

# Developing Leadership Excellence 2011

Thursday 27<sup>th</sup> January 2011

8:30 – 10:00	10:00 – 11:15 <i>Theatre-style group</i>	11:15 – 11:45	11:45 – 13:15 <i>Five separate groups</i>	13:15 – 14:15	14:15 – 15:45 <i>Five separate groups</i>	15:45 – 16:15	16:15 – 17:15 <i>Theatre-style group</i>	
Register and check in, <b>(Foyer)</b>  Refreshments and open networking <b>(Newbury)</b>	Welcome address  The key challenges for leaders in 2011. Analysing trends, gauging the future and understanding your influence  <b>(County)</b> <b>(PETER)</b>	Refreshments and networking <b>(Newbury)</b>	<b>Sales process maximisation</b> <i>Examining ways to improve profitability from your sales processes. Advanced methods to increase sales and return on investment</i>  <b>(C4)</b> <b>(JON)</b>	Two course lunch	<b>Sales process maximisation</b> <i>Examining ways to improve profitability from your sales processes. Advanced methods to increase sales and return on investment</i>  <b>(C4)</b> <b>(JON)</b>	Refreshments and networking <b>(Newbury)</b>	<b>Using game theory in decision making and strategy development. A fun yet serious look at how game theory can help leaders to make informed decisions</b>  <b>(County)</b> <b>(CASPAR)</b>	Time to break before a three-course evening dinner  <b>(Collect keys in foyer)</b>
			<b>Professional internet strategy development</b> <i>A session examining how to develop an internet strategy that works for you within the budgets you set without getting bogged down or put off track</i>  <b>(N2)</b> <b>(JUNE)</b>		<b>Professional internet strategy development</b> <i>A session examining how to develop an internet strategy that works for you within the budgets you set without getting bogged down or put off track</i>  <b>(N2)</b> <b>(JUNE)</b>			
			<b>Circle of effective leadership</b> <i>A highly popular session examining the intricate and powerful circle between goal setting, motivation, result achievement, and recognition</i>  <b>(C3)</b> <b>(SAM)</b>		<b>Circle of effective leadership</b> <i>A highly popular session examining the intricate and powerful circle between goal setting, motivation, result achievement, and recognition</i>  <b>(C3)</b> <b>(SAM)</b>			
			<b>Performance management and appraisals</b> (with lunch break) <i>A double-session programme designed to help leaders and managers improve the performance levels of their staff. The session deals with analysis methods as well as implementing performance tools and dealing with personal issues</i>  <b>(C1)</b> <b>(MARK)</b>					
			<b>Building highly effective teams around your leadership style</b> (with lunch break) <i>A double-session programme which will test and analyse leadership styles and pose the questions about how effective (or otherwise) those styles might be. The group will examine how others might respond and react to them and will finish with an instructional and fun leadership game which will test how they really lead and react.</i>  <b>(C2)</b> <b>(PETER)</b>					

# Developing Leadership Excellence 2011

Friday 28<sup>th</sup> January 2011

9:15 – 9:45	9:45 – 11:15 <i>Thought leadership and discussion</i>	11:15 – 11:45	11:45 – 13:00 <i>Five separate groups</i>	13:00 – 14:00	14:00 – 14:40 <i>Theatre-style group</i>	14:40 - 15:00 <i>Theatre-style group</i>	15:00 – 15:45
Refreshments and open networking  <i>(follows breakfast and checkout)</i>  <b>(Newbury)</b>	<b>Marketing</b> <i>Chaired thought leadership debate(s) chaired by a relevant expert on the subject</i>  <b>(C1) (JON)</b>	Refreshments and open networking  <b>(Newbury)</b>	<b>Advanced communication skills</b> <i>What are you really saying to people and how can you honestly assess it? A fascinating session for those who are open enough to be (privately!) self-critical</i>  <b>(C1) (SAM)</b>	Two course lunch  <b>(Newbury)</b>	<b>Making the decision to excel. Implementing new skills with maximum effect</b>  <b>(County) (JON)</b>	<b>Closing address</b>  <b>(County) (JON)</b>	Optional networking and one-on-one discussion with programme trainers and coaches
	<b>Recruitment</b> <i>Chaired thought leadership debate(s) chaired by a relevant expert on the subject</i>  <b>(C2) (DWIGHT)</b>		<b>Time management</b> <i>It's not just you that seems to lose a day a week, it's your entire team. This session provides you with the skills and tools to reclaim lost time and boost productivity</i>  <b>(C2) (DWIGHT)</b>				
	<b>Team development</b> <i>Chaired thought leadership debate(s) chaired by a relevant expert on the subject</i>  <b>(C3) (MARK)</b>		<b>Running effective meetings</b> <i>Meetings should be so easy but often take too long, achieve too little and don't properly harness everybody's input. This session addresses all these issues</i>  <b>(C3) (JON)</b>				
	<b>Sales people</b> <i>Chaired thought leadership debate(s) chaired by a relevant expert on the subject</i>  <b>(C4) (SAM)</b>		<b>Coaching skills</b> <i>Understanding how to effectively coach provides every leader with a skill set to induce natural high performance from team members. This session also provides for planning and embarking on a coaching programme</i>  <b>(N2) (MARK)</b>				
	<b>Internet strategy</b> <i>Chaired thought leadership debate(s) chaired by a relevant expert on the subject</i>  <b>(N2) (JUNE)</b>		<b>Professional internet strategy development</b> <i>A session examining how to develop an internet strategy that works for you within the budgets you set without getting bogged down or put off track</i>  <b>(N2) (JUNE)</b>				

## Course Summaries

<b>Sales process maximisation</b>	A session exploring ways in which your sales process can be improved to maximise profitability. Examines where your strengths and weaknesses may lie and in turn addresses key ways of strengthening your sales funnel and ensuring you get the best return on your investment. Part of this session will look at measuring the effectiveness of your sales approach, how to measure overall success as well as the success of each part of the process. This session will also investigate how to incentivise a sales team.
<b>Professional internet strategy development</b>	A session examining how to develop an internet strategy that works for you within the budgets you set without getting bogged down or put off track. Delegates are encouraged to think about what they can achieve through the internet, what is most important to them, and how they can successfully engage the key media types on the internet. The session deals with budgets and return on investment.
<b>Circle of effective leadership</b>	A session examining the intricate and powerful circle between goal setting, motivation, result achievement and recognition. Delegates will start to dissect each stage of this cycle and look at the impact they can have on each element as a leader. The session will explore the leaders' role in effective goal setting, the link between recognition, motivation and reward and how to channel this all into future growth and development of a successful work force.
<b>Performance management and appraisals</b>	This session looks at how to create a structured approach to appraisals as well as maintaining an ongoing performance management system. It will examine the importance of these in running a successful team and how it can help you as a leader to get the most out of your team members. Delegates will take time to explore how they currently motivate their team and to evaluate current approaches to ensuring team members stay on track to achieve their goals.
<b>Building highly effective teams around your leadership style</b>	This fun and interactive double session allows delegates to begin to understand what type of leader they are. It explores leadership style and examines how others may react to your own leadership style. There will be a chance for self reflection that allows delegates the chance to look at how effective they currently are as a leader and ways in which they may improve. The sessions will include interactive activities which will help demonstrate leadership skills in practise.
<b>Advanced communication skills</b>	A fascinating session that allows delegates to explore how we all experience the world around us. The session uses NLP techniques to investigate the different ways in which people communicate and organise their experiences. Whether familiar with NLP or not the session will provide delegates with the tools they need to communicate more effectively with the people they lead. In turn this advanced understanding of communication will result in improved engagement with team members.
<b>Time management</b>	This session provides you with the skills and tools to reclaim lost time and boost productivity. It examines how time can be harnessed more efficiently and allows you to identify who or what is the biggest time thief in your day. It includes discussion on how to delegate effectively and provides delegates with tools that can help them become a more efficient leader.
<b>Running effective meetings</b>	This session identifies key skills needed to run an effective meeting that keeps to time, achieves the set agenda and ensures maximum input from attendees. Delegates will gain confidence in handling dominating individuals in a group situation, learn how to bring out those who don't contribute in meetings by understanding why not and how to get buy in from their team.
<b>Coaching skills</b>	This session is aimed at leaders and managers who are keen to promote a strong culture of personal empowerment and self motivation. It will examine how you can discover the obstacles that stand in the way of individual and team performance and provide guidance of how to coach people around those obstacles to achieve their full potential.

## **Discussion Groups Fri 9:45 – 11:00am**

These sessions will be guided discussion groups related to each subject. They will provide the chance for delegates to discuss a number of relevant issues, challenges and opportunities together, whilst also receiving guidance and suggestion from the chair and others. The time can be used to ask questions, gain insights and compare situations with others who may be sharing similar experiences.

<b>Marketing</b>	This session will be chaired by Jon Dean
<b>Recruitment</b>	This session will be chaired by Dwight Lawrence
<b>Team Development</b>	This session will be chaired by Mark Edwards
<b>Sales People</b>	This session will be chaired by Sam Simons
<b>Internet Strategy</b>	This session will be chaired by June Cory

## Trainer Profiles

### **CASPAR BERRY**

Caspar Berry is an expert on risk who works with the managers of many large organisations helping them to understand the risks they encounter. He studied Economics and Anthropology at Cambridge before going on to be a TV star, film production executive, entrepreneur, professional poker player, consultant, speaker and now author. Quite a variety. Casper analyses risk and breaks down how risk is interpreted by leaders and communicated to their teams. He is an accomplished business speaker.

### **JUNE CORY**

June runs all of the internet strategy programmes run by Impellus and also provides strategic consultancy and coaching to clients. She also runs her own internet marketing business and is a Google-accredited pay per click trainer. A Chamber of Commerce director, June has a wealth of commercial – rather than technical – knowledge and has successfully worked for clients with wildly different requirements and budgets.

### **JON DEAN**

Jon is the Managing Director of Impellus. He has designed, built and delivered training programmes for a large number of organisations in both the private and public sectors and at many levels; some to enhance strategic performance, some to resolve problems and issues. In analysing the requirements of these organisations, Jon has built a pool of knowledge of the issues organisations face and the ways in which they can up-skill and work together to achieve great performance. Jon also has personal experience as a trainer and public speaker.

### **MARK EDWARDS**

Mark is a cultural change coach, consultant, and facilitator who has created change for both individuals and global organisations. Mark's background is in learning and development and he has written large-scale training programmes for the leadership teams of a number of large organisations. He is an expert in helping leaders to improve team performance and efficiency who takes a no-nonsense approach to personal and team development.

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## **DWIGHT LAWRENCE**

Dwight is an experienced leadership trainer and facilitator with a background spanning FMCG, telecoms, media, financial services and not-for profit organisations. He has a wealth of experience helping leaders and managers to recruit and develop talent and to ensure that teams are maximising their efficiencies with good delegation and division of workload.

## **SAM SIMONS**

Sam is a Learning and Development Project Manager at Impellus. She's a highly qualified coach and trainer able to inspire teams and leaders at all levels. With a formal education in both psychology and NLP (Neuro Linguistic Programming), Sam is able to analyse, understand and train managers to work at their peak and motivate those around them. Sam regularly hosts open programmes as well as bespoke work for clients across all sectors.

## **PROFESSOR PETER TOTTERDILL**

Peter is an internationally recognised consultant, facilitator and researcher with significant achievements in organisational and economic development. His principal areas of expertise are enhancing levels of innovation in business management, and employee engagement and organisational structure. He is actively involved in policy shaping in both the public and private sectors and is a visiting professor at Kingston University.