

Press Release

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For Immediate Release

Preston based PINNA wins contract to help NW businesses

Preston coaching firm PINNA and their strategic partner Learning and Skills Network (LSN) have just been awarded a contract to deliver an innovative leadership programme designed by the North West Regional Development Agency specifically for small businesses. The team are one of 13 training providers/partnerships who will be delivering the £9.5 million programme LEAD (Leading Enterprise and Development), which is expected to help 2000 businesses across the Northwest over the next three years.

The programme was developed and piloted by Lancaster University Management School (LUMS) with the support of the NWDA, over the past five years and already over 150 business owners have been through the programme with proven results.

Helen Bailey, managing director of PINNA says: “An independent evaluation of the initial pilot showed that 90% of business owners who took part in the programme reported an average annual sales increase of £200,000. Previous delegates have also recognised the programmes’ role in enabling them to step back and focus on the strategy and growth of the business rather than the day to day running.”

PINNA will be delivering coaching and action learning as well as business masterclasses to companies two days a month over a 10 month period.

PINNA Ltd

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Company registered in England and Wales No. 4140784

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“What I particularly like about LEAD is that it concentrates on the two most important areas of the business; the business itself and the personal development of the owner manager.”

Although LEAD is a high value programme it is supported by the NWDA resulting in a maximum cost to the business of £2K. Funding may be available through the Train to Gain L&M programme to reduce this cost a further £1K.

Steven Broomhead, Chief Executive of the NWDA, said: “Organisations have recognised leadership and management as a priority to enhance productivity and competitiveness, and over the last 20 years have devoted substantial resources to this. In contrast engagement by small and medium sized enterprises is often limited by time and financial constraints, however better skills at higher levels drive leadership and management, which are the key drivers of growth and profit.”

Owner managers from companies employing up to 20 people are invited to join the selection process. Business owners who wish to participate on, or hear more about the LEAD programme should contact PINNA on 01995 642276 or visit www.businesslinknw.co.uk/lead

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