

SUMMARY OF BUSINESS WORKSHOPS

SESSION 1 – Vaughan Heard

Strategies for growth

This session will look at the fundamental strategies businesses need to have in place to support ambitious growth plans. It will include:

- ✓ Strategic business planning
- ✓ Developing your marketplace position
- ✓ Strengthening your balance sheet
- ✓ Financing business growth
- ✓ KPI's and understanding your business

SESSION 2 – Paul Kinkaid

Leading for the future, the same as leading in the past?

This focuses on the central fact that leadership is as it always has been, about people; but the context has changed. It will include:

- ✓ Leading from a position of care
- ✓ Forensic Leadership - the traces we leave behind
- ✓ How to lead from a distance
- ✓ Impact on business of good leadership

SESSION 3 – Peter Radford

Growing a mentally healthy business: secrets to rapid business growth

This session will provide practical strategies to ensure your staff make you more money than they cost you. It will include:

- ✓ Meaningful staff wellbeing
- ✓ How understanding mental health can transform your business
- ✓ Keys to sustaining high staff engagement
- ✓ The one thing your team want most

SESSION 4 – Clive Ozzard

HR strategies for a changing world

A contemporary outline on some of the key aspects of people management to help your business to thrive and survive. It will include:

- ✓ How to get the best from your people and have a more productive business
- ✓ Looking at where it all goes wrong – the main mistakes that are easy to resolve
- ✓ How to meet your legal requirements – and keep your staff engaged at the same time
- ✓ How to manage people in a changing environment – how to bring people back to the office and dealing with a new perspective on flexible working

SESSION 5 – Alex Turrell

Developing a killer marketing strategy

In this session, participants will look at the key components in developing a killer marketing strategy and giving you that edge over your competitors. It will include:

Annex 1

- ✓ Defining your goals
- ✓ Knowing your audience(s)
- ✓ Getting your message right
- ✓ What's your USP?
- ✓ Building your networks

SESSION 6 – Paul Tansey

Embedding technology for business growth

A strategy for embedding technology is a must for 21st century businesses. This session will explore the practical application of AI and how this can benefit your business.

- ✓ Applications of AI and automation
- ✓ Explore new technologies for business
- ✓ The impact of on business culture
- ✓ Achieving growth through technology