

ACADEMY OF LEADERSHIP & MANAGEMENT

Executive education
and key people
development

BRIGHT FUTURES

Ready Steady Go
to make your business grow
FAST!



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BRIGHT FUTURES AN END TO END TRANSFORMATION PROGRAMME

Bright Futures is a transformation programme designed to support businesses through transitions designed to support growth and development. 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.

PROGRAMME RATIONALE

Bright Futures provides an end to end transformation experience, with relevance to all sectors and all sizes of businesses. It enables businesses urgently to equip themselves with the capability to develop new ways of thinking and working. Bright Futures provides this in a practical, progressive way.

PROGRAMME AIM

To assist businesses to create an environment which makes sense of the current business context they are working in and to create connections and scenario planning AT SPEED to allow them to survive, thrive and prosper.

THE POTENTIAL IMPACT

Bright Futures offers a means to engage, motivate and support across sectors and size, the leadership teams of businesses. It has relevance to all and is scalable across the UK.

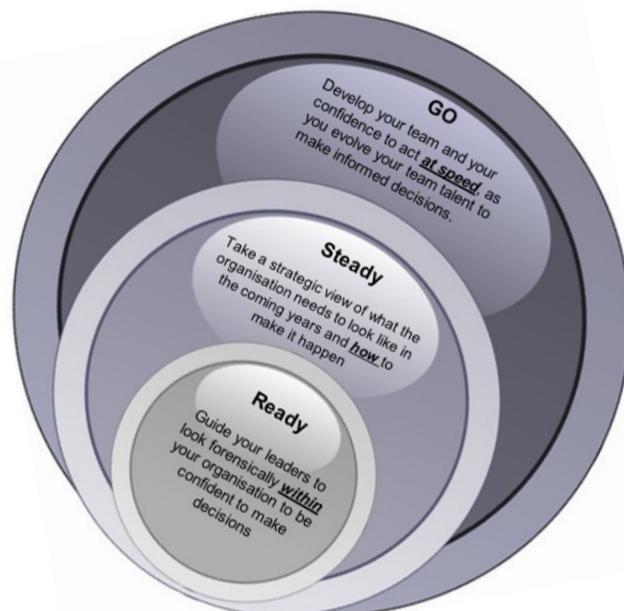
Engagement with Bright Futures could be a mechanism to funnel the next phase of business funding as the end to end transformation process and will establish scale and purpose of funding required by each participant. The key impacts of supporting Bright Futures include;

- *Business survival*
- *Business growth*
- *Jobs safeguarding*
- *Jobs creation*
- *Regional / national economic growth*
- *Regional / national social benefits*

BRIGHT FUTURES OUTLINE

A collection of bespoke conversations to allow companies to **Survive, Thrive and Prosper** by embracing innovation, technology (digitisation, platforms and analytics) and resilience, all leading to enhanced productivity.

The three phases of the programme are illustrated below:



READY

This stage is about working with businesses to identify growth potential, questioning where the business is now and where it needs to go. Much of the activity at this point are operational, but it is critical that the questions posed are answered in detail and at speed.

What will the Bright Futures Coach do during READY?

Ask key questions to help identify and clarify the business situation and evidence the leaders' self-awareness of the current situation. Establish capability and competencies in the business around the current business model, using probing questions. This will establish a strategic overview of the business and the required **Steady** stage.

OUTPUT

To give leaders the confidence to make the right decision about the future of the business and know WHY there is a need to change.

STEADY

Moving business leaders from reactive and spontaneous, to taking a strategic view of the current situation and into the future, and HOW to make it happen. Encouraging companies to start prioritising activities at speed, to ensure the ability to legally trade again.

What will the Bright Futures Coach do during STEADY?

Encourage leaders to look at the business through a different lens and shift the mindset and thinking to create a roadmap for moving into their Bright Future.

Potential areas of discussion where new knowledge/ competence can be developed as part of Bright Futures include:

- Business development
- Leading change and business transformation
- Leading and managing innovation
- Building a digital strategy
- Sales strategy and negotiations
- Early exporting steps
- Managing the generational mix

Bright Futures has a wealth of knowledge through the experienced team and can tap into a range of resources and present the most relevant to individual business leaders. Engaging with Bright Futures is a bespoke experience as we will mentor and coach companies to develop strategies that specifically mirror the issues they are facing.

Over and above the one to one coaching conversations (virtual initially and maybe face to face in future), business leaders will have access to an array of menu driven learning including;

- One-to-one (online and face to face when acceptable)
- Podcasts
- Webinars and workshops
- Online Bright Futures Virtual Library, (cutting edge topics discussed in practical and applied ways)
- Online partner learning e.g. Institute for Enterprise and Entrepreneurship, Enterprise Educators, Chartered Management Institute and Institute of Leadership and Management.

OUTPUT

Business leaders will have an understanding of the need to trade in different ways, to support growth, and to have started the journey with tools and techniques shared by their coach to achieve this.

The leader should know;

- WHAT to do
- HOW to do it
- WHEN to do it



GO!

During the **GO!** stage, strategies will be put in place to navigate the business to their new future. Leaders will embrace innovation across all aspects of the business, learn what organisation capabilities they have and identify where the gaps are. The learning will be continuous if the business is to survive and evolve.

What will the Bright Futures Coach do during GO!?

Business owners and leaders will be stretched to develop the business in a considered way by making sense of the wider context in which the business operates. Taking their future plans and aspirations into account. Innovation and digitisation are likely to be key aspects that will require to be part of an on-going learning and implementation approach. The need to be agile to allow them to pivot and take advantage of opportunities will be part of the questioning and challenge posed by the coach during **GO!**

Over and above one to one conversations there will be;

- Peer to peer mentoring (virtual or face to face)
- Mentoring (virtual or face to face)
- Accountability check-ins
- On-access to the menu driven learning introduced at the STEADY stage.

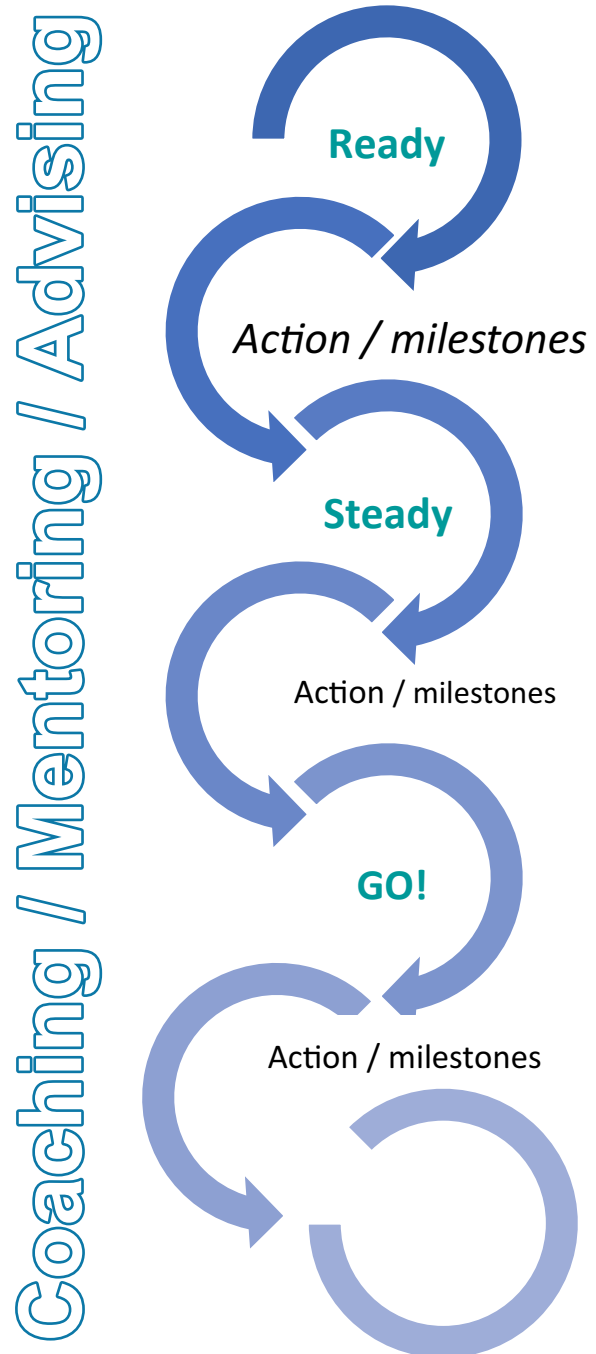
OUTPUT

For business owners / leaders to demonstrate evidence of business survival, sustainability and growth through agreed metrics.



BRIGHT FUTURES TRANSFORMATION MAP

It should be noted that the stages will stretch and shrink in terms of time depending on the individual business.

**WHY US?**

We are entrepreneurial to our core, innovative in our delivery, challenging in our coaching and highly practical in mentoring. We partner a UK wide network of consultants to enable Bright Futures to be scaled and offered nationally.

See Appendix I for our profiles and commercial credentials.

Appendix I*Personal Profiles and Commercial Credentials***Dr Susan Laing**

Susan has worked with small and medium sized businesses for nearly three decades. Starting her own business at the age of 22 and building a retail and mail order business to create employment for 100 home workers. She has been/is a Director in businesses in the property, hospitality, retail, business consulting and social enterprise sectors. She has through her career work as a business across the UK supporting start-ups and early stage growth companies.

She has newly stepped down as Dean from Teesside University Business School to allow her to focus back on her passion for enterprise and supporting entrepreneurial businesses.

Susan spent more than 25 years creating a track record of leading innovative training workshops and courses and ways to deliver learning to businesses. The most successful being BYOBIZ, Build Your Own Business where more than three hundred start-ups were nurtured and then supported in the Moffat Incubation Centre that she created for student entrepreneurs. She successfully raised £500,000 to resource the business incubator.

More recently Susan designed courses which have been focussed on growth strategies and mentoring of established business owners. She designed and was lead Director for;

- Fife Leaders Programme for Fife Council, including a six month course and a series of half day master classes, supporting more than 100 businesses
- LEAP 50 for Teesside University Business School,
- SMEgrow, a European funded growth programme,
- and she was part of the hugely successful Fully Booked programme for Scottish Enterprise where business owners were coached to develop growth strategies. More than 200 businesses were supported by this programme.

Broader Director / Board Experience

- | | |
|----------------|---|
| 2020 - present | Associate, Academy of Leadership & Management |
| 2018 - present | The Craigs Group , Managing Director Craigs by the Sea , Director, |
| 2017 - present | Director, Enterprise Educators UK (EEUK) www.enterprise.ac.uk The leading organisation in UK to enable excellence in enterprise education. EEUK provides input to UK government policy consultations and the Board influence international policy change through the EU, OECD and United Nations. |
| 2014 - present | Small Business Charter Assessor (Measure of University engagement with small businesses) Chair of panels at Universities across the UK, ensuring agenda of the visit is effectively covered and submission of collective view of panel is reported to SBC in a timely manner. |
| 2007 - 2017 | Dunedin Canmore Enterprise (DCE) – Chair (August 14 – 2017) Vice Chair (2012-2014), Board Member (2007-2012) Non-executive role for the trading subsidiary of Dunedin Canmore Group (DCG), one of Scotland's largest housing associations. Dunedin Canmore Housing (DCH) – Director (August 2014) Board member of DCH Association. The Dunedin Canmore Group (DCG) has 5000 houses, £29mn group turnover and circa 250 employees. |



Dr Barbara McCrory

After leaving Tesco where Barbara worked as a trading director she set up Transform Business and Training Consulting Ltd. Barbara noticed a gap in the market for basic sound business development and training advice and has worked with some key clients both big and small. Transform works across industries and with government agencies and trade bodies. She started with the larger companies such as Mars, Unilever, Heineken, Dolmio, Flora, Walkers, Hellmans and transcended to working with SMEs since 2012 mainly on request from interested parties.

Industries covered:

- Food and Drink
- Technology
- Manufacturing
- Financial Services
- Recycling
- Training Companies
- Events
- Agriculture
- Legal Services
- Textiles
- Engineering
- Environmental Systems
- Health and Wellbeing
- Medical instruments
- Education

Barbara works as an associate of Cormack Consultancy Group who are a UK specialist business development consultancy, focusing on working with companies who would like to develop and grow internationally. To date CCG have assisted over 700 companies to internationalise. As part of Barbara's role, she undertakes training in internationalisation, helping companies understand and react to the myriad of issues surrounding globalisation.

Barbara McCrory has been a regular member of Giraffe Consulting's team delivering the Preparing to Export programme since 2012 for Scottish Development International and Highlands and Islands.

To date she has delivered 12 Preparing to Export Programme at an Introductory level, 2 programmes at intermediate level and 2 programmes at advanced level, on behalf of SDI and HIE.

In addition to this work, Barbara regularly works with companies on a one-to-one basis, helping them develop and business development strategies.

Barbara is also a coach and mentor to a variety of companies.

Invest Northern Ireland

Barbara recently worked with Invest Northern Ireland on their Skills Workshops where she has mentored and trained almost 60 companies of various sizes and industries.

This was focused on Northern Ireland SMEs who are developing their businesses locally or attempting to entering new markets or growing export sales.

Before this she spent 5 years working with INI on their export skills and knowledge programme which included business development workshops and individual company mentoring. This required investigations and development of company's business strategy plans, research, channel management, sales and negotiations, competition analysis and trends.

Teesside University Business School

Barbara is part of a Leap 50 programme with Teesside University working with local businesses whose target is to achieve significant business growth (both locally and internationally). The companies involved are mixed in size and industry

Business Gateway

Barbara worked with Fife Business Gateway developing workshops and mentoring with local companies on Entrepreneurial Leadership, and Sales and Negotiations (local and International).

Barbara has recently delivered a Business Programme for Fife businesses on Leadership and business planning and growth which was again across many different industries and attended by chosen SME companies (by Fife Business Gateway). To participate companies were in development with a view to noteworthy business growth both locally and internationally.

MOD

For the last 8 years Barbara has worked with the MOD on business development workshops for staff who were about to retire or leave the forces. This programme is aimed at giving the participants sufficient knowledge to make informed decisions regarding their future business ideas and strategies both for the UK market and overseas.

East Ayrshire

Barbara has been appointed by East Ayrshire council on the Business Development Framework, (BeReady) working with local businesses to deliver expert advice and practicable support across a range of SME's and topics.

**John Parker**

John Parker has started, run and sold a number of small businesses in his time, taking turnover to, in one case, just under £1m. He has been central to the start up, running, turnaround and sale of businesses in his profession, which is executive education and key people development.

During this time, John has achieved a number of accolades. He won the award for Small Business Trainer of the Year from the Small Firms Enterprise Development Initiative and a number of programmes for which he was leader or a principal have won UK and Scottish Training Awards. Amongst these programmes was Prosper, an end to end business programme that sought to develop business leaders and their businesses through a process including action learning, online learning and personal coaching.

John has also had a leading role in the award winning Premier Adviser programme since its inception in 1999. This involved the development and accreditation of all business advisers in Scotland, over 1000 to date, encouraging them to support businesses to survive, thrive and prosper.

John's style is uses a combination of executive coaching and practical discussions and suggestions, aimed at focusing on achieving impacts in and for businesses through their leaders. He challenges people to examine new ideas, look at things from different angles and, above all, he supports them in achieving the outcomes that they need and desire for themselves.

John also works in partnership with a number of delivery bodies. In doing so, he brings his approach to workplace based, achievement focused coaching and delivery in what can otherwise be more traditional settings. These organisations include:

- Northwest Employers
- The Society of Local Authority Chief Executives
- Edinburgh Napier University
- Teesside University
- London South Bank University

John was appointed Visiting Professor at Edinburgh Napier University in 2005. This was bestowed due to his ability to work with entrepreneurs and their supporters in achieving significant results in business.

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

COST OF COURSE

£3,000 + VAT

BRIGHT FUTURES

Reset Restart and Recover your business FAST!

