

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 and would like a taste of what it can offer their business.

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

Introducers' events

In addition, we are also running introducers' events for those organisations or individuals who may have clients that would benefit from the LEAD programme. If this is of interest, please register at www.pinna.co.uk/lead

Is LEAD for you?

LEAD is aimed at owners and leaders of small businesses with up to 20 staff. Primarily delegates start the programme with specific issues they want to tackle. These issues are dealt with head on, not as theoretical problems but as real-life business challenges.

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.

This is a high-value course – however the Northwest Regional Development Agency has provided significant support that has reduced the cost to only £2000 per business. This cost could be reduced by a further £1000 if you qualify for Train to Gain Leadership and Management Funding. Find out more about this funding at www.businesslinknw.co.uk/lead

'We have achieved a fourfold increase in turnover, with our workforce now up to 119. To grow as rapidly as we have while also increasing profits is a difficult balancing act, but LEAD helped us to implement very effective policies.'

Michael Gray
1st Stop Finance
and previous LEAD delegate –
Lancaster University

The PINNA and LSN collaboration is one of **13 providers delivering the LEAD programme across the North West. For a full list of providers and more information about the programme please visit www.businesslinknw.co.uk/lead or call 0845 00 66 888**

'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

About PINNA and LSN

PINNA and LSN have partnered to deliver the LEAD programme from Myerscough College near Preston, Lancashire, on behalf of the Northwest Regional Development Agency (NWDA).

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. We have more than 25 years' experience delivering world-class solutions to leadership and management challenges and a team of over 800 specialists.

PINNA is recognised as a specialist provider for coaching in the North West, with a particular focus on SMEs. Our facilitators are practicing business coaches at managerial and executive level, so alive to the issues and challenges faced by our delegates.

In partnership we work together to help you achieve your business' full potential.

If you would prefer not to receive information on LEAD please e-mail your business name and postcode to unsubscribelead@nwda.co.uk
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LEAD

Looking for practical, expert support to help you grow your business?

If you run a good business, but want to turn it into a great one, you have to be a great leader. LEAD is a leadership development programme that equips you with the skills and know-how to increase your profits, capitalise on new opportunities and make the most of your people.



INVESTING IN
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About LEAD

LEAD is a leadership development programme aimed at owners of small businesses with fewer than 20 employees. It provides support and expertise for owners who want to expand their businesses and who would benefit from greater knowledge and confidence to help them take the next step.

Good leadership can be the difference between a successful and unsuccessful business. It moves a business forward and takes it to the next level. However, it is not easy for a small-business owner to take a step back and look at the bigger picture – the daily pressures decide the priorities.

If this sounds familiar, LEAD may be for you.

Pilot delegates said...

Lancaster University Management School originally piloted LEAD – with impressive results.

90% of pilot delegates experienced an average £200,000 increase in turnover and a corresponding rise in profits! And every owner said they felt more confident in their ability to strengthen and grow their businesses.

What LEAD involves

LEAD concentrates on the two most important areas of the business:

- The business itself.
- The personal development of the owner.

The programme is made up of several elements that run alongside one another over a 10-month period.

Overnight experiential

In order for the LEAD programme to deliver maximum impact, it is important that you get to know other delegates, build trust and share experiences.

To do this, a two-day group activity with an overnight stay will start the programme. Delegates will review one another's current leadership style in an honest and constructive way with an overall objective to create a personal development plan for each individual.

The days will consist of a combination of group sessions and activities, encouraging individuals to be reflective and to explore their specific issues and behaviour in the workplace. The event also allows delegates to speak openly in social settings and create bonds with like-minded SME owners.

Action learning sets

These bring together small groups of delegates (typically 6–7 people) to discuss the issues faced at work and share experiences with one another. PINNA and LSN will provide highly experienced action learning facilitators, which is critical for the engagement and success of the set.

Each delegate will be encouraged to bring a significant business challenge they are facing. This is discussed, drawing on the relevant experience of other delegates and an exploration of the opportunities and risks, to help formulate an action plan. The delegate is then encouraged to implement the plan and report back to others in the action learning set, explaining how the process worked and its success.

Since action learning set discussions take place in a confidential forum, delegates should be reassured about talking openly and freely about private business issues.

Masterclasses

Masterclasses focus on two themes:

- **Business growth** – concentrating on business issues such as operation, marketing, financial planning and strategy development, and designed with the needs of the small business in mind.
- **Leadership** – delivered by inspirational speakers who share their own leadership journeys.

Masterclasses are not typical, traditional classes – they are more like presentations that stimulate interest and discussion on the process of leadership. This allows delegates to adapt the lessons and experiences to their own business situation.

Coaching

You will work one-to-one with a highly experienced coach to discover new ways of approaching issues and adapting the lessons to your particular situation.

Our experienced LEAD coaches encourage delegates to develop a greater awareness of issues and individuals within the workplace, thereby helping to create an approach that will work for them. They also help delegates identify areas that could be altered to improve their business, as well as then encouraging them to take action and implement appropriate changes.

The coaching process will begin with a 90-minute face-to-face session. Each delegate then has four hour-long telephone coaching sessions to use at their own convenience, as agreed with their personal coach, and then a final face-to-face session.

Shadowing and exchanges

Learning from and assisting others is key throughout the programme, therefore, delegates will be partnered for a series of shadowing visits and exchanges. The process begins with a shadowing exercise where delegates will observe and reflect on the behaviour of their chosen exchange partner in their place of work. This is followed up by a series of exchange projects.

LEAD forum

This invaluable resource is a confidential online forum for programme delegates to share their learning, thoughts and reflections about the elements of the programme as well as being able to access one another and the LEAD team facilitators. The forum will enable individuals to ask questions and seek advice in real time and visit separate forums for specific discussions and action learning sets. The forum also contains masterclass presentations, other course material and useful templates.

PINNA and LSN boast some experienced and inspirational speakers, including:

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 a 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 and only not-for-profit organisation 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.