

**Cerulean**  
Incorporated



**hsi** Health & Safety  
Institute®  
*Approved Training Center*

**SIYB**  
START AND IMPROVE  
YOUR BUSINESS

  
International Labor  
Organisation

**ILO CERTIFIED TRAINERS**

**TRUE LEADERS  
CREATE LEADERS**

# ABOUT US

## OUR VISION

To continuously provide service excellence experiences that exceed the expectations of our team and customers.

## OUR MISSION

To build long term relationships with our team, customers, clients & our community whilst providing excellent services delivery through investment in people, business innovation and cutting edge technologies.

## OUR VALUES

We believe in people! We are committed to treating our customers with respect and honesty. We grow through ongoing process improvement and innovation. Our business functions are laced with the tenants of honesty, integrity and business ethics.



**"It is not the employees who pay the wages, employees only handle the money! It's the Customer who pays the wages." ~ Henry Ford**

Cerulean, Inc. is a corporate training and business consulting company registered in Guyana, South America since April 2012. Our service offering, is a response to the many problems facing small businesses, as we yearn to help businesses become successful.

## ORGANIZATIONAL STRUCTURE AND LEADERSHIP

The company is managed by Lyndell Danzie-Black – a Global Event and Project Manager and an experienced management team with over 30 years of combined experience. We believe that our clients and customers come first as we ensure that we provide skills, tools and guides to assist in overcoming their internal as well as external problems while achieving their end results.

Cerulean Inc. has managed various community engagement projects for international companies such as Exxon-Mobil and Unicomer Community Outreach Projects. Cerulean Inc., continues to play a pivotal role in the mentoring of entrepreneurs, having successfully monitored and evaluated several Microfinance Entrepreneurial Projects, to result in impressive and profitable new enterprises. We mentored women entrepreneurs under the World Bank project – Women Innovation Network of the Caribbean and currently Ms. Danzie-Black is co-creator of the Women Chamber of Industry and Commerce and the co-creators of the 25 Influential Women Leaders Award and the Women Leadership Program.



# CEO'S/FOUNDERS/MANAGERS

- ❖ Are you getting maximum productivity from your team members?
- ❖ As a leader, how have you impacted the culture of your organizations Is your company/organization maximizing its growth potential?
- ❖ Do you have all the leadership traits you require from your management team?
- ❖ How was last year's earnings, did you make a profit?

## OUR TRAINING PROGRAMS ARE FOR YOU, IF YOU

- ❖ Want to become a more effective leader/manager at work
- ❖ Want to scale your business and increase profits and market share
- ❖ Want to become a better leader of your team(s)
- ❖ Want to become a better public speaker
- ❖ Want to become an effective planner
- ❖ Want to manage your budgets and task more effectively





## OUR SERVICES

### TRAINING

- ❖ Service Quality
- ❖ Marketing
- ❖ Leadership
- ❖ Supervisory Skills
- ❖ Entrepreneurship
- ❖ Strategic Planning
- ❖ Effective Business
- ❖ Communication
- ❖ Event Management
- ❖ Small Business Management
- ❖ Personal Development
- ❖ Training-professionalism and work readiness
- ❖ Language and effective communication
- ❖ First aid and CPR
- ❖ Child and babysitting safety (CABS)

### CONSULTANCY

- ❖ Business Development
- ❖ Tourism Planning and
- ❖ Development
- ❖ Event Management
- ❖ Project Management
- ❖ Mentoring

We facilitate corporate retreats and offer business facilitation services to regional and international companies wishing to conduct business in Guyana and the Caribbean. Cerulean Inc. is an approved training company of the Small Business Bureau.



# COURSES

## COURSE CONTENT

Each course aims to synthesize knowledge and understanding through group work and presentations. Lectures are accompanied by PowerPoint notes, textbook chapters reference and hands-on interactive material. Facilitated practical interactive assessments, role play and group work accompanied by relatable nuggets and case study exercises. We recommend and encourage each team member to contribute to those presentations for maximum benefit. Our courses are targeted at the visual learner.

**COURSE DURATION: Two Hours, Half Day, 1 or 2 Day Sessions**



# SMALL BUSINESS MANAGEMENT

Participants in the Small Business Management program will learn how to plan for success, market products or services, find the right sources of finance for a business, and write an effective business plan/canvas, step by step for a small business or manage a small business for someone else.

## LEARNING OBJECTIVES:

**Upon completion of the program, participants will be able to:**

- ❖ Identify the typical qualities and behaviors of successful entrepreneurs
- ❖ Identify the benefits and cost of starting a business, buying a franchise, and/or purchasing an existing business.
- ❖ Develop your business vision, mission statement and clear, measurable goals for a business.
- ❖ Comprehend techniques used in successful networking and collaboration.
- ❖ Distinguish between primary and secondary research and determine appropriate question types for various research situations.
- ❖ Establish an effective marketing strategy, advertising platform and a public relations campaign.



## COURSE CONTENTS:

**Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. Some of the topics to be covered are:**

- ❖ Develop a business plan .
- ❖ Identify an appropriate business structure to match the business plan
- ❖ Recognize the features and benefits of different types of funding
- ❖ Explore the range of legal regulations that affect a new business
- ❖ Identify the components of a successful business
- ❖ Comprehend the scope and function of the Internet
- ❖ The advantages and disadvantages of an online presence;
- ❖ Differentiate between types of pricing strategies and business evaluations
- ❖ Recognize the features and advantages of well-organized business records
- ❖ Product Development – understanding product knowledge
- ❖ Marketing Your Business successfully

# SERVICE QUALITY

Participants are team members within functional areas of companies or organizations and are part of the organization's ongoing Human Resource Strategy for continuous training, improvement and performance measurement.

## LEARNING OBJECTIVES:

The objectives of the course are as follows:

- ❖ To ensure team members have the right skill sets to deliver exceptional service?
- ❖ To teach teams how to maintain a consistent Service Culture
- ❖ To design strategies for continuously improving Service Skills/Attitudes
- ❖ To ensure teams appreciate the importance of listening to customers' needs
- ❖ To teach teams how to assess the needs of internal customers and to understand and prioritize task
- ❖ To outline the process for customer feedback and implementation



## COURSE CONTENTS:

Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. The following are some of the topics to be covered:

- ❖ Importance of Customer Service
- ❖ Service Standards and Professionalism
- ❖ Handling Difficult Customers
- ❖ Face-to-Face and Telephone/Email/Mail Contacts
- ❖ Telephone Etiquette
- ❖ Maintaining a positive Attitude
- ❖ Identifying and Addressing Customers' Needs
- ❖ Generating Return Business
- ❖ Developing Interpersonal Skills
- ❖ Telephone and Electronic Skills Refresher
- ❖ Recovering Difficult Customers
- ❖ The Cost of Poor Service
- ❖ The Importance of Customer Feedback
- ❖ Tips/Tricks to Wow your Customers!



# MARKETING

This course covers an introduction to Marketing, personal branding and Social Presence and prepare participants to learn about branding themselves and company. Participants are part of teams within Marketing and Sales or other functional areas of the companies or organizations and are part of the ongoing Human Resource Strategy for continuous training, improvement and performance measurement.

## LEARNING OBJECTIVES:

**The objectives of the course are as follows:**

- ❖ To understand the importance of Marketing and Sales in business strategy and practices;
- ❖ To understand the importance of a marketing plan
- ❖ To outline what being market oriented means;
- ❖ To evaluate market conditions and consumer needs
- ❖ To develop marketing strategies that work;
- ❖ To understand common strategies/cases for marketing mix;
- ❖ To understand product, pricing, promotion and distribution;
- ❖ To recommend and justify an appropriate marketing mix strategy;
- ❖ To discuss and apply examples from current events and real-world marketing situations

## COURSE CONTENTS:

**Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. The following are some of the topics to be covered:**

- ❖ Develop a Personal/Corporate Profile
- ❖ Understanding Consumer Decision Making
- ❖ Segmenting and Target Marketing
- ❖ Product/Solution Launch Planning
- ❖ Exploring Marketing Strategies
- ❖ Corporate and Sales Social Presence
- ❖ Brand Positioning and Messaging
- ❖ Pricing and Distribution



# LEADERSHIP

This course covers an Introduction to Leadership. Participants are Senior and Supervisory team members within functional areas of the companies or organizations and are part of the ongoing Human Resource Strategy for continuous training, improvement and performance measurement

## LEARNING OBJECTIVES:

The objectives of the course are as follows:

- ❖ To understand the power of motivation in the workplace.
- ❖ To explore leadership styles
- ❖ To determine how people develop. (keys to employee development).
- ❖ To understand how to better communication with employees.
- ❖ To use the SWOT effectively for decision making.
- ❖ To develop cohesiveness among team members.
- ❖ To develop supervisory skills.
- ❖ To understand the art of mastering time and stress efficiently.



## COURSE CONTENTS:

Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. The following are some of the topics to be covered:

- ❖ Developing your company strategy
- ❖ Changing Problem Employees into Productive Employees
- ❖ Motivating Your Team
- ❖ Managing people
- ❖ Build Dynamic Team Cohesiveness
- ❖ Building in Excellence into your processes
- ❖ Critical Thinking Skills and Technics
- ❖ Setting Priorities
- ❖ Effective Decision Making
- ❖ Mastering Time and Stress

# SUPERVISORY SKILLS

The Supervisory Skills Program is designed to give participants a deep understanding of important leadership and supervision concepts and equip them to play a firm, fair and effective role as leaders and supervisors. Participants are also trained to avoid a passive or authoritarian style of leadership and to strike a fair balance between the interests of the company and the interests of staff.

## LEARNING OBJECTIVES:

**The objectives of the course are as follows:**

- ❖ To receive better results due to active supervisory performance
- ❖ To develop highly motivated supervisory as well as other team members
- ❖ To Improve team-management relations
- ❖ To Improve supervisor-manager relations
- ❖ To Improve problem-solving and reduce errors due to more open and constructive communication
- ❖ To develop better communication and cooperation among functional areas
- ❖ To achieve greater employee morale due to more respectful communication
- ❖ To develop mentorship and coaching methodologies in evaluating team members.

## COURSE CONTENTS:

**Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. The following are some of the topics to be covered:**

- ❖ Effective Leadership Attitude
- ❖ Interpersonal relationship
- ❖ Building trust
- ❖ Communication: It All Starts With You
- ❖ Performance Feedback
- ❖ Effective on the Job Training
- ❖ Monitoring and Evaluating Team Members
- ❖ Building a strong team



# LANGUAGE AND EFFECTIVE COMMUNICATION

Many people have sat in an English language class more than 10 to 15 years ago or more and are able to read, but experience much difficulty in written communication of letters, emails, reports or articles. This program targets employees who feel I need to reskill or upskill in their verbal unwritten communication.

Are you struggling with writing letters, emails, reports, briefs, research papers etc? Then this program is for you!

We have limited spots for private language and effective communication programs. Ask about our private (one-on-one) sessions.

This course is for you: New recruits and employees requiring upscaling and retooling

## LEARNING OUTCOMES

**At the end of the program, participants will:**

- ❖ Read and interpret text fluently
- ❖ Present concepts, products, services confidently
- ❖ Construct emails, summarize and report writing
- ❖ Understand the importance of effective communication
- ❖ Provide clear guidance to team members
- ❖ Administer workflow efficiently

**TIME: 16 HOURS**

## COURSE CONTENTS:

**In this program participants will:**

- ❖ learn effective sentence construction
  - ❖ English language skills refresher
  - ❖ Understand email reporting and summarization for effective communication
  - ❖ Create simple messaging and scheduling of appointment meetings etc
  - ❖ Develop keen awareness for office codes of conduct and etiquette
  - ❖ Understand the use of office equipment and a relevance of using one method of communication over another
- Develop oral communication skills and presentation skills  
Learn about dressing for success  
Understand teamwork and team responsibilities  
Will understand career paths

**NEW  
COURSE**

# FIRST AID & CPR

The goal of an adult first aid and/or CPR AED training class is for participants to gain or improve knowledge and skill proficiency in adult first aid and/or CPR AED for the adult, child, and infant.

## LEARNING OBJECTIVES:

The objectives of first aid include safeguarding the unconscious, preserving life, preventing harm from getting worse, assisting recovery, and reducing pain.



**hs1** Health & Safety Approved Training Center  
**Cerulean** Management

SECURITY MANAGEMENT A JOULON COMPANY

**FIRST AID & CPR TRAINING**

GET CERTIFICATION IN FIRST AID, CPR & AED IN JUST ONE DAY!

LEARN LIVESAVING SKILLS FROM THE EXPERTS

Skills and topics include:  
- Adult, Child, Infant\* CPR & AED Use  
- Adult, Child and Infant Choking  
- Bleeding Control, Bandaging and Splinting  
- Head-to-Face Injuries  
- Cold and Heat-Related Emergencies  
- Epinephrine Auto-Injector  
- And many more!

The ASHI CPR, AED, and Basic First Aid combination training program helps students develop the knowledge, skills and the confidence to respond to a medical emergency, this course is an choice for both the community and workplace setting, and conforms to the 2015 Guidelines Update for CPR, ECC and First Aid

+592 226-4650

## COURSE CONTENTS:

Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. Some of the topics to be covered are:

- ◆ Roles, Responsibilities, and Priorities
- ◆ Sudden cardiac arrest
- ◆ Chest compression
- ◆ Rescue breathing and using a CPR mask
- ◆ AED- automated external defibrillators
- ◆ Suspect opioid associated emergency (OAE)
- ◆ Relief of Choking
- ◆ Severe life threatening external bleeding
- ◆ Shock
- ◆ Minor wounds
- ◆ Tooth injuries
- ◆ Bleeding from the nose
- ◆ Impale objects
- ◆ Eye injury
- ◆ Amputation
- ◆ Internal bleeding
- ◆ Head, neck and spinal injuries
- ◆ Bone , muscle and joint injuries
- ◆ Burns
- ◆ Mental altered state
- ◆ Poisoning
- ◆ Asthma
- ◆ Heart attack
- ◆ Stroke
- ◆ Diabetes and Hypoglycemia
- ◆ Heat and cold emergency
- ◆ Bites and stings

NEW  
COURSE

# CHILD AND BABYSITTING SAFETY (CABS)

Babysitting is a big responsibility, but it can also be a lot of fun! Child and Babysitting Safety (CABS) training is a great way to improve your skills and build your babysitting business.

## LEARNING OUTCOMES

- ❖ Understand research terms
- ❖ Ethical principles of research
- ❖ Ethical challenges
- ❖ Research approval processes
- ❖ Quantitative, qualitative and mixed methods approach to research
- ❖ Identify the components of a literature review process
- ❖ Critically analyze published research

## COURSE TOPICS

- ❖ Introduction to Research and the Research Process
- ❖ Research Ethics and Integrity
- ❖ Critical appraisal
- ❖ Introduction to Quantitative Research, Study Designs and Methods
- ❖ Analysis and Interpretation of Quantitative Data
- ❖ Critical Appraisal of Quantitative Research
- ❖ Introduction to Qualitative Research, Study Designs and Methods
- ❖ Analysis and Interpretation of Qualitative Data
- ❖ Critical Appraisal of Qualitative Research
- ❖ Introduction to Mixed Methods Research, Study Designs and Methods
- ❖ Analysis and Interpretation of Mixed Methods Data
- ❖ Critical Appraisal of Mixed Methods Research

## COURSE CONTENTS:

**Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment.**

**Some of the topics to be covered are:**

- ❖ Becoming a Babysitter: What Is a Babysitter?
- ❖ Preparing to Babysit: Thinking Like a Babysitter
- ❖ Preparing to Babysit: Being Ready to Babysit
- ❖ Preparing to Babysit: Babysitting Business Basics
- ❖ Preparing to Babysit: Getting to Know the Family
- ❖ Staying Safe: Safety on the Job
- ❖ Staying Safe: Safe and Supervised
- ❖ Taking Care of Kids: Caring for Kids and Their Basic Needs
- ❖ Taking Care of Kids: Handwashing and Hygiene
- ❖ Taking Care of Kids: Food Preparation
- ❖ Taking Care of Kids: Diapers and Helping Kids Use the Bathroom
- ❖ Taking Care of Kids: Playtime
- ❖ Taking Care of Kids: Managing Challenging Behavior
- ❖ Taking Care of Kids: Naps and Bedtime
- ❖ When Things Go Wrong: Recognizing a Problem
- ❖ When Things Go Wrong: Taking Action
- ❖ When Things Go Wrong: Getting Help
- ❖ When Things Go Wrong: Before Help Arrives



**NEW  
COURSE**

# ENTREPRENEURSHIP

Participants will develop skills in effective business communication and oral presentations of new business ideas and the art of pitching to prospective investors/-financiers. Participants will also learn how to dialogue on integrated entrepreneurship concepts and interact with business experts.

## LEARNING OBJECTIVES:

**At the end of this course, participants should be able to:**

- ❖ Create unique solutions to market opportunities
- ❖ Create and exploit innovative business ideas and market opportunities
- ❖ Turn market opportunities into a business plan
- ❖ Build a mindset focusing on developing unique approaches to business opportunities
- ❖ Collaboration and delegate in a multidisciplinary team and functional areas
- ❖ Apply the tools necessary to create sustainable businesses
- ❖ Identifying problems and creating solutions through business

## COURSE CONTENTS:

**Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. Some of the topics to be covered are:**

- ❖ Effective oral presentation skills
- ❖ Effective and integrated team-work
- ❖ Critical attitudes, necessary for “life-long learning”
- ❖ Creating an attitude of open-mindedness and self-critical reflection
- ❖ Developing mindfulness
- ❖ Business model innovation, monetization
- ❖ Small business management
- ❖ Strategies for performance improvement of new business ventures
- ❖ Successes, opportunities and risks of entrepreneurship
- ❖ Develop skills in written business communication and oral presentations
- ❖ Presenting ideas to business expert that integrates entrepreneurship concepts
- ❖ Business Opportunity
- ❖ Entrepreneurial Finance
- ❖ Innovation
- ❖ Negotiation



# EVENT MANAGEMENT

This course provides a comprehensive overview of events management, covering event planning, execution, implementation, operations and evaluation.

## LEARNING OBJECTIVES:

**Upon completion of the program, participants will be able to:**

- ❖ To Understand the nature and significance of events in the context of cultural exchange, edutainment, sensitization and community development.
- ❖ To ensure successful management and hosting of international events, socio-cultural impact and tourism.
- ❖ To analyze the scope and potential of the events sector
- ❖ To develop Event Management Plans.
- ❖ To ensure correct application of management and marketing principles to the planning,
- ❖ To understand how to attract target audiences to Events
- ❖ To plan for Safety, Security and Crowd Management of Events
- ❖ To develop sales and marketing plan for events
- ❖ To analyze the relevant research, case studies and literature on event management.
- ❖ To learn how to planned and implement a successful event
- ❖ Monitoring and evaluation of Events

## COURSE CONTENTS:

**Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. The following are some of the topics to be covered:**

- ❖ Introduction to Event Management
- ❖ Developing an Event Management Plan
- ❖ Planning Events; Site Planning, Operations and Logistics
- ❖ The Event Experience, Programming and Quality Management
- ❖ Organization and Co-ordination; Human Resource Management; Volunteers
- ❖ Acquiring Resources and Financial Management
- ❖ Selecting and Reserving Venues
- ❖ Engaging Speakers or Entertainment
- ❖ Obtain Necessary Permits and Appropriate Insurance
- ❖ Crisis and Situation Management at Events





# CREATIVE THINKING

In 2020, LinkedIn identified one of the most in-demand job skills as Creativity. Regardless of the level of technology available to us today, it is our inborn skills, such as Creativity, that will hold the highest value. At work, Creativity helps you bring new ideas and innovation to the team that can inspire change. Creativity can be implemented in both our professional and personal life, as it helps us to improve our quality of life and manage change in a quicker and more decisive manner.

## LEARNING OBJECTIVES:

**At the end of this course, participants should be able to:**

- ❖ Identify your creative thinking characteristics
- ❖ Learn 5 types of effective creativity tools and techniques
- ❖ Apply creativity to problems/issues/goals
- ❖ Nourish creativity

## COURSE CONTENTS:

**Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. Some of the topics to be covered are:**

- ❖ Building the confidence and ability to contribute creative ideas to any business problem or issue
- ❖ Develop creative thinking skills to generate new ideas for service or process improvement, marketing campaigns or new products and services
- ❖ Cultivate the ability to lead creative thinking sessions and wow your peers!



# TIME MANAGEMENT

This course will introduce participants to how resourceful time management is to a successful day. In this course, key information is pulled together to help you to make the right choices and decisions to maximize your time at work. You will learn tips and techniques that will help you progress toward being efficient, effective, and productive, rather than just 'busy.' At the end of this course on Time Management, you will be governing the clock and not regulated by it!

## LEARNING OBJECTIVES:

**The objectives of the course, is to enable participants to:**

- ❖ Manage their time better and become more productive.
- ❖ List tasks using prioritising methods like the Urgent/Important principles
- ❖ Master the art of delegation
- ❖ Learn how/when to say NO
- ❖ Plan your time and setting SMART objective using various approaches
- ❖ Battle common time wasters, including procrastination
- ❖ Optimize your working environment

## COURSE CONTENTS:

**Upon completion participants will confidently apply the knowledge and skills garnered immediately within their work environment. The following are some of the topics to be covered:**

- ❖ The Importance of Planning and Scheduling
- ❖ Use of email and schedule effectively
- ❖ Meetings and Setting Agendas
- ❖ Creating Personal routines
- ❖ Time Wasters
- ❖ Multitasking
- ❖ Prioritizing Tasks
- ❖ Meeting Deadlines
- ❖ Delegation
- ❖ The Power of 'NO'



# LEADING TEAMS AND MANAGING PEOPLE

Participants will learn essential leadership skills such as how to influence without authority, inspire and motivate individuals, manage talent and lead teams. You will be exposed to exceptional leaders including some with clear leadership roles and qualifications who continue to mentor, coach and manage teams. Participants will also benefit from our extensive research on how to lead people and teams effectively, and their application personally and professionally. We will provide practical leadership assignments and interaction that will allow you to apply the learning from the sessions immediately. We will provide case studies that will enable you to analyze real life situations.

## LEARNING OBJECTIVES:

**At the end of this course, participants should be able to:**

- ❖ To manage time organize
- ❖ Personal efficiently
- ❖ To Manage Change
- ❖ To Manage Your Emotions. Handling Criticism & Receiving Feedback.
- ❖ To Empower and Delegate Effectively
- ❖ To Manage Performance
- ❖ To Manage teams effectively
- ❖ To Give Effective Praise and Development Feedback
- ❖ To Embrace and Handle Conflict
- ❖ To Run and Manage Effective Meetings

## COURSE CONTENTS:

**Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. Some of the topics to be covered are:**

- ❖ Clear strategies and tactics for deciding priorities around people management
- ❖ The discipline to master your diary and your stress
- ❖ Tools and skills to say no effectively
- ❖ The ability to coach your team through change
- ❖ The ability to recognize the people who adopt early and the resisters of change
- ❖ Quality communication tactics to keep everyone informed
- ❖ The tools and coping strategies for managing your emotions
- ❖ An understanding and belief that feedback is rarely personal and often good for you
- ❖ The ability to question and understand
- ❖ Clear strategies on who to delegate what to, and how
- ❖ A deeper understanding of individual strengths
- ❖ The ability to balance being directive with allowing them to find their own way
- ❖ The tools to map your team's strengths and development opportunities
- ❖ Clear objective setting strategies
- ❖ A team that are willing to embrace difficult conversations for the greater good
- ❖ The ability to hold productive action and outcome oriented meetings that motivate and inspire all attendees
- ❖ The ability to get alignment from all attendees – no side meetings anymore
- ❖ Less frequent meetings

# CRITICAL THINKING

Critical Thinking refers to those processes required to understand and evaluate complex claims of various sorts. It involves the evaluation of information, evidence, arguments, and theories, and the contexts in which these are encountered. It entails the questioning of different and competing perspectives and challenging the (sometimes hidden) assumptions and inferences that determine what will count as evidence or argument.

## LEARNING OBJECTIVES:

**At the end of this course, participants should be able to:**

- ❖ Define critical thinking
- ❖ Identify the role that logic plays in critical thinking
- ❖ Apply critical thinking skills to problem-solving scenarios
- ❖ Apply critical thinking skills to evaluation of information



## COURSE CONTENTS:

**Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. Some of the topics to be covered are:**

- ❖ Defining Critical Thinking
- ❖ Defining Creativity
- ❖ How to think Creatively
- ❖ Critical Thinking and Logic
- ❖ Problem-Solving with Critical Thinking
- ❖ Evaluating Information With Critical Thinking
- ❖ The Critical Thinking Model
- ❖ The Standards of Critical Thinking
- ❖ Identifying the Issues
- ❖ Identifying the Arguments
- ❖ Clarifying the Issues and Arguments
- ❖ Establishing Context
- ❖ Checking Credibility and Consistency
- ❖ Evaluating Arguments
- ❖ Self Check: Critical Thinking
- ❖ Try It: Critical Thinking
- ❖ Case Study

# MANAGING TEAMS UNDER PRESSURE

Leaders will be taught to be effective and lead their teams to success, even when under pressure. All participants leave with the knowledge and tools to implement their tips and tools immediately.

## LEARNING OBJECTIVES:

**Leaders will learn how to confidently apply the knowledge and skills garnered immediately:**

- ❖ To build trust within their teams
- ❖ To increase confidence in their teams ability
- ❖ To understand irrational behavior and best responses
- ❖ To learn motivation techniques for pressure situations
- ❖ To learn how to support their teams when under pressure
- ❖ To develop leadership skills for handling pressure
- ❖ To learn how different personality styles respond to stress and pressure
- ❖ To acquire an in-depth knowledge of the key aspects of Strategic Crisis Management
- ❖ To develop strategies to ensure that you and your organisation responds efficiently and effectively



## COURSE CONTENTS:

**The following are some of the topics to be covered:**

- ❖ Passive & aggressive responses
- ❖ Assertive communication during stressful times
- ❖ Managing conflicts during times of stress
- ❖ Creative solutions in times of stress
- ❖ Coping with sudden change
- ❖ Leading others during sudden changes
- ❖ Motivating yourself and others under pressure
- ❖ Crisis management skills
- ❖ Recognizing opportunities for change in a crisis
- ❖ Practicing creative leadership in facing a crisis
- ❖ Creative leadership effectiveness

# SMALL BUSINESS

Cerulean  
Incorporated

MENTORSHIP

*Program*

The Small Business Mentorship program guides mentees on how to plan for success, market products or services, find the right sources of finance for a business and write an effective business plan/canvas step by step.

To register call: **226-4650**



[www.cerulean-management.com](http://www.cerulean-management.com)

# PERSONAL BRANDING

Personal branding is the practice of marketing people and their careers as brands. It is an ongoing process of developing and maintaining a reputation and impression of an individual, group, or organization. Whereas some self-help practices focus on self-improvement, personal branding defines success as a form of self-packaging. Our personal brand is how you promote yourself. It is the unique combination of skills, experience, and personality that you want your followers to see.

## LEARNING OBJECTIVES:

**The objectives of this course are as follows:**

- ❖ Overview of Personal Branding
- ❖ Building Your Brand Infrastructure
- ❖ Building Your Brand Digital Place
- ❖ Your Brand Maintenance Plan

## COURSE CONTENTS:

**Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. Some of the topics to be covered are:**

### WHAT IS PERSONAL BRANDING?

- ❖ Importance of Personal Branding in business or life
- ❖ Branding Strategy for Attraction – KLRA Method
- ❖ Power of the Vs – Value, Visibility & Voice Authentic attraction
- ❖ Power of Knowing You
- ❖ Value – Ikigai & You
- ❖ Finding Your Super Power!

### FATAL ATTRACTION

- ❖ Visibility – Building Your Presence Online
- ❖ Creating Contents of Value, Info & Benefit
- ❖ Video Works! - Using keywords in Videos for SEO
- ❖ Reviewing personal brand video

### PROFESSIONAL ATTRACTION

- ❖ Voice – Building Your Thought Leadership Online
- ❖ LinkedIn 101- - Building Social Selling Index
- ❖ Building Pipeline in Networking
- ❖ Collector or Connector?

### BUILDING OFFLINE ATTRACTION

- ❖ Looking Confident For That Job, Date or Deal!
- ❖ Building Executive Presence in Meetings
- ❖ Role of Public Relations & Public Speaking
- ❖ Finding Sign fluence: Ultimate Brand Equity

# PERSONAL DEVELOPMENT

Human adjustment with emphasis on personal growth, interpersonal relationships, health and stress, and socio-cultural challenges are studied. Topics of self-esteem, learning styles, human development and effective coping mechanisms are also considered. Topical Outline: List course content in outline format.

## LEARNING OBJECTIVES:

The objectives of this course are as follows:

- ❖ Improvement in professional grooming, outlook and mindset;
- ❖ Improvement in mutual respect among staff;
- ❖ Adherence and appreciation for the Code of Conduct
- ❖ Increase usage of professional communication methods e.g. email, meet & greet messages
- ❖ Better teamwork, efficiency, and productivity
- ❖ Improved problem-solving skills and critical thinking

## COURSE CONTENTS:

Participants who successfully complete this course can confidently apply the knowledge and skills garnered immediately within their work environment. Some of the topics to be covered are:

- ❖ What professional presence is expected of you
- ❖ Build a consistent professional image in line with organization vision and mission.
- ❖ Creating and maintaining a professional atmosphere
- ❖ Understanding chain of command
- ❖ Understanding confidentiality and the Non-Disclosure Agreement
- ❖ The importance of following instructions





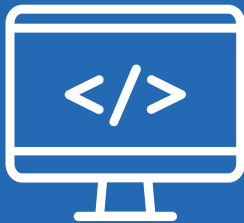
# MANAGERIAL MENTORSHIP PROGRAM

We use mentoring as a professional strategy for our teams and your teams.

There are many dimensions available to our mentees as we create a learning relationship between our mentors and mentees. Our mentoring relations focuses on the effectiveness and personal and professional development of our mentees. Learning is facilitated by ascertaining the unique and individual needs of our mentees.

At Cerulean Inc our management mentorship program assists new managers and experienced managers to successfully transition in their job and to assume new roles.

We are experienced successful managers and we are willing to share our experiences and insights in an effort to help other managers also realize success.



## OUR MENTORING PROGRAM:

### Our mentoring experience includes:

- ❖ One-to-one mentoring provides medium to long-term support, which maximizes a mentee's potential.
- ❖ Mentee has the opportunity to improve or develop management skills, knowledge, and actions to become more effective in a management role.
- ❖ Regular meetings offer the mentee a consistent process to ask questions and gain insights to the management role within their organization

# INVENT - A 4-WEEK A YOUTH EMPOWERMENT PROGRAM

Every young person deserves a chance to succeed and our trainers at Cerulean Inc are at the front lines of empowering youth to transform their lives through 'INVENT'! We want youth to create designs or become originators of products or services that may not exist. We want to develop or harness the creativity of youth to find solutions! We are calling on parents, teachers, community leaders, CEO, Founders, locally, regionally and internationally to invest in the development of a young person of your choice. INVENT offers participants a firm introduction to 20 key knowledge areas and foundational values for any startup business.

## LEARNING OBJECTIVES:

**Upon completion of the training program, youths will be able to:**

- ❖ To understand the evolution of entrepreneurship in today's economy
- ❖ To identify and transition Ideas to Opportunities
- ❖ To validate any business opportunity
- ❖ To understand 20 fundamental knowledge and business concepts
- ❖ To develop a business plan
- ❖ To present business plan and business pitch the program

## COURSE CONTENTS:

**The following are to be covered in To Define Entrepreneurship and "business"**

- ❖ Understand the traits, skills, attitudes and drive necessary to be a successful entrepreneur.
- ❖ Identify personal strengths and weaknesses matching the profiles of successful small business owners.
- ❖ Develop personal growth plans to address weaknesses and capitalize on strengths in order to increase their potential to succeed in small business.
- ❖ Understand Business knowledge areas: Marketing, Finance, Human Resources, etc
- ❖ Understand the needs of target markets related to potential viable business ideas.
- ❖ Assess the market for potential viable ideas.
- ❖ Develop initial sales, profit, competitive landscape and future growth for potential viable business ideas.
- ❖ Match potential viable ideas to personal assessment profile.
- ❖ Introduced to the Business Plan
- ❖ Pitch Business Ideas and Present Business Plan



# PROFESSIONALISM AND WORK READINESS

## OUTCOMES:

**Upon completion of the training sessions, these are the outcomes:**

- ❖ Improvement in professional grooming, outlook and mindset;
- ❖ Improvement in mutual respect among staff;
- ❖ Adherence and appreciation for the Code of Conduct
- ❖ Increase usage of professional communication methods e.g. email, meet & greet messages
- ❖ Better teamwork, efficiency, and productivity
- ❖ Improved problem-solving skills and critical thinking



## COURSE CONTENTS:

- ❖ What professional presence is expected of you
- ❖ Build a consistent professional image in line with organization vision and mission.
- ❖ Creating and maintaining a professional atmosphere
- ❖ Understanding chain of command
- ❖ Understanding confidentiality and the Non-Disclosure Agreement
- ❖ The importance of following instructions
- ❖ Professional written and oral Communication
- ❖ Effectively execute task to completion
- ❖ Adhering to professional dress codes - dress for success
- ❖ Workplace Ethics & Behavior – What is expected of you
- ❖ Identify the right cut, color combination & style to suit you
- ❖ Develop confidence in business and social etiquette
- ❖ What is a Code of Conduct - adherence to the code of conduct
- ❖ Your brand your image - Build confidence in personal presentation
- ❖ Making appropriate and responsible decisions
- ❖ Understanding the Interview process and what is expected of you
- ❖ Developing effective work habits - focus, punctuality, taking initiative etc.
- ❖ What does success at work look like
- ❖ How do you show up Interpersonal relations (meet & greet, telephone & taking messages)
- ❖ Identify soft skills relevant to the workplace, such as, problem solving skills, conflict resolution, interpersonal, communication skills and team work.

# CERULEAN INC PRICELIST

## CONSULTING

- ❖ Business Consultation for established Companies \$50,000.00
- ❖ Business Consultation for New Start-ups \$15,000.00
- ❖ Business Consultation/hour \$8,000.00
- ❖ Business Plan Writing \$100,000.00
- ❖ Business Plan Writing \$15,000,000+ 3-5% of total investment
- ❖ Professional Mentorship \$15,000.00
- ❖ Business Model & Strategy Development \$200,000.00



## ROOM RENTALS

- ❖ Hourly rate — \$4,000.00
- ❖ Half Day rate — 4hrs \$10,000.00
- ❖ Whole Day — 8Hrs (Mon- Fri) - New Start-up \$20,000.00
- ❖ Whole Day - 8Hrs (Sat) - New Startup rates \$30,000.00
- ❖ Whole Day 8Hrs (Mon- Fri) - Medium & Large Businesses \$25,000.00
- ❖ Whole Day 8Hrs ( Sat) - Medium & Large Businesses \$35,000.00



## TRAINING

### Two Hours Sessions

- per person \$19,999
- per group of Ten + \$180,000

### Four Hours Sessions

- per person \$24,999
- per group of Ten + \$229,000

### Six Hours Sessions

- per person \$29,999
- per group of Ten + \$289,900

**Groups of 10 plus- A  
FREE scholarship to  
the 11th Person**



## OTHER SPECIALIZED AND CUSTOM-MADE PROGRAMS

*Outsourcing, Dress for Success, Personal Development and Career Planning, Telephone Etiquette, Tourism, Public Speaking and more.....*



Commitment  
To Work



Cost  
Effective



Solid  
Teamwork



Standard Of  
Excellence

## WHY CHOOSE US

- ❖ We share the same values and passion to create a more positive work culture that encourages positive growth and development, both professionally and personally;
- ❖ What we do, and how we do it, is driven by the principles of positivity and mindfulness;
- ❖ We recognise the important role that positive leadership has to play in facilitating sustainable change and growth within individuals, teams, and organisations.
- ❖ We will work with leaders and organisations to improve their performance through improving their job satisfaction and work/life balance.



25 Influential Women  
Leader Awards 2022



Women's Leadership Program  
1st Cohort 2022



Small Business Bureau  
Networking Master Award



President of Guyana



Business Award for  
Outstanding Performance



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www.cerulean-management.com

## CERULEAN INCORPORATED PROJECTS

**Cerulean Inc., - a Business Enterprise, with social goals...**

- ❖ Community Empowerment Programme: <https://bit.ly/3InaNOM>
  - ❖ Women Empowerment Project - WEP 2019
- ❖ Co-creator – 25 Influential Women Leader Award <https://www.facebook.com/25Influentialwomenleadersaward/>
  - ❖ Annual Services Showcase
- ❖ Co-Founder – Women Chambers of Commerce and Industry Guyana

<https://www.facebook.com/Womens-Chamber-of-Commerce-and-Industry-Guyana-108392527272101/>