

Business Leadership Master Classes:

These Master Classes are suitable for new and experienced Business Leaders from all sectors, as well as those expecting to move into a Director or senior manager role in their organisation. The full series is particularly well suited to those employing minimum 10 staff.

Master Classes:

- Cover the critical aspects of leading a successful business
- Offer the chance to increase your knowledge of strategic leadership and identify your specific development needs in each key business function
- Are time effective – intensive half day sessions
- Are relevant to you and your business
- Are facilitated by a team of subject experts who all run their own businesses and empathise with your challenges.

Fees

	£
Each Master Class, including materials and follow up coaching session	300
Buy 4 for the price of 3	900
Buy 6 for the price of 4	1200
Buy 8 for the price of 5	1500

N.B. Funding support is available for most businesses, equivalent to 45% or £1000, depending on eligibility. Please contact julie@theleadershipcoachingco.com or ring 0845 1662328 to check eligibility.

Venue/Timings

Time 14:00 – 18:00 (with Tea/coffee from 13:45)
Location North East Venue to be confirmed.

Master Class Topics

1. Effective Leadership	Wed 16th September 2009
2. Business Strategy and Growth (incl Return on Investment)	Wed 14 th October 2009
3. Cost Effective Marketing (incl E – Marketing)	Wed 11 th November 2009
4. Gaining a Competitive Edge	Wed 9 th December 2009
5. Strategic Lean (operations and processes)	Wed 20 th January 2010
6. Building and Developing Top Teams	Wed 17 th February 2010
7. The Art of People Management	Wed 17 th March 2010
8. Leading Learning & Development	Wed 14 th April 2010

Purpose and Content of Master Classes

3.1. Effective Leadership

Purpose

To equip leaders to review their own leadership performance across the business

Covering

- The principles, skills and qualities of effective leadership
- The importance of self awareness to good leadership
- The impact of own leadership style on self and others
- An audit of own leadership skills and qualities
- Identification of personal development needs across the spectrum of leadership

3.2 Business Strategy & Growth

Purpose

To equip leaders with the knowledge of how to grow a sustainable business

Covering

- The principles of business strategy & growth
- Links to financial management
- Useful analysis techniques
- The implications of growth on each aspect of the business
- How to produce a business growth plan to ensure maximum return on investment

3.3 Cost Effective Marketing & E-Marketing

Purpose

To equip leaders to understand the main principles and techniques of cost effective marketing

Covering:

- The main principles of marketing
- How to maximise return on investment with effective marketing
- How to devise a marketing plan
- The importance of having a competitive edge
- The importance of corporate image and brand
- How to maximise revenue generation through effective marketing

3.4 Gaining a Competitive Edge

Purpose

To equip leaders to deliver the highest standards of customer service cost effectively

Covering

- The principles of adding value
- How to gain a competitive edge
- Identification of improvements to current service provision
- How to evaluate customer satisfaction effectively
- Considering the service from the customer perspective
- Dealing with complaints and difficult people
- How to produce an action plan for improved customer service

3.5 Strategic Lean

Purpose

To equip leaders with the ability to guide effective change through the organisation – so that services and products can be delivered faster, at lower cost, whilst improving customer satisfaction.

Covering

- Principles of lean – the steps to becoming No.1
- Voice of the customer – what do we need to change?
- Fundamental tools for effecting change
- Top down transformation – a new business for a new era
- Bottom up improvement – making the most of what you've got
- Performance Indicators – better metrics = better decisions

3.6 Building & Developing Top Teams

Purpose

To equip business leaders with the knowledge to form, lead and develop a high performance management team with the right people in the right roles

Covering

- The main principles of teambuilding
- How to structure teams
- Providing direction and purpose to the team and the organisation
- Team goal setting

- Team values and ground rules to guide the business
- Playing to team strengths and preferences
- Communicating effectively within the team and throughout the organisation
- Reviewing and evaluating team performance
- Identification of improvement needs within the team
- How to devise a team improvement plan

3.7 The Art of People Management

Purpose

To equip leaders to lead people and maximise individual performance, potential and motivation throughout the workforce

Covering

- The main principles of people management
- The importance of effective recruitment and selection
- Motivation techniques
- The principles of effective delegation
- Performance and talent management techniques
- The main principles of dealing with under performance
- The importance of succession planning

3.8. Leading Learning and Development

Purpose

To equip leaders to develop individuals at work in order to maximise the performance and potential of individuals and teams to achieve business goals

Covering

- The importance of induction & ongoing skills training for new and promoted employees
- Cost effective Identification of training and development needs
- Producing a training and development plan at organisation, team and individual level
- How to empower and engage people
- How people learn
- Coaching and mentoring techniques