

Strong Leaders ~ Great Business

***A programme of
practical, tailored business leadership
& management development
for business owners and senior managers
from 121 Business Boost***



Strong Leaders ~ Great Business...

...is a programme developed from many years of experience of working with hundreds of business owners and managers to support them to achieve bigger and better business results.

- ✓ It's about making your business stand out from the competition
- ✓ It's about winning more business
- ✓ It's about building skills, knowledge and expertise
- ✓ It's about making sure that you and your business get the rewards you've earned and deserve
- ✓ It's about having what it takes to be a strong leader and run a great business

This pack will guide you through:

- ⇒ The background to the programme & why we developed it
- ⇒ The programme details
- ⇒ The business benefits
- ⇒ The costs
- ⇒ Next Steps
- ⇒ 121 Business Boost

If you're serious about building a great business read on...



Business ~ how is it for you?



Do you want a good business or a great one? Let's be honest, who doesn't want to get better results, more customers, stronger more effective performance?

There are thousands of businesses across the UK that have been founded on good, strong concepts and ideas. The sheer enthusiasm of the owner can lead to a successful launch but over time many of these businesses, whilst still good, can plateau and fail to grow and become the great and successful businesses they deserve to be.

It's a sad fact that every year thousands of potentially great businesses fail and close and sadder still perhaps, that thousands more struggle on for months or even years without realising their true full potential and the rewards that real success brings.

There are many variables that contribute to the success of a business but the bottom line is that ultimately:

- without clear vision and leadership a business will fail
- without the right knowledge, skills and expertise a business will fail
- without customers and sales a business will fail

OK, it may take a while for that failure to completely manifest itself in the closure of the business but in the meantime, there's not much fun or reward in running a business that's struggling to make an impact.

So... what makes the difference?

One thing that most if not all really successful businesses have in common is great leaders and managers.

It's also a fact though, that most business owners and many managers, whilst definitely experts in some areas, do not naturally possess the broad base of skills necessary to take their business to greater levels of success. Put simply being a great baker doesn't necessarily mean you'll be fantastic at running a bakery.

One of the hardest things for most business owners and managers to do is to admit that they 'could do better'. For many, to admit to such a thing, would be an uncomfortable acknowledgement of weakness. The reality is that being able to acknowledge such gaps in your expertise and being prepared to seek help to address the challenges they bring is the key to becoming a strong leader.

Over the years, we've worked with all types of businesses, their owners and managers, to help them achieve the growth and success both they and their businesses deserve. We've used the experience and knowledge gained from this work to create our **Strong Leaders ~ Great Business** programme.

Working direct with business owners and senior managers the programme provides practical, tailored, jargon free leadership & management development activities that lead to quantifiable results.



Introducing the **Strong Leaders ~ Great Business** programme

The programme is aimed at Business Owners and Senior Managers.

Each programme group can consist of between 1 and 6 participants*. If your management group exceeds this number please contact us to discuss further options.

The programme focuses on three key functional business areas:

- Business Planning & Monitoring
- Productivity & Performance Management
- Customers & Markets

and seeks to develop leadership and management skills in direct combination with successful operational practice.

Over a twelve week period** the programme comprises a combination of face-to-face developmental workshops together with on-going telephone and/or email based coaching, mentoring and support for individual participants between the on site sessions.

The following is an indicative outline of the programme timetable and content:

Week One: First workshop session (approximately three to four hours)

This session will explore, identify and benchmark current management competencies and operational practices in each of the functional areas indicated above. The workshop will develop your understanding of where you are now, what's working well and which areas will benefit from further development and improvement.

Following the workshop we will further analyse the results and tailor the content for the remaining workshops to address the particular needs of your business. Whilst each of the three remaining workshop sessions will have a key focus, they will address the needs of your business in an holistic way, ensuring that there is a clear understanding of how decisions taken in one area may impact on other areas.

Week Two:

We provide additional materials, as appropriate, to support and develop knowledge and understanding ahead of the next session; giving participants of the programme an opportunity to reflect on the outcomes of the first session and the impacts, both positive and negative, of current practice.

Week Three: Second Workshop Session (four hours)

This session will focus on business planning together with the importance of and how to monitoring results. It will demonstrate the business benefits of having a clear plan and an understanding of how to use that plan as a tool for future business development and growth. By the end of this workshop will have a clear action plan of the next steps to be taken for your business. This will be further consolidated by the provision of additional materials as appropriate to support those next steps.

**Please contact us if you wish to include more participants from your business in the programme.*

***The overall duration of the programme can be shortened or lengthened to suit individual business needs if required by prior agreement.*



Weeks Four & Five:

During this period you will be working on further developing your forward plans in conjunction with the additional materials supplied. We will also supply further information and preparation materials, as appropriate to aid preparation for the next workshop session. During these two weeks further support and advice will be available to programme participants via email or telephone as appropriate.

Week Six: Workshop Session Three: (Four Hours)

This session will concentrate on productivity & performance management. We will be looking at how you can manage your business and your staff to get the best results. The session will focus on identifying the business benefits of performance management and how you can introduce best practice in a sensible and effective way, giving you specific training and development support as appropriate. By the end of this workshop you should have a clear action plan of the next steps to be taken. This will be further consolidated by the provision of additional materials as appropriate to support those next steps.



Weeks Seven & Eight:

During this period you will be working on further developing your forward plans in conjunction with the additional materials supplied as well as beginning to implement the improvements identified to current practice. We will also supply further information and preparation materials, as appropriate, to aid preparation for the next workshop session. During these two weeks further support and advice will be available to programme participants via email or telephone as appropriate.

Week Nine: Workshop Session Four: (Four Hours)

This session will focus on your marketing. It will look at how to develop an effective marketing action plan for your business to increase revenue from existing customers as well as attracting new ones. In particular the workshop will provide you with an opportunity to review and develop your current marketing materials and methods together with service quality and customer satisfaction process management. By the end of this workshop you will have created a clear forward action plan to improve your management of customers and marketing for best business results. This will be further consolidated by the provision of additional materials as appropriate to support those next steps.

Weeks Ten & Eleven:

During this period you will be working on further developing your forward plans in conjunction with the additional materials supplied. As before, during these two weeks further support and advice will be available to programme participants via email or telephone as appropriate.

Week Twelve: Final meeting.

We will meet with you to discuss and consolidate the initial results of the programme together with further planned operational changes and improvements.

This meeting will also provide you with an opportunity to identify any further support or information that may be required to enable you to achieve the best results from the programme.



Strong Leaders ~ Great Business: The business benefits

Participation in the programme will require adequate time to be set aside in order to reap the full benefits, but the business results will repay the time invested!

By the end of the programme you will:

- ✓ Have identified which of your current practices are best placed to support your business ambitions
- ✓ Have a clear development action plan to get your business to where you want it to be
- ✓ Have the right knowledge and skills to implement that plan



Which means you will enjoy the following benefits:

- ✓ Improved productivity
- ✓ Improved performance from staff
- ✓ Better personal effectiveness
- ✓ Better staff morale
- ✓ More confidence in your business and how you lead and manage it
- ✓ Increased presence in the market place
- ✓ A stronger business reputation
- ✓ A more competitive edge
- ✓ More customers
- ✓ More sales
- ✓ More profit

And, perhaps most important of all...

- ✓ Improved business performance, results and rewards!

Programme Fees & Payment Terms:

Participation in the **Strong Leaders ~ Great Business** programme costs just £1200 per business for up to six participants*. In certain circumstances, it may be possible to access funding of up to 75% towards these costs (please contact us by telephone on 01732 873747 or by email to enquiries@121businessboost.co.uk for further details).

The fees payable cover workshop preparation, delivery and all related programme materials together with additional email and telephone support provided during the twelve week duration of the programme.

Participating businesses will be responsible for providing an appropriate venue and refreshments (on or off-site) for each of the workshops.

Fees are payable in advance with payment upon invoice made by cheque or BACS transfer.

**Please contact us if you wish to include more participants from your business in the programme.*

Next Steps:

If you would like to participate in the **Strong Leaders ~ Great Business** programme please contact us by telephone on 01732 873747 or email us via enquiries@121businessboost.co.uk to find out more, check available start dates or obtain a booking form.

About 121 Business Boost

Your facilitator for this programme, Carol Bentall, started her first business over twenty years ago. After selling the business she then worked as a Group Sales Manager for Richard Branson's Virgin Cosmetics Company amongst others, winning a number of awards along the way.

She then held various workforce development, business advisory and team/project management roles within Business Link Kent before launching 121 Business Boost in June 2008. Carol is a Member of the Institute of Leadership and Management.

Between them, the partners at 121 Business Boost have over forty five years experience of both running their own and holding management positions in a number of other businesses. In addition they have over thirty years of direct experience of providing advice and support to business owners across a wide range of private and public business sectors and industries.

The business prides itself on providing practical, jargon free, effective business support and advice at sensible, affordable costs with a strong focus on achieving measurable results and excellent customer satisfaction for all clients.

Find out more about 121 Business Boost at www.121businessboost.co.uk



121 Business Boost Ltd

Dedicated to helping businesses grow & prosper