

LEAD

Do you run and own a small business (with up to 20 employees) in the North West? Would you like to increase your turnover and profits? Think you could learn from inspirational and motivational leadership and business speakers? Are you ready to grow and develop your business, but you aren't sure of the steps to take? Then PINNA and LSN's LEAD programme is for you.

LEAD is a 10-month leadership development programme designed specifically for owners of micro SMEs who are looking to grow and develop themselves and their businesses.

90% of pilot delegates experienced an average £200,000 increase in turnover and a corresponding rise in profits!

'I have found it extremely valuable, as it gives you contact with other people who are facing similar challenges and it helps build your confidence. Running a small business can be isolating; meeting other people and listening to their experiences makes you realise that everybody is facing the same problems as you.'

Lynn Fotheringham
Director
InsideOut Buildings
and previous LEAD delegate –
Lancaster University

What LEAD involves

For more information or to register your interest in the programme visit www.businesslinknw/lead or call 0845 00 66 888

Overnight experiential

A two-day group activity with an overnight stay which will enable you to get to know other delegates, build trust and share experiences.

Action learning sets

Bring together small groups of delegates to discuss the issues faced at work and share experiences with one another.

Coaching

Working one-to-one with an experienced coach, you discover new ways of approaching issues and adapting the lessons to your particular situation.

Masterclasses

Focusing on two themes – **Business growth** and **Leadership**. PINNA and LSN boast experienced coaches and inspirational speakers to lead the masterclasses – see the yellow panel opposite.

About PINNA and LSN

PINNA and LSN have partnered to deliver the LEAD programme from Myerscough College near Preston, Lancashire.

Our combined experience puts us at the forefront of leadership, management and coaching.

LSN is one of the main providers of national educational and leadership and management support programmes in England and Northern Ireland, with years of experience in this area. PINNA is recognised as a specialist provider for coaching in the North West with a particular focus on SMEs. Indeed, PINNA is an SME itself and, therefore, understands the needs of small-business owners and the challenges, risks and issues they face.

Free preview sessions

We are holding free preview sessions at Myerscough College, near Preston, Lancashire, with inspirational guest speakers for anyone who is interested in LEAD.

For upcoming dates, please visit www.businesslinknw.co.uk/lead or call Business Link on 0845 00 66 888.

For business owners to get the most out of LEAD they need to be willing to devote 2–3 days a month for the 10 months of the programme.

Inspirational speakers

Chris Boardman

The equipment and technical manager to the Team GB cyclists at the 2008 Beijing Olympic Games, which achieved unparalleled success. He is the Director of Coaching at British Cycling's Olympic Programs, Head of Research and Development for the British Olympic Cycling Team and co-founder and Director of R&D at Boardman Bikes.

Jo Salter

Described as 'one of the 50 most inspiring women in the world' (Harpers & Queen), Jo is an ex Tornado GR1 female fighter pilot and truly amazing business and motivational speaker.

Jo Owen

The CEO of Auvian Partners and an author, speaker, and adviser to top management as well as being a serial entrepreneur. He was founder or co-founder of many companies including HBOS Business Banking and Teach First – the youngest organisation and only not-for-profit in *The Times*' top-10 graduate recruiters.

Keith Grint

Professor of Public Leadership and Management at Warwick University. He is also a Visiting Research Professor at Lancaster University, a Fellow of the Windsor Leadership Trust, a Fellow of the Sunningdale Institute (a research arm of the UK's National School of Government) and a Visiting Scholar at Sydney University.

Dr Mark McKergow

A consultant and trainer specialising in accelerated learning, management development and solution-focused change. His skill and enthusiasm have led to successful results in over 250 assignments. He now devotes himself to developing solutions-focus work with organisations.