



# Business Training

## Course Guide



## Welcome

Hi, I'm Dave - founder of Filament Business Studio.

I work with business owners, founders and teams who know they need to grow, but don't always have the clarity, structure or confidence to do it sustainably. My background spans strategy, branding, marketing, training and operational support, which means I don't teach in silos - I connect the dots between how a business looks, sounds, works and performs.

That joined-up thinking is the foundation of every course in this guide.

## Why Filament exists

Filament was built on a simple idea: bright ideas are only valuable when they're practical.

Too many businesses invest time and money into disconnected tools, one-off training or generic advice that doesn't quite fit. My work, and my training, focuses on helping people understand why something matters, how it works in the real world and how to apply it immediately to their own business.

The lightbulb isn't just a logo - it represents clarity, insight and momentum.

## What makes these courses different

These courses aren't academic, theoretical or padded with jargon.



They're designed for busy people who want:

- Clear explanations, not buzzwords
- Real examples, not abstract concepts
- Practical tools they can use straight away
- Confidence to make better decisions independently

Whether the topic is accessibility, branding, social media, customer journeys or conversion, every session is rooted in real business challenges and real outcomes.

## How I work

I'm deliberately flexible. I don't believe good work only happens Monday-Friday, 9-5, and I understand that businesses run around real lives, real teams and real pressures.

Training can be delivered:

- Remotely or in person
- As short workshops or deeper multi-day sessions
- For individuals, teams or organisations

And most importantly, it's always tailored - no off-the-shelf decks, no copy-and-paste content.

## A final note

If you're looking for training that builds confidence, sharpens thinking and helps your business work harder for you, you're in the right place.

This guide outlines what's available. The real value comes when we talk about what you need.



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# Brand Foundation Bootcamp

## What it covers

- What a brand actually is vs. what it isn't
- Identity, voice, values, positioning
- Prioritising brand clarity for SMEs
- Practical exercises and business examples

## Why it matters

Strong strategy boosts confidence, consistency and customer recall.

## Works Well With

**Voice & Messaging Lab** – turns strategy into consistent language.

**Visual Toolkit Essentials** – ensures design choices support positioning.

**Conversion Funnel Basics** – connects brand clarity to commercial outcomes.

A clear brand becomes far more effective when it's consistently expressed and measured.

See back page for fees & offers

# Voice & Messaging Lab

## What it covers

- How to find your authentic voice
- Transforming your mission into a compelling message
- Writing customer-friendly copy (site, socials, emails)
- Brand messaging frameworks

## Why it matters

Voice builds trust and improves conversions.

## Works Well With

### Brand Foundation Bootcamp

- to anchor messaging in strategy.

### Social Strategy Sprint

- to apply voice consistently across platforms.

### Conversion Funnel Basics

- to strengthen messaging at key decision points.

Voice without direction gets lost. These courses give it structure and intent.



# Social Strategy Sprint

## What it covers

- How social works in 2026 (algorithm, intent, formats)
- Pillar planning & content batching
- Creating engagement vs. posting noise
- Repurposing content across platforms

## Why it matters

Moves your business towards efficient social impact, not random posting.

## Works Well With

### Voice & Messaging Lab

- to keep content authentic and recognisable.

### Strategic Planning Sprint

- to align social activity with business goals.

### Conversion Funnel Basics

- to move followers towards action.

Social media works best when it's purposeful, not reactive.

# Website Works Workshop

## What it covers

- Building a user journey that makes sense
- The essential pages your website needs, and how to make them easy and intuitive to use
- SEO basics for visibility
- Forms, bookings, analytics & measurement

## Why it matters

Websites must deliver results, not just look nice.

## Works Well With

**Accessibility Advantage Masterclass** - to future-proof your site and remove friction.

**Conversion Funnel Basics** - to improve enquiries, bookings and sign-ups.

**Visual Toolkit Essentials** - to ensure design works functionally, not just visually.

A website isn't just a brochure. These courses turn it into a working business tool.



# Accessibility Advantage Masterclass

## What it covers

- Accessibility basics - clear guidance on web accessibility standards, explained in simple, practical terms
- Practical tweaks for websites, documents and socials
- Inclusive copywriting & image descriptions
- ROI of accessible design

## Why it matters

Accessibility is ethical, legal & SEO-positive - and a priority for public sector/brands.

## Works Well With

**Website Works Workshop** - to embed accessibility into structure and navigation.

**Visual Toolkit Essentials** - to ensure inclusive design choices.

**Social Strategy Sprint** - to create accessible, platform-friendly content.

Accessibility isn't a bolt-on. It's most powerful when embedded across digital touchpoints.

# Visual Toolkit Essentials

## What it covers

- Simple theory (contrast, hierarchy, spacing)
- How to evaluate fonts & colours
- Templates that stay on-brand
- How to design your own visuals confidently, without damaging your brand

## Why it matters

Better design = higher trust + better recall.

## Works Well With

### **Brand Foundation Bootcamp**

- to ground visuals in strategy.

### **Website Works Workshop**

- to apply visuals consistently and effectively.

### **Social Strategy Sprint**

- to maintain visual cohesion across platforms.

Strong visuals work hardest when they're strategic and applied consistently.



# Customer Journey Clinic

## What it covers

- What touchpoints matter most
- Identifying what frustrates your customers - and how to fix it
- Gathering and using customer feedback through surveys and simple satisfaction scoring
- Aligning delivery with brand promise

## Why it matters

'Delighters' build repeat business and referrals.

## Works Well With

### **Brand Foundation Bootcamp**

- to ensure experience reflects brand promise.

### **Conversion Funnel Basics**

- to align internal processes with user behaviour.

### **Website Works Workshop**

- to reduce friction at key touchpoints.

Great experiences are designed, not accidental.

# Strategic Planning Sprint

## What it covers

- SWOT and gap analysis
- Goal setting and KPI design
- A focused planning session to set clear priorities and actions for the next 3 months
- Tracking and incentive improvement

## Why it matters

Strategy stops distraction and random action.

## Works Well With

### Brand Foundation Bootcamp

- to align vision, priorities and direction.

### Social Strategy Sprint

- to ensure activity supports long-term growth.

### Customer Journey Clinic

- to connect planning with real-world experience.

Strategy prevents content becoming noise.



# Conversion Funnel Basics

## What it covers

- Value proposition discovery
- Hook, story, offer framework
- Landing pages vs. social funnels
- Tracking and optimisation basics

## Why it matters

If traffic doesn't convert, growth stalls.

## Works Well With

### Brand Foundation Bootcamp

- clarity improves conversion.

### Website Works Workshop

- better structure leads to better outcomes.

### Content & Social Courses

(Voice & Messaging Lab, Social Strategy Sprint) to guide users from interest to action.

Conversion improves when strategy, content and experience are aligned.

# Fees

Courses and resources are tailored to your individual business. Maximum recommended group size is 12 but this can be extended on application.

## Remote

from £295

## Half-day

from £495

## Full/Multi-Day

from £995

## Offers

Client Loyalty Discount - 10%

FREE mini audit with each course

Multi-course discount package - POA

\* Filament Business Studio reserves the right to remove offers without notice

Get in touch today to **enquire** or **book**

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