



# Corporate Training

STANDARD PACKAGES

HAWTHORNE CONSULTANCY

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# *Hawthorne Consultancy*



We want to help you build an organization of high performers through the roll-out of corporate trainings that effectively achieve your company's training goals.

Our programs will enhance your workplace productivity and marketing proficiency that will inevitably lead to increased company revenue and improved cost savings both in your marketing and company operations.

*~ Episa*

# *What can we do for you?*

We are the experts.  
We are Consultants-on-Call.



Outsourcing your training needs to Hawthorne Consultancy is a smart solution to accessing years of marketing, business and communication expertise that you intend to replicate within your company. Our trainings will build you a more competitive and capable team that will raise the company's bottomline. Here are the advantages to engaging our services.



Expertise



Cost Savings



Access to Tools & Frameworks

*Hi, I am Eloisa !*

I am your Lead Consultant.



I am a business strategist with more than 20 years of cross-industry experience in financial services, consumer goods, education and healthcare which developed my leadership skills at strategic execution across different types of industry. I have a strong record of driving revenue growth and building brands, making me and my team an asset to companies seeking expertise in product development, marketing & communications and brand management.

My managerial experience in Marketing is backed by a Master's Degree in Business from Ateneo Graduate School of Business and Cum Laude honors from the University of the Philippines, Diliman. I also have a certificate in Corporate Finance from Ateneo CCE.

Click on my [Professional Experience](#) tab to view my CV.



# *Corporate Trainings*

Let us build an A Team.

Select from our standard corporate trainings designed to provide the smartest shortcut to building an A team. We deliver best-in-class lectures that condense critical knowledge and know-how using easy-to-understand language.

Our seminars include workshops that simulate real-world scenarios to equip your employees with business savvy, marketing expertise and language skills that are immediately applicable in the workplace.

We will equip your team with the right skills to create actionable projects that will enhance your brand's visibility and drive measurable results.

# Packages and Fees

## Market Research

Learn the A, B, Cs of research to make sure your business plans and marketing campaigns are aligned with the latest trends. This training pays for itself because it will equip your team to do research in-house, saving your company millions in the long run.

## Project Management

This technical training covers the basic techniques in planning and implementing projects. In this Project Management module, we will teach the methods of scoping, planning and monitoring projects, including how to crash project timetables to meet deadlines.

## Corporate English Training

Communication is crucial to running a legit corporation and is critical in client-facing functions. Make sure your team is articulate, professional and credible in its manner of speaking, writing and, yes, even in creating graphic design.



CORPORATE TRAINING

## Brand Management

We will give you the building blocks in creating a winning brand. Piece by piece, we will walk you through the creative and scientific process of crafting a unique selling proposition, dissecting your target market and creating the communication blueprint for an unforgettable promise.

## Marketing 101

This module is meant to train you in coming up with the analysis and strategies behind marketing initiatives by teaching the methodologies of brand portfolio reviews, market segmentation and SWOT analysis

## Digital Marketing Basics

This seminar will update your team on the current trends and practices in the digital age that will allow you to gain market share by launching measurable and budget-friendly campaigns.



# *Training Details*

## Our Corporate Training Packages

The standard rates indicated are applicable to all the modules. The fees cover the manpower fees for two people -- the Lead Consultant and one Junior Consultant -- and the preparation of the materials but it does not include venue and food.

Each session is an eight-hour training day.

For face-to-face trainings, each session has to be eight hours per day, it cannot be split into lesser hours for more days of training.

Online Trainings have the following additional perks:

- 5% discount on total package fee.
- Maximum number of participants is twenty (20) instead of ten (10).
- Total training hours can be split into three-hour sessions or one-and-a-half hour session per day, thereby extending the number of days.

CORPORATE TRAINING

We'd love to share our expertise with your team.

Package A

Package Price: Php100,000  
(net of taxes)

Five (5) day training  
40 hours

Maximum of ten (10)  
participants

Additional participant is  
+Php7,000 per head

Package B

Package Price: Php 60,000  
(net of taxes)

Three (3) day training  
24 hours

Maximum of ten (10)  
participants

Additional participant is  
+Php5,000 per head

Package C

Package Price: Php 30,000  
(net of taxes)

One (1) day training  
8 hours

Maximum of ten (10)  
participants

Additional participant is  
+Php3,000 per head



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# BUSINESS PROCESS



**01** Submission of proposal & quotation.



**02** Online meeting for clarifications and expectations setting.



**03** Client pays 30% downpayment through deposit to authorized bank account.



**04** 1<sup>st</sup> draft submission. Client pays another 25% of total bill one (1) working day after submission.



**05** Final draft submission. Client pays another 20% of total bill one (1) working day after submission.



**06** Lecture day. Client pays 25% remaining balance payment one (1) working day after lecture.

# LOOK CLOSER.

## WE ARE MORE THAN WHAT MEETS THE EYE. WE OFFER MORE.

Hawthorne Consultancy is a marketing solutions company that provides a complete range of marketing services customizable to your unique business needs.

We provide businesses like yours access to expert talent or quality marketing work only when needed at the budget you can afford, without compromising the skills and qualifications the company needs to get the job done.

You can outsource your marketing requirements to us which will allow you to focus on your core operations. Engaging our services is a smart move that will build your brand, improve your operations and enhance your online presence.

Let us walk you through our services and creative process in an exploratory meeting that will open doors you didn't know existed.



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0956-400-1626

# OUR SERVICES



01 CORPORATE  
TRAININGS



02 SOCIAL MEDIA  
MANAGEMENT



03 CUSTOMER  
SERVICE



04 MARKET  
RESEARCH



05 TALENT-ON-  
RETAINER



06 CREATIVE  
SERVICES

## EXPERTISE & EXCELLENCE

We provide a complete range of marketing services  
customizable to your unique business needs.

[www.hawthorneconsultancymanila.com](http://www.hawthorneconsultancymanila.com)

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0956-400-1626

NOTICE: All Hawthorne payments are only accepted through deposit to the authorized Hawthorne passbook-only Savings Account Number (3731027071). Payments can be made Over the Counter, via online banking or fund transfer, but it has to be deposited to this bank account only. Cash and/or Cheque payments paid in person will not be accepted, it has to be deposited to the authorized Hawthorne bank account. Payments through other payment channels will not be accepted. Likewise, also note that ALL Hawthorne payments including all its brands do not accept payment in any of our websites because all website payments are disabled. This Hawthorne bank account number is indicated in the contract signed by the Lead Consultant and only the Lead Consultant is authorized to sign any contract or issue any receipt in behalf of Hawthorne Consultancy and these contracts are signed only by the Lead Consultant on-site in a face-to-face meeting. No other representative has been authorized to accept any payment in behalf of Hawthorne nor execute any financial transaction in behalf of Hawthorne. This payment rule applies not only to the Hawthorne Consultancy business but also to the following Hawthorne brands --- Clerica, Canterbury Academy, Lingua Franca, Biblioteque, Maldita Speaks, Power Tutorial. There is only one authorized bank account for all Hawthorne payments for all its brands.

There are only two modifications to this payment rule which is in the case of Power Tutorial and MOD, wherein for these two only the twenty-five percent (25%) downpayment - which serves as Consultant's Fee - is paid to the Hawthorne bank account, because the 75% balance payment is paid directly to the tutor ( for Power Tutorial) or client ( for MOD).

Note that PowerTutorial is a microsite temporarily housed in the Biblioteque domain but Biblioteque is a totally separate brand from Power Tutorial and therefore, all of the fees for payment in Biblioteque (unlike Power Tutorial) is for the full account of Hawthorne Consultancy only. Biblioteque has no affiliates, partners or other service providers, unlike Power Tutorial.

This notice is communicated in all Hawthorne materials---website, contracts, e-mails, mobile messages, receipts and all marketing materials such as brochures, letterheads and proposals.

HAWTHORNE CONSULTANCY



*Thank you!*