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TIFFANY & CO. publication design

An entire training manual for staff at the jewellery brand Tiffany & Co's Europe Training department was laid out and designed with a free reign on establishing a look and feel, closely related to the parent brand.

Year: 2012



TIFFANY & CO. EUROPE TRAINING PATH

TIME	DETAIL	STATUS	DETAIL	STATUS	DETAIL	STATUS
Day 1 to 3 months	Read Handbook - in progress in store training	Outstanding - in progress	Read Handbook - in progress in store training	Outstanding (Office Attendance)	Outstanding (Office Attendance)	Outstanding (Office Attendance)
New Starter Training Program 3 days	Intro to Tiffany, TSC, Tiffany Diamonds, Designers	Intro to Tiffany, TSC, Tiffany Diamonds, Designers	New Starter Training Program 3 days	Intro to Tiffany, TSC, Tiffany Diamonds, Designers	Intro to Tiffany, TSC, Tiffany Diamonds, Designers	Intro to Tiffany, TSC, Tiffany Diamonds, Designers
Generalist Path - 1 day	History Culture - webinar	Webinar 1 day	Generalist Path - 1 day	Webinar 1 day	Generalist Path - 1 day	Webinar 1 day
Product Path Training - 1 day	Product Path Training - 1 day	Product Path Training - 1 day	Product Path Training - 1 day	Product Path Training - 1 day	Product Path Training - 1 day	Product Path Training - 1 day
2 weeks to 3 year	TSC Handbook - 1 day	Class Development - 1 day	Customer Service Training - 1 day	Dealing with Challenging Clients - 1 day - planned 2013	Job Specific Training - 1 day	Class Development - 1 day
1 year and beyond	Selected profiles for Management Assistance Program - planned for 2014	Management Development Program PDF - 3 days	Cashier Conversations for Retailer - 3 days	Managing Business Accounts MBA - 1 day	Devison - Selected profiles for Leader the Development Program LDP - 1 day (NYNY)	Company Shareholder Value (CSV) - 3 days (NYNY)
Ongoing from Day 1 throughout career	Training support & Job Assignment as per development plan needs	Support from over 90 training sessions based in training catalogue to match individual training needs				

CLASSROOM TRAINING TRAINING AREA: SELLING SKILLS Tiffany Strategic Selling - CLINIC		CLASSROOM TRAINING TRAINING AREA: DEVELOPING CLIENT RELATIONSHIPS Client Development	
Participants Pre-requisites	<ul style="list-style-type: none"> Previous Participation in TSS - Tiffany Strategic Selling 	Participants Pre-requisites	<ul style="list-style-type: none"> Their participation in Tiffany Strategic Selling
Time	5 hours	Time	7.5 hours
Languages	English	Languages	English
Delivery Method	Classroom Training	Delivery Method	Classroom Training
Group Size	7 to 15	Group Size	7 to 15
Program Objectives	<ul style="list-style-type: none"> Address current performance gaps in the customer interaction amongst experienced sales staff by providing the study of real case scenarios. 	Program Objectives	<ul style="list-style-type: none"> Provide participants with key skills to successfully grow the business by building relationships.
Program Synopsis	<ul style="list-style-type: none"> TSS refresher Present actual store selling scenarios provided by participants Run through one example with the error group and deliver points of improvement Break-out sessions - participants to workshop different actual store selling scenarios and provide conversationally viable points of improvement 	Program Synopsis	<ul style="list-style-type: none"> Client Development Overview Business Case - why are we here? Connect - how to interact with customers Collect - value of customer related information Connect - how to nurture customer relationship Connect - how will SPA connect to incorporating these behaviors into everyday interactions with customer
Follow-up	<ul style="list-style-type: none"> Self-assessment Check-list for self-observation to be returned to training department after completion 	Follow-up	<ul style="list-style-type: none"> TBD by market and training department
Cost	<ul style="list-style-type: none"> All training requested by markets after confirmation of financial planning is to be charged to the market All Participants costs are always to be carried by the market T & E for Trainer are carried by Regional Training department if training request was included in financial planning 	Cost	<ul style="list-style-type: none"> All training requested by markets after confirmation of financial planning is to be charged to the market All Participants costs are always to be carried by the market T & E for Trainer are carried by Regional Training department if training request was included in financial planning
Last Update / Version	April 2012	Last Update / Version	June 2011

E-LEARNING HUMAN RESOURCES Personal Effectiveness (continued)				E-LEARNING HUMAN RESOURCES Personal Effectiveness (continued)			
TIME	FOR WHOM	DURATION	COMMENT / LANGUAGES	TIME	FOR WHOM	DURATION	COMMENT / LANGUAGES
Time Management: Planning and Prioritizing Your Time	TBC	1 hour	Thinking more effectively entails analyzing your goals, breaking those goals into tasks and then prioritizing those tasks. This isn't always easy or clear cut, given the number of tasks you may need to complete. This course focuses on ways to prioritize your workload. It discusses how to prepare a realistic to-do list and prioritize the items on it. The course also outlines how to separate and queue tasks to help improve your time management. Finally, it discusses how to estimate time frames so you can schedule your tasks effectively and meet your deadlines.	Written Communication Skills: Business Writing, Know Your Reader and Your Purpose	TBC	1 hour	To write effective and appropriate business messages, you need to know your readers. As you address multiple readers or a single reader, how much knowledge do your readers have of your subject, and what issues concern them most? This course addresses ways to identify your readers and to create messages that convey the appropriate tone for different reader roles. It also outlines how to write effectively for the three most common reasons for writing a business document: to inform, report or persuade.
Written Communication Skills: Business Grammar: Common Usage Errors	TBC	1 hour	When do you use who's or whom? And when should you choose less rather than fewer? Understanding the subtle variations in meaning of such words - ones that you often misused or confused - is important if you want to write clearly and professionally. This course describes how to use commonly confused words correctly, including: word pairs that sound alike and those that have related meanings. It also covers words that are often misused - for example, affect and effect or argue and appear. In addition, the course reviews some idiomatic combinations of words and prepositions that can be confusing.	Written Communication Skills: Living Email and Instant Messaging Effectively	TBC	1 hour	In today's fast-paced world, information is sent and received more rapidly than ever before. But how do you ensure that the messages you are sending are effective, accurate and well-timed (and easy)? This course covers the basic requirements for using email to communicate effectively. Specifically, you will be introduced to standard-time guidelines for sending emails effectively, fundamental elements every email should contain and the importance of keeping emails concise. The course also covers the etiquette associated with using instant messaging programs as an extension of email.
Written Communication Skills: Business Writing: How to Write Clearly and Concisely	TBC	1 hour	People who have no problem communicating clearly when they speak sometimes struggle to make themselves understood when they write. That's because the ability to write clearly and concisely is a skill that requires effort to master. This course describes ways to make your writing more clear. Specifically, it covers the importance of using short, familiar words; appropriate conjunctions, conjunctives and specific language and transitional words and phrases. The course also discusses ways to be more concise and explains some best practices for organizing content logically and appropriately.	Second Training for non-able professionals	Second staff, non-able professionals	2 TBC	TBC