

This Bulletin's Theme: Unlock that hidden potential!

"At any given moment there is the opportunity to make a new decision. With new decisions there is often the satisfaction of unlocking fresh potential."

ISMM INTRODUCTION DAY

Monday 23rd April saw around 30 committed students gather at Welcome House for a comprehensive introduction to the ISMM (that's **INSTITUTE of SALES and MARKETING MANAGEMENT**) courses at Levels 2 and 3. Attendees included some already enrolled on these courses and others keen to enrol as well as interested business managers. The day provided an excellent insight into the 'whens', 'hows' and 'wherefores' relating to studying and assignments but, more importantly, how to start right and keep going! Another bonus was meeting other students and sharing in activities and role plays. An altogether rewarding and very profitable day! PS – Food and drink was first-class too!



Students profiting from the ISMM session at Welcome House.

ARE YOU UNLOCKING YOUR POTENTIAL?

Do you realise that you may have a hidden talent hitherto undetected? **FIND IT AND UNLOCK IT!** It's so true that everybody can do something and that nothing ventured is nothing gained. Instead of leaving your talent hidden in the earth why not dig it up, train it, use it, trade with it, live off it and derive lifelong benefits from it? If you are a school leaver this summer make sure you have discussed postgraduate studies with your parents, your local PSC and your prospective employer and then make sure you enrol in good time for the postgraduate course that most suits you.

PEER SUPPORT (not PEER PRESSURE!)

"I have never heard of peer pressure working in a favourable sense...what we are substituting is PEER SUPPORT and we would look and hope and expect that the students will be able and ready to help one another. There is really no better person to learn from than somebody who is just ahead of you. The whole thing is fresh in their minds, they will be conscious of the certain unknown factor that confronts you when you are presented with new material, they have accepted the challenge, they have met it and they will very often be the best ones to help."

A CONVERSION AND CONFESSION!

I've always avoided Postgraduate Studies like the clappers. I reckoned that all I ever needed to know I'd learnt at kindergarten. But still, like the proverbial bad penny, along came the clappers and made me sign up to the ISMM Sales and Marketing Course. So I did, albeit grudgingly. I still hadn't opened my books 6 months later but that's just a small detail we'll ignore. Then another naughty penny turned up in the shape of an invitation to Welcome House to hear the Cambridge Professional Academy (CPA) give us an introduction to the course – just when I thought I'd been forgotten about. My conscience was pricked, so I went along to see what it was all about...

...AND I'VE NEVER BEEN THE SAME SINCE!

Now that may seem an overstatement, because it is, but it was a very enthusing and enjoyable day. The CPA were excellent at portraying the course in a favourable light, which says a lot for them, and I came away determined to get started – and I have as well!

There's another day planned for October and it's a **must** for anyone interested in that course.

REASSURANCE

In view of enquiries received we feel we should reassure students that there are no membership issues with the postgraduate courses we have on offer. Any reference to 'member' or 'membership' is normally a loose term not involving a yoke of fellowship. Any queries should be directed to oliver.woodcock@ubteam.com

LOCAL MOTIVATIONAL MEETINGS

A campus reports –

Great benefits have been derived recently from an organised programme of monthly motivational 'get-togethers'. These sessions are mainly for postgraduate students although, in inviting other young persons to come along, together with some interested parents, it's been found that those who haven't yet taken up a course do invariably go away with a conviction to do so! The sessions are held in local business premises and take the form of a business meeting with an agenda and a start and finish time. This all ensures an adequate guard against the development of anything social or partisan. The simple aim is to provide a 'support forum' for roughly an hour each month where students can openly compare notes and share successes (or even failures) and exchange study tips with their peers in a controlled and suitable environment. The students are also encouraged to set goals or targets from meeting to meeting, to help them keep focused.

MORE ISMM NEWS

The syllabus for Level 2 of the ISMM Sales and Marketing Course has undergone some recent changes and as a result the prices have also changed. To avoid mistakes it is suggested that anyone interested in enrolling on this course should first apply to giles.bennett@ubteam.com for the latest pricing information. Responsibility for the ISMM Sales and Marketing Courses has been taken over by Giles Bennett who has joined the UK PST and to whom all ISMM enquiries should now be made.