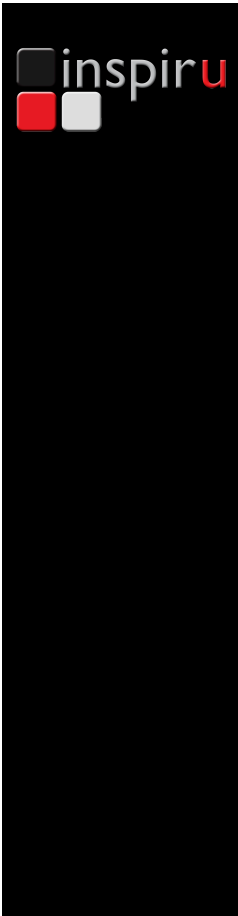


# INSPIRING EXCELLENCE

2010



## Committed to Excellence Training - Coaching - Consulting

*“After almost thirty years of success in a business to business environment, twenty of them in training management with multi-nationals, we knew that we had something very special and that there was a specialised market for us where we could make a real impact.”*

Peter Hobson has spent the past thirty years creating outstanding results within the copier/print industry - seven of them as the head of the innovative and dynamic Inspiru coaching business. The business has developed a unique portfolio of training and coaching initiatives which are consistently helping individuals, teams and whole businesses to achieve their goals and fulfill their potential.

In partnership with an exclusive team of award winning business coaches and industry specialists, Peter has focused the majority of Inspiru’s activities within the copier industry. “The reason is quite simple and completely logical,” says Peter. “Between us, I guess my team and I have successfully done every sales and management job in the industry, which gives us an outstanding advantage over other training organizations. It means that we can relate to the trainees and delegates better, understand their issues, and offer sound, practical advice and options.”

Over the years, the key to Inspiru’s success has been the quality of the material and, above all, the quality of delivery. Training is not simply the imparting of knowledge. The knowledge has to be delivered in an inspiring and a memorable way, which is an aspect of training in which Peter and Inspiru excel.

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## “Training is not a product - it should be an experience”

Peter Hobson

Whether your specific need is a thirty minute motivational speech at a sales meeting or a six month extended coaching and training academy, the team at Inspiru are more than happy to tailor a programme precisely for your business.

However, there are naturally a number of core seminars, workshops and courses which form the foundation platform for any client partnership. Selling, Communication and Presentation Skills are always valuable, if delivered well, to beginners and veterans alike. We have also had considerable success working in a much less structured way, with small groups and individuals in a Performance Coaching capacity. This helps salespeople in particular to clarify and fine tune their skills and experiences to create optimal results in a very short timeframe.

In recent months, Inspiru has added a comprehensive management and team building facet to the portfolio, through the introduction of Shaun Finegan to the management team. Shaun has outstanding experience of developing managers and teams through multi-national corporations such as Xerox, Kodak and Danka. As a consultant, he has worked extensively with the NHS and Government Bodies to develop such areas as recruitment strategy, management development and consultancy, and quality management and maintenance.

Shaun's clarity and understanding of the corporate workplace is also invaluable in his work with smaller organisations who want to either build a more resilient structure into their business or continue to develop their business to the next level.

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