selling Dynamics (Skills)

Training Program

[Click to view details!](#)

Elevate your selling prowess with this training program, where success meets strategic selling since it is a targeted program meticulously crafted for professional success. Focused on enhancing selling skills, this initiative focuses on understanding customer behaviors, effective communication, and strategic relationship-building. Through dynamic sessions, learners delve into the intricacies of the sales process, mastering techniques to navigate challenges and close deals successfully. This program refines sales acumen and instills a proactive and adaptive mindset, ensuring learners are well-equipped to excel in the field of sales.

Selling Process

Step-by-Step

[Click to view details!](#)

A meticulously designed program for comprehensive sales excellence; customized to provide a systematic approach, this initiative guides learners through each stage of the sales process. From prospecting to closing deals, learners gain insights into effective communication, relationship-building, and overcoming objections. This training enhances sales proficiency and instills confidence and adaptability, ensuring learners are well-prepared to navigate the diverse challenges encountered in the step-by-step journey of successful selling. Through practical exercises, they master the intricacies of strategic selling.



OUR TRAINING PORTFOLIO

SALES & MARKETING PROGRAMS

HIGHLIGHTS

Consultative Selling

Training Program

[Click to view details!](#)

A strategically crafted program for sales professionals seeking mastery in client-focused approaches; crafted to cultivate a consultative mindset, this initiative focuses on understanding needs, building trust, and providing tailored solutions. Through interactive sessions, learners refine skills in questioning, active listening, and strategic problem-solving. This program not only elevates consultative selling proficiency but also instills a client-centric ethos. With a focus on building enduring client relationships, learners emerge well-equipped to excel in consultative selling, ensuring sustainable success in the dynamic world of sales.

Sales Coaching

Training Program

[Click to view details!](#)

A program designed for sales leaders to elevate their coaching acumen; crafted to empower sales teams, this initiative focuses on honing coaching skills, fostering a culture of continuous improvement, and optimizing sales performance. Through dynamic coaching methodologies, learners learn to provide constructive feedback, set realistic goals, and inspire individual and team growth. With a focus on maximizing sales potential, learners emerge poised to lead high-performing teams and drive sustained success in the competitive realm of sales. This program enhances coaching proficiency and instills effective leadership strategies.

Sales Negotiation

Training Program

[Click to view details!](#)

A tailored program for sales executives aiming to excel in the art of deal-making. This initiative provides a strategic framework for mastering negotiation dynamics, emphasizing effective communication, and honing persuasion skills. Through engaging sessions, learners delve into the complexity of negotiation strategy, objection handling, and closing deals. This program refines negotiation prowess and instills a proactive and adaptable mindset. Equipping learners to navigate the complexities of sales negotiations, it ensures they are well-prepared to secure favorable outcomes in the competitive and dynamic landscape of sales.

Trusted Advisor

Training Program

[Click to view details!](#)

A scrupulously crafted program for professionals aspiring to cultivate trust-based relationships. Tailored to instill the qualities of a trusted advisor, this initiative focuses on understanding client needs, building credibility, and offering valuable insights. Through dynamic sessions, learners develop skills in active listening, strategic problem-solving, and ethical decision-making. This program elevates advisory proficiency and also fosters a client-centric mindset. Armed with these skills, learners emerge as trusted advisors capable of providing valuable guidance, ensuring enduring client relationships, and sustained success.

Salesforce Management

Training Program

[Click to view details!](#)

A strategically curated program for sales professionals seeking excellence in sales team management; customized to optimize Salesforce utilization, this initiative delves into effective team management, performance analytics, and goal alignment. Through interactive sessions, learners gain insights into leveraging Salesforce tools for informed decision-making and streamlined workflows. This program not only refines skills but also instills effective leadership strategies. Empowering leaders to drive peak sales performance, learners emerge equipped to lead high-functioning teams and achieve organizational success.

COMMUNICATION **that Matters...**

Training Workshop

Ethos, Pathos
Logos, and Kairos
(Rhetoric Appeals)



Vitals

- Embark on a transformative journey with this training program that is meticulously crafted to empower you with impactful communication skills, ensuring your messages resonate authentically and create a lasting impact in both personal and professional spheres.

Learning Outcomes

- Craft clear and impactful messages
- Develop active listening skills
- Navigate difficult conversations with confidence
- Deliver engaging and persuasive presentations

Learning Objectives

- Enhance verbal clarity and articulation
- Develop non-verbal communication skills
- Apply active listening techniques
- Navigate and resolve communication challenges

Resources

- Participant workbook
- A Handbook on communication skills
- Formative Assessment – during the session

Ideal for

- Professionals at all levels seeking to enhance their communication skills, build stronger connections, and make a lasting impression in their personal and professional interactions.

PRESENTATION Delivery Skills...

Training Workshop

Vitals

- Step into the spotlight of effective communication with our one-day “Presentation Delivery Skills” training. Crafted for professionals seeking to elevate their presentation prowess, mastering the art of engaging and impactful communication. Learners will acquire the skills to captivate any audience and leave a lasting impression.

Learning Outcomes

- Mastering dynamic presentation techniques
- Captivating and engaging any audience
- Enhancing influential communication skills
- Crafting memorable and persuasive presentations

Learning Objectives

- Enhance communication and engagement skills
- Craft persuasive and memorable presentations
- Navigate Q&A sessions with confidence
- Leverage visual aids for impactful delivery

Resources

- Participant workbook
- A Handbook on presentation delivery skills
- Formative Assessment – during the session

Ideal for

- Professionals across various industries are committed to enhancing their communication capabilities since it is tailored to empower individuals seeking to refine their presentation prowess and make a lasting impact on any audience.



2 Days

MANAGERIAL SKILLS - Training Workshop

WHAT IS ABOUT

The Managerial Skills Training is a Two-Day intensive program designed to empower current and aspiring managers with the essential skills required for effective leadership. Participants will delve into key managerial competencies, covering communication, decision-making, team leadership, and conflict resolution.

COURSE OUTLINE

- Effective Communication and Managerial Skills
- Strategic Decision-Making and Problem Solving
- Leadership Development and Team Building
- Time Management and Productivity Enhancement
- Conflict Management and Effective Negotiation

LEARNING OBJECTIVES

Upon the successful completion of this workshop, the learners will be able to:

- Demonstrate Managerial skills while dealing with the team and other stakeholders.
- Apply a structured decision-making model to resolve workplace problems.
- Create and implement a team-building activity that fosters collaboration and trust.
- Devise a personalized time management plan, including goal setting and prioritization
- Implement a conflict resolution process to address workplace conflicts and negotiation.

WHO SHOULD ATTEND?

Professionals at different career stages are dedicated to improving their managerial and leadership skills, as this training is specifically designed to empower individuals who want to enhance their abilities in managing and leading effectively.



DELIVERY MODE

- Instructor-led (Face-to-Face) sessions
- Presentation & Videos
- Role Plays & Exercises
- Case Studies

RESOURCES

- Certificate - KHDA
- Participant workbook
- Presentation Slides - PDF
- A Handbook on Managerial Skills

YOUR **PATHWAY** TO **UK** QUALIFICATION

We at JERNAS offer regulated Business Management and Teacher qualifications listed on [Ofqual.gov.uk](https://www.ofqual.gov.uk) website.

95%
success/pass rate
of all qualifications

100%
online using any
computer or
laptop

95%
employment rate
after 6 months of
graduation



JERNAS

Business Village, Port Saeed Area. Dubai - UAE
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Level 4 Diploma in BUSINESS MANAGEMENT

COURSE OVERVIEW

This qualification bears 120 credits at Level 4 which serves as a foundational program for individuals aspiring to managerial roles. Designed to provide essential knowledge and skills in business operations, strategic planning, and decision-making, this diploma course covers key topics such as communication, leadership, financial awareness, and business operations. By integrating theoretical learning with practical application, learners develop critical thinking abilities and effective management strategies essential for navigating the complexities of the business world. Upon completing this qualification, learners can progress to a Qualifi Level 5 qualification, or the second year of UK Bachelor study in business a related subject from a university in the UK.

MANDATORY UNITS - 6

- Communications in Organisations
- Leadership and the Organization
- Financial Awareness
- Managing Change
- Business Operations
- Developing Teams

ENRY REQUIREMENT

- Level 3 Diploma in Business Management
- Higher Secondary School Certificate
- GCSE A Level
- Grade 12 (Intermediate)

VITALS & LEARNING OUTCOMES (LO)

- ▶ The assessments for all units are conducted through practical demonstration and assignment-based evaluations rather than formal examinations, with grading scales of Pass/Merit/Distinction.
- ▶ The Qualifi Level 4 Diploma in Business Management is structured as a self-paced program, typically completed within an average timeframe of 6-8 months.
- ▶ Upon completing this Level 4 diploma, learners can progress to a Qualifi Level 5 qualification, or the second year of Bachelor program in business a related subjects.
 - LO 1: To understand and apply the principles of leadership in a business environment.
 - LO 2: Review and apply the principles of business management within the industry.
 - LO 3: Select, collate, review, and analyze information from a wide range of sources.
 - LO 4: To improve the employability of learners by allowing them to explore the relationship between theories and their practical application.



BECOME UK **CERTIFIED** TRAINER

Enrol in Ofqual UK Regulated Course - HABC LEVEL 3 AWARD IN DELIVERING TRAINING - (603/2930/0)

GREAT

Trainer
INSPIRES

SUPERIOR

Trainer
DEMONSTRATES

GOOD

Trainer
EXPLAINS

MEDIOCRE

Trainer
TELLS



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HABC Level 3 Award in DELIVERING TRAINING

COURSE OVERVIEW

The Level 3 International Award in Delivering Training provides participants with comprehensive training in effective instructional techniques and delivery methodologies. This course is designed to equip learners with the skills and knowledge to plan, prepare, deliver, and evaluate training sessions across various sectors and industries. Through a combination of theoretical learning and practical exercises, participants will gain insights into adult learning principles, communication strategies, and engaging training methods. Key topics covered include understanding learner needs, creating inclusive learning environments, and assessing training effectiveness. Upon completing this qualification, individuals will be proficient in delivering high-quality training sessions.

SALIENT FEATURES

- Two-day interactive workshop totaling 12 hours
- HABC accreditation is recognized internationally
- Practical insights on training delivery best practices
- Personalized feedback to enhance skills
- Post-training resources for continuous professional development

VITALS

This qualification is assessed by a practical assessment and a self-evaluation report. To support centers with the assessment of this qualification. To complete the qualification learners must achieve all learning outcomes.

Practical demonstration: Learners must practically demonstrate the delivery of either 1 or 2 micro-teach session(s) totaling 20 to 30 minutes which demonstrates the suitable level of achievement against each assessment criteria.

Self-evaluation: For the self-evaluation section of the report, learners may either complete this section in written format, or where written English would cause an issue, the tutor may write the responses following a verbal discussion with the learner.

To PASS the qualification, the learner needs to achieve a minimum of 4 – 7 points. A learner can also achieve a MERIT upon getting 8-13 points and a DISTINCTION upon getting 14-15 points. Learners gain these points, based on where the tutor places their performance about the assessment criteria and the standard's description on the record sheet.



THANK YOU

Because, we're here to help

As we strategically navigate the path ahead for both you and your esteemed organization, our aspirations are firmly rooted in a trajectory of sustained growth, ongoing innovation, and meaningful impact. Together, let us embark on a journey to empower both individuals and organizations, laying the foundation for a future characterized by excellence. Partnership in this endeavor is pivotal, and together, we can forge a path towards a brighter and more successful future.

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A journey to empower both individuals and organizations