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Leading learning and skills

# Master Classes in Current Leadership Challenges

to be held at the  
Law Society



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# Master Classes in Current Leadership Challenges

to be held at the **Law Society**, 113 Chancery Lane, London WC2A 1PL

- 5.00pm Registration
- 5.15pm Master Class
- 8.00pm Refreshments and Networking
- 9.00pm Close

## Who should attend?

- SME Directors and owner managers
- Entrepreneurs and aspiring entrepreneurs
- High potential individuals
- Their mentors and coaches

## What dates?

- High Performance Culture and its retention during transitions *12 October 2005*
- Coaching and Mentoring *25 October 2005*

Two previous series of Master Classes were run in 2004/5. Building on their success, this series will be tailored for business leaders in Small and Medium sized Enterprises, using new research on how to grow your business and retain its pioneering spirit.

The cost of each master class would normally be £250 per delegate. However, the Learning and Skills Council London Central are subsidising this series so that you will only pay £50 plus VAT per delegate for each class.



As customers want 'more for less' in today's unforgiving market place, small enterprises have to create a fresh competitive edge faster than their competitors, if they are to grow.

Their corporate clients are setting very demanding standards of quality, functionality and price which involve investments in people, processes and systems. Likewise, their retail clients now have so much choice that their loyalty can no longer be taken for granted. Being fleet of foot is the name of the game.

However, success creates its own challenges. SMEs have to manage various transitions, as they grow from the pioneering phase to maturity phase, over time.

The key challenge for them is how to retain their high performance culture whilst bringing in new processes, controls, and systems increasingly demanded by discerning customers and regulators.



Building on the success of previous Master Classes, this new series of leadership master classes is aimed specifically at SMEs and will cover the following issues:

- How to grow the business and retain its pioneering culture?
- Why does growth create its own challenges - the so-called 'curse of success'?
- What are the crucial transitions that entrepreneurs need to manage?
- What leadership styles are consistent with the transitions?
- What are the best ways of developing these styles through on-the-job and off-the-job learning?
- What are the leadership lessons from successful entrepreneurs like Prue Leith, Richard Branson, Philip Green and James Dyson?



*"Useful and thought provoking session"*

*"It made a lot of sense to me, particularly in respect of my last 3 years as a change manager"*

*"A very informative session with excellent speakers"*

*"A very inspirational event. Two highly entertaining and qualified speakers that made giving up my evening very worthwhile"*

*"A lot of learning from this session - simple messages effectively delivered and with a real feel that the speakers lived what they spoke about"*

*"Very informative and content rich"*

Master Classes, October/November 2004 & March/April 2005

## The two classes will cover the following:

### 1. High Performance Culture and it's retention during transitions.

- What it means
- How to retain it as the business grows
- What leadership style promotes innovation and enterprise
- How to develop that style
- What lessons can be learnt from today's outstanding entrepreneurs

### 2. Coaching and Mentoring.

- Why coaching and mentoring have become important learning tools for a growing company
- How to use them in a changing environment
- What are the key sensitivities
- What works, what doesn't and why
- How to produce the best results

**About Amin Rajan...** In 1998 Amin was awarded the Aspen Institute's Prize in leadership. In two recent publications, he has developed a close link between leadership and emerging business models. He provides leadership coaching to chief executives, executive committees and business specialists in various companies in sectors like oil, IT, finance, professional services and manufacturing.

Amin's recent clients have included Microsoft, Barclays, Virgin Group, Lloyds TSB, BP, KPMG, Ministry of Defence, Department for Education and Skills and The Cabinet Office.

**Learning and Skills Council London Central (LSC LC) is helping leaders change lives through learning.**

Central London is at the heart of a world-class city - a city that faces increasingly fierce competition for a share of key global markets in Business & Professional Service, Hospitality, Leisure & Tourism, Healthcare, Retail and Voluntary. Businesses and organisations require a skilled and productive workforce.

The LSC LC is working through leaders to understand and respond to skill strategies in central London to make a difference.



# Booking Form Leadership Master Classes

Name \_\_\_\_\_

Position \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Dietary requirements (please specify) \_\_\_\_\_

Please advise if you require any alternative arrangements (eg BSL, signer, large print handouts)

## I WOULD LIKE TO RESERVE A PLACE ON: (please tick as appropriate)

High Performance Culture and its retention during transitions  
12 October 2005 (5pm - 8pm followed by networking buffet til 9pm)

Coaching and Mentoring  
25 October 2005 (5pm - 8pm followed by networking buffet til 9pm)

<input type="checkbox"/>	1 workshop	£58.75 inc VAT
<input type="checkbox"/>	2 workshops	£117.50 inc VAT

Places are limited and bookings will be taken on a first come first served basis. Payment should preferably be made with the booking to confirm your place. However, payment can be made on invoice provided a purchase order is attached. The fee includes all refreshments and conference documentation.

## PAYMENT DETAILS:

I enclose a cheque made payable to CREATE for the sum of £ \_\_\_\_\_

Please debit my credit card, account number:

□□□□ □□□□ □□□□ □□□□

Expiry date □□/□□ for the sum of £ \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Please invoice the company, as per the attached purchase order

Confirmation will be sent when full payment is received. A receipt will be sent for VAT purposes. Joining instructions will be sent nearer the time.

Cancellations and Substitutions: Cancellations received in writing 21 days prior to the workshop will be subject to an administration charge of 25% (including VAT). Fees are non-refundable for cancellations within 21 days although substitute delegates may attend. Substitutions can be made at any time. The organisers reserve the right to vary details of the programme and speakers within the general outline of this brochure.

**please return to Barbara Martin, CREATE**  
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