

ACADEMY OF LEADERSHIP & MANAGEMENT

Executive education and
key people / leadership
development

BRIGHT FUTURES

PROGRAMME DETAILS



SFEDI[®] AWARDS
APPROVED CENTRE

ioee
ACADEMY

www.academyilm.co.uk Telephone: +44 (0)845 890 2549

BRIGHT FUTURES

PROGRAMME DETAILS

ABOUT US

Bright Futures is a transformation programme designed to support businesses through transitions or market dynamics. Through participation with Bright Futures, business owners and leaders will have new confidence and knowledge to lead the transformation of their organisations in changing and challenging times. Bright Futures offers a range of individual or linked courses to allow companies to build and develop their leadership teams through expert advisors, trainers and coaches with further links to trade bodies and networks.

This means that business leaders have the ability to call upon a range of expert mentors and consultants with industry knowledge across a range of topics to build their management teams and their own confidence, within a confidential environment. They will also be granted access to IOEE trend and knowledge banks of information as back up and further resources. The programmes are not linear and are developed on a bespoke basis. All participants will have access to mentoring and coaching sessions both individually and part of a confidential network allowing open discussions to foster idea creation and accelerate development.

These programmes allow business leaders to choose the ideal training programme for their company and can develop a bespoke range of training suitable for their individual needs or those of their teams without incurring the extra costs that normally surround bespoke programmes.

Bright Futures can provide an end to end transformation experience, with relevance to all sectors and all sizes of businesses. Businesses need to equip themselves with a competence to develop new ways of thinking and working. Bright Futures provides this in a practical, progressive way.

The range of topics below can be developed into a short programme of management or leadership development, or each can be selected as one individual unit.

MENTORING AND COACHING

All the programmes listed below will consist of an element of mentoring or coaching, both on a 1-2-1 basis and as a network, as we look to develop the networking opportunities for participants to discuss issues and ideas in a safe and secure forum. (Virtually and potentially face to face)

BUSINESS DEVELOPMENT AND NEGOTIATIONS

This business programme focused on key business development activities surrounding the fundamentals of selling, negotiations, influencing skills, objection handling, closing a sale, as well as identifying new areas of business and communications.

LEADERSHIP

Here we look at understanding the difference between management and leadership. Management is about assuring that the objectives of the organisation are implemented. Leadership has to do with setting direction and motivating people. Learn the essential skills to develop and expand your leadership repertoire, design teams for collaboration, and craft win-win negotiation strategies and negotiation.

ENTREPRENEURIAL LEADERSHIP

This programme investigates the role of entrepreneurial leadership, and focuses on the confidence, capability, and capacity of leaders to develop an entrepreneurial structure and culture throughout their business and through their leadership and management of others.

PRESENTATIONS AND PITCHING

This course takes the participants through the new way of delivering their pitch or presentation. Understanding how to get your message across – this course will allow individuals to build confidence to deliver coherent and motivating presentations with energy and inspiration.

INTERNATIONALISATION

This programme assists companies in investigating how to internationalise their business. It looks at market opportunities, researching a target market, routes to market, pricing / getting paid, cultural considerations and legal issues. The participants will complete the course with an internationalisation strategy.

DESIGN THINKING

This process involves applying the concepts of design thinking to design and test new ideas that address a real-world need. It will increase a company's likelihood of delivering breakthrough, commercially valuable goods and services.

LEADING INNOVATION

Innovative businesses are required to transform industry especially in today's economy. What makes some companies more innovative than others? What leadership lessons can be learned from our most innovative businesses? Learn about building and leading a creative team.

FINANCES, FUNDING AND RISK MANAGEMENT

Businesses will often benefit from a review of their finances and funding and the key financial risks associated with them. Our finance specialists are available if required to start this process and to make recommendations for further action if required.

LEADING CHANGE AND BUSINESS TRANSFORMATION

The oldest and strongest emotion of mankind is fear, and the oldest and strongest kind of fear is fear of the unknown. (H.P. Lovecraft) People hate it. They resist it. They fear it. And yet, change is an inevitable part of life. Because over 65% of business change fail due to lack of management of change, it is important to learn how to effectively communicate internal company changes and take your teams along with you and to accelerate ownership of change and implementation.

THE GENERATION MUDDLE

21st Century managers or company leaders can find themselves trying to manage 4 completely different generations within a business. These employees have different needs, different views and different ways of wanting to be managed. Learn how to cope with these often conflicting groups.

BUILDING A DIGITAL STRATEGY

Develop your unique Brand Story. Studies have shown that consumers encounter up to 20,000 brands every day, only 12 of which leave an impression. Learn how to become one of the impressionists and understand how to attract your customers using all forms of media. Develop a knowledge of how to analyse which media works best for you and where you get most value for money.

SUPPORT MATERIALS

Alongside individual coaching and other activities, we also provide a set of materials that will be extremely useful in supporting your journey to your Bright Future. Published by the Institute for Enterprise and Entrepreneurs and the Chartered Management Institute, these are a range of online support materials, including practical checklists covering a full spectrum of business activities, videos providing practical advice, reading, models that might prove useful, links to websites and other support activities. We will also provide you with studying membership of the Institute for Enterprise and Entrepreneurs, giving you access to their range of activities and to like-minded people who can provide peer support.

Bright Futures provides an end to end transformation experience, with relevance to all sectors and all size of enterprises.

Businesses need to equip themselves with a competence to develop new ways of thinking and working. Bright Futures provides this in a practical, progressive way for further information contact us on +44 (0)845 890 2549.

ABOUT THE ACADEMY OF LEADERSHIP & MANAGEMENT

Based in Scotland, The Academy of Leadership & Management is a well respected provider of executive education and key people development in:

- business & enterprise
- business support
- leadership & management
- coaching & mentoring



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We are an awarding centre for the Small Firms Enterprise Development Initiative (SFEDI), the Institute of Leadership & Management (ILM), The Chartered Management Institute (CMI) and NCFE. We and also have Academy status for the Institute of Enterprise and Entrepreneurs (IOEE). We are also one of ILM's largest awarding centres for senior level qualifications and work with employers and individual students in the public, private and third sectors, both in the UK and internationally.

We also deliver courses at Level 5 and Level 3 and have developed strong progression routes into higher education at undergraduate and postgraduate level.

We have a proven reputation for developing business professionals and leaders. Our distinctive and flexible approach, developed by our highly experienced team over the past 25 years, is proven to deliver results.

FURTHER INFORMATION

For further details, please call John Parker on 0845 890 2549 or email info@academyilm.co.uk

BRIGHT FUTURES

Reset Restart and Recover your business FAST!

