

BUSINESS ACADEMY

BUSINESS LEADERSHIP FORMATION PROGRAMMES

Developing Functional Leaders Into
Sustainable Business Leaders

INDIVIDUAL CAREER-LEVEL DEVELOPMENT



enrich
you[®]

Enabling Sustainable Performance | One Person at a time | One Team at a time | One Business at a time

About the Enrichyou Business Academy

The Enrichyou Business Academy has been delivering individual career-level development since 2001. The purpose of the enclosed programmes is to equip managers and leaders with vocationally universal leadership skills that can be quickly translated into learned and repeatable behaviours back in the workplace. Our aim is to develop leaders to think sustainably, i.e. with integrity and long-term intent at the core. Our Business Academy service is distinct from our inhouse retained service, which is designed to develop organisation-wide leadership in a cultural context.

The Enrichyou Business Academy is designed to deliver individual, high-impact learning and development – either 1-to-1 or in small groups – and in your preferred style and location (face-to-face or virtual). Like a ‘Sandhurst For Leaders’, we like to think of our Business Academy service as the business equivalent of officer training in the military. To that end, it is not just about knowledge and skills; it is also about developing the character and behaviours associated with good leadership – delivered in a style that will resource each manager and leader for the entirety of their working life.



Richard Uglow
MD & Programme Director

Clients past and present...



For Complete Security



What these major career-level programmes are for?

To master the four tenets of business leadership needed across a whole career...

- **ACCOUNTABLE LEADERSHIP**
(Leadership & Management of people and process)
- **TRADING LEADERSHIP**
(Innovation & Management of role and function in the market)
- **BUSINESS LEADERSHIP**
(Directorship & Management of the business unit/entity)
- **GOVERNING LEADERSHIP**
(Integrity Governance of business systems, structure and organisation-wide processes)

Why/Who are they for?

- To form leaders ahead of time for their unfolding management and leadership career.
- To formalise experience into a simply held approach to sustainable business leadership.
- In smaller businesses; for directors/owner-managers and their immediate reports, where a roundedness of leadership skills are needed early on in careers, or where the business has outgrown the level of skill and experience required to safely grow the business into the future.
- In larger businesses; for all levels of management where the programmes can be taken one at a time to fill gaps in leadership skills and development, or to pace a longer career development process through an individual stairway of learning.
- The programmes are also ideal for rounding Senior Managers & General Managers, or for forming more technical, scientific or engineering managers who need to lead more in a commercial or business context.

“I can integrate and implement tomorrow what I came to learn and understand today”

Contents

Pg. 2-3
INTRODUCTION
& CONTENTS

Pg. 4
DEVELOPMENT AIMS
& OUTCOMES

Pg. 5-8
PROGRAMME
CONTENT
& STRUCTURE

Pg. 9
INVESTMENT
& PRICING

Pg. 10-11
SUMMARY
& NEXT STEPS

Sustainable Business Leadership

The primary purpose of any business is to provide products and services that offer exceptional value to the people and organisations who use them – the customer. Adopting a mindset of ‘customer excellence & value’ (both internally and externally) is the drive and responsibility that will ultimately provide the highest return for shareholders and stakeholders

alike. Delivering on this value is an opportunity and privilege that every functional manager, leader and business director should be constantly aware of during their tenure of leadership. Building and protecting a legacy of leadership for the long-term is one of the reasons why businesses choose Enrichyou to develop their managers into leaders.

Career-level Formation Programmes

Programme	Module 1	Module 2	Module 3
ACCOUNTABLE LEADERSHIP (Managing People and Process) 3-Modules	Integrity Leadership <ul style="list-style-type: none"> • Personal Effectiveness • Role Accountability • Customer-focused Outcomes • Sustainable Thinking 	Management Effectiveness <ul style="list-style-type: none"> • Management Of Self/Time • Vision & Purpose • Being On-Top-Of-Role • Proactivity & Planning 	People & Coaching Skills <ul style="list-style-type: none"> • High Engagement • High Empowerment • High Enablement • High Expectations
TRADING LEADERSHIP (Customer Excellence) 3-Modules	Market Leadership <ul style="list-style-type: none"> • Entity Management • On-Top-Of-Role Outcomes • Continuous Improvement • Value-chain Development 	Innovation & Entrepreneurship <ul style="list-style-type: none"> • Creative Leadership • Innovating The Future • The Change Agent • Stakeholder Buy-in 	Working In Partnership <ul style="list-style-type: none"> • The Working Family • Conflict & Issue Resolution • Finding Systemic Solutions • Partnership Working
BUSINESS LEADERSHIP (Sustainable Business) 3-Modules	Another Level Business <ul style="list-style-type: none"> • Integrity In Business • Sustainable Trade • People In Partnership • Wellbeing & Work/Life Balance 	Sustainable Growth <ul style="list-style-type: none"> • Defining The Business Model • Sustainable Performance • Improvement & Growth • 10 Year+ Strategy 	Stakeholder Management <ul style="list-style-type: none"> • Common-purpose Economics • Coaching 'In-The-Line' • Unity Decision-making • Management Processes
GOVERNING LEADERSHIP (System-wide Integrity) 3-Modules	Sustainable Governance Framework <ul style="list-style-type: none"> • Enabling Custodianship • Business Raison d'etre • Thumbnail Planning and Design • Mapping The Framework 	Integrity Governance Policies <ul style="list-style-type: none"> • Define Trading Policies • Define QMS & CSR/ESG Policies • Relevant Statutory & Legal Requirements • People & Culture Policies 	Sustainable Business Management <ul style="list-style-type: none"> • Business DNA & Planning • Performance Management • Rolling Meeting Structures • Risk & Crisis Management

ACCOUNTABLE LEADERSHIP

(Managing People & Process)

Purpose of the Programme

This programme offers a universal formation of each person by three core archetypes of Sustainable Business Leadership; The Leader, The Manager & The Coach. All successful and effective business careers can be mapped back to these three vocational roots. This programme offers new and experienced managers alike a foundational anchor of leadership skills with primary knowledge for career-long competences and good judgement. At its core, this programme is designed to develop managers into leaders. All the distinctions that normally go with the neutral or negative assessment about managers being reactive, silo thinking, process only and not thinking for themselves are addressed during the Accountable Leadership Programme.



“This has turned my approach to management around completely!”

What you will learn as career-level knowledge and repeatable skills

Integrity Leadership

1. How to approach personal effectiveness by calibrating both internal and external reality
2. How to define the function of an entity as part of the organisation or business that you work in
3. How to approach customer excellence and quality by being a part of the whole ‘value-chain’
4. How to think when aiming to lead and manage part of a ‘sustainable business’

Management Effectiveness

5. How to approach the management of self in a purposeful and effective way
6. How to work with vision, purpose, intention, aims and objectives
7. How to operate from being ‘on-top-of-role’ as part of teams, functions and organisation-wide
8. How to proactively manage priorities, plans and time to get things done effectively

People & Coaching Skills

9. How to establish high levels of rapport and engagement with all people in your team or business
10. How to set up working relationships so that empowerment and accountability are in place
11. How to implement a coaching-based approach as a primary skill and style of management
12. How to manage performance and high expectations at a pace suitable to everyone

Who Should Attend

- All graduate-level Front Line Managers (FLMs)
- All small business owner/managers and their immediate reports
- All those required to manage and lead people and/or function
- Technical, Scientific and Engineering managers who are stepping into project leadership
- Leaders with a narrow management style and who need a more rounded approach

TRADING LEADERSHIP

(Customer Excellence)

Purpose of the Programme

This programme develops supply-chain managers and leaders involved in the trading activities of a business into leaders that are aiming to be part of a market-leading, innovative value-chain. This programme is for functional leaders to manage their own performance outcomes as part of the business trading team, in an arc of 1, 3, 6 and 12-month timescales. Leaders are trained here to innovate, to understand the value of the offer, to deliver excellence, quality and to measure their own commercial and sustainable performance as part of the whole. The aim of this programme is to train leaders to confidently manage their part of an agile market leading value-chain.



“I am actually ready for the role and to confidently do the job as a professional manager”

What you will learn as career-level knowledge and repeatable skills

Market Leadership

1. How to define the value of a product or service from the perspective of the customer
2. How to manage a people-centred continuous improvement process and mindset
3. How to do root-cause analysis with a systemic view to solve problems and define fundamental solutions
4. How to measure excellence and ask for the resources to manage sustainable performance

Innovation & Entrepreneurship

5. How to align your role & function to the market need and turn ideas into reality
6. How to innovate and manage a prototype or modelling process to make your ideas tangible
7. How to make the business case for change to enable scale-up, roll-out and sustainable trade
8. How to get stakeholder buy-in so that your creativity and vision is adopted as a benefit to all

Working In Partnership

9. How to find group unity and common purpose as a starting point of working relationships
10. How to separate people from the issues and manage the levers for change & transformation
11. How to come to a systemic view and, where necessary, communicate ‘big-picture’
12. How to get to a place of partnership working and joined-up, priority-led actions

Who Should Attend

- All functional middle and senior managers in a trading or customer-facing role
- All small business owners and their immediate reports who manage a trading function
- All functional and silo thinking managers who need to think ‘Customer First’
- All managers and leaders that need to become innovative, agile & rounded trading leaders

BUSINESS LEADERSHIP

(Sustainable Business)

Purpose of the Programme:

This programme career-forms trading level leadership into fully rounded senior managers and/or directors in charge of the whole business unit or trading entity. The two fundamental distinctions in this level of leadership are...

- 1) the strategic responsibility and design of the legal entity;
- 2) the accountability for the business unit's sustainable future and long-term performance

A sustainable business needs its DNA defined & managed, a sustainable growth path defined and all stakeholders working to a common-purpose and vision. This programme develops senior managers and directors to align to the right level of sustainable business thinking and leadership.



“This is perfect for leaders who stand for integrity and an ethical approach to business”

What you will learn as career-level knowledge and repeatable skills

Another Level Business

1. How and where to start in defining the DNA and roots of any business or trading model
2. How to structure the business to be able to trade financially securely with sustainable principles
3. How to implement a 'leaders develop leaders' performance mindset for managing and coaching people 'in-the-line'
4. How to manage business priorities and work/life balance as part of the workplace culture

Sustainable Growth

5. How to define a sustainable business model that describes the ongoing economic purpose of the business
6. How to set-up the business to deliver commercially sustainable performance in the here and now; and into the future
7. How to build business growth and improvement plans into natural business cycles
8. How to hold a 10 year+ vision and strategy that creates commercial certainty with economic meaning and direction

Stakeholder Management

9. How to think about and manage all stakeholders in the context of 'common-purpose economics'
10. How to set-up a business-wide body of tick-tock leadership that is navigating business change and growth
11. How to implement a 'coaching in the line' style of leadership that will unlock the power of your team
12. How to set-up a management system or process to guide, govern and co-ordinate organisational and commercial activities.

Who Should Attend:

- All small business owners
- All SME senior managers and directors
- All larger business senior managers and trading-level directors, where the skills for vision and shaping future are important
- All board/governance-level owners and directors who want to be able to mentor and manage their trading board

GOVERNING LEADERSHIP

(System-wide Integrity)

Purpose of the Programme

This programme forms and develops governance-level leadership with the ability to update or create a 'Sustainable Business Governance Framework'. This practical programme can be undertaken by any owner or director-level leader to update or replace an outdated governance framework. It can also be approached by any Board Member as an exercise in independent judgement and learning, in order help update and influence the evolution of a more sustainable and 'robust' level of organisational governance. This hands-on development will lead to the right destination of 'Governing Leadership' for the modern business and not end up with a standard 'off the shelf' framework that is disconnected from the business ownership or constitution.



"This isn't what they teach you at business school"

What you will learn as career-level knowledge and repeatable skills

Sustainable Governance Framework

1. Learn to orientate towards governance at the right level – as a custodian for the era
2. Define, redefine or engage with the raison d'être, aims and objectives of the business
3. Design a thumbnail plan of a Sustainable Governance Framework for Board consideration
4. Construct a top-level Governance Framework document which all stakeholders can understand and engage with

Integrity Governance Policies

5. Define or reshape the customer-facing policies, including the effective shaping and running of QMS
6. Define or reshape the Environmental and Corporate Social Responsibility policies
7. Define or reshape the scope and content of the relevant and primary statutory and legal areas
8. Define or reshape the people, cultural and development policy areas

Sustainable Business Management

9. Update or create a clear vision & mission statement that links the business model and business processes
10. Update or create the performance management system to measure for 'sustainable performance' at every level
11. Update or create decision-making structures, so that leadership & management can engage with all elements of governance
12. Update or create the risk/crisis management & audit processes to assure adequate business protection and response

Who Should Attend

- All governance-level leaders and Board members who want to be able to influence the design and evolution of a more robust level of business governance
- All small business owners and directors
- All SME senior managers and directors
- All aspiring leaders in any business environment who want to operate at a governance level

Investment

Each 3-module Career-level Leadership Development Programme

I-to-I Virtual	12 x 1-hour virtual sessions (paced to suit delegate) - £1,995.00 + VAT
I-to-I Face-to-face	3 x 1-day sessions (pace & location to suit delegate) - £2,995.00 +VAT
Group Face-to-face	3 x 1-day sessions / small group sessions - £ Price on application



“I was never trained at this level in my previous employment. If I had been, the company would have got its money back within weeks!”

Outcome Guarantee

Every Enrichyou programme comes with a 100% money-back guarantee.

After completing each stage of development, if you are unable to confidently assimilate the learning in your organisation at a level that adds more value than the amount of investment, we will repeat the module free of charge or refund you the equivalent value.

Standard Terms & Conditions

All programmes are invoiced in advance 'on order' for the stage or agreed phase of the programme, with payment being due within thirty days of invoice and/or thirty days before first delivery date (whichever is the former). Any additional ad-hoc consultancy is invoiced on order, with payment terms as above.

Regional travel expenses are absorbed into our standard charges. Additional travel expenses and overnight accommodation (where applicable) are not included in standard charges and will be agreed in advance with the client.

Responsibility for venue choices and costs remain with the client.

VAT is added to all invoices at the standard rate.

All Enrichyou programmes include the provision of materials and workbooks for the pre-agreed number of delegates attending.

Materials and content provided by Enrichyou remain the intellectual property of Enrichyou with all the implicit legal rights. Each delegate is free to use the materials provided for their own personal use subject to the copyright restrictions detailed within each document.

Cancellation Fees

100% - less than 15 calendar days ahead of due start date

50% - less than 31 calendar days ahead of due start date

25% - less than 61 calendar days ahead of due start date

Postponement Fees

50% - less than 7 calendar days ahead of due start date

25% - less than 15 calendar days ahead of due start date

10% - less than 31 calendar days ahead of due start date

Cancellation and postponement fees will only apply to the stage/phase of programme affected. Any non-transferable travel and accommodation costs will be charged in full.

Situations to choose Enrichyou Business Academy

Individual Career-level Development For Managers, Leaders, Boards & Business Owners

First/Frontline Management - all frontline managers need a functional view of the business system they work in and a rounded approach to their management role from the off. The cost and consequence to businesses of 'unformed' and 'untrained' management being promoted into roles without the necessary training is sadly an all-too-common occurrence. The Accountable Leadership programme is ideal for these situations.

Process & Middle Management - the stakes increase the further up a manager rises; the costs of error and ineffectiveness impacts the whole supply-chain. End-to-end supply-chain and good people management skills are essential for this level of management to co-ordinate the left-hand and right-hand side of day-to-day activities; and to implement their role responsibilities successfully. Choose Accountable Leadership and Trading Leadership programmes at this level.

Senior Management & Change Agents - at a senior level the role shifts to one of designing the supply-chain and the trading business model as well as managing the performance of the functional management team for day-to-day performance. There is a big step-up for most when moving into such a 'strategic' management role. Knowing how to approach and integrate leadership learning into practice is a foundation stone and the start of a effective senior leadership career. The Business Leadership programme is required at this stage.

Board Members & Trustees - the numbers thin out the higher up a leader goes in an organisation. The metaphorical planetary alignment of the person-led career ladder and a business-led top team development are rarer events. If a Senior Leader is joining the Board or Senior Leadership Team, or finds a personal or professional need when in role, it is more than likely that an 'individual development' solution is needed. Hence the need for our Business Leadership and Governing Leadership programmes.

Business Owners & Entrepreneurs - by the very nature of SME businesses, where HR cover off the employment cycle activities and there is no L&D department, MDs and Business Owner/Managers need to access external third-party leadership support and development resources. The Enrichyou Business Academy naturally becomes an 'individual development' service and a primary solution for smaller business clients.

Family Succession & Heir-Apparents - rarely in a family business do more than one successor step up together or does the ownership mantle move to a next generation all at the same time. Being developed for business leadership and career-level change ahead of time is fundamental to good business management and a proactive approach to a sustainable business strategy. Enrichyou has been developing directors, business owners and heir-apparents for over 20 years. Please ask about how we can help your business.

Context & Style Of Development



Career-level Development is needed at four primary junctures of a business leadership career; upon entry to leadership and management (Accountable Leadership); at the time of team or functional leadership in a customer facing supply-chain (Trading Leadership); and at the point of becoming a senior manager or director (Business/Governing Leadership). These affordable 3-module leadership development programmes orientate, ground and align to the fundamental requirements needed at each of these career junctures.



Role-level Development is needed ahead of, or at the time of appointment or promotion. In this situation there are specific accountabilities, responsibilities and authorities that go with managing the business function or entity for which you are in charge. A relevant foundational 3-module career-level development programme may be followed by a 6-12 module role-formation process to achieve 'on-top-of-role' outcomes from day one. This happens on our wider Sustainable Business Leadership Programme. Ask for a conversation and additional brochure.



Executive Coaching is generally deployed as a more 'loose' style of leadership development that includes a longer journey of personally tailored skills, performance, self-awareness and business exploration relative to your style of leadership. In a coaching-based development process, 'loose' doesn't mean low efficacy or poor outcomes, but offers a tailored 'what next, where next' approach that can provide a more flexible and bespoke alternative to traditional leadership training and development. Ask for details and a copy of our Executive Coaching brochure.

Next Steps

To book or find out more about how the programme content can be tailored around your individual development and business needs, speak with your Enrichyou contact or get in touch using the details below.

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Email: enquiries@enrichyou.co.uk

www.enrichyou.co.uk

For other development services
please visit our website
www.enrichyou.co.uk or email
enquiries@enrichyou.co.uk

- Organisational-wide leadership and culture development
- Team transformation and development programmes
- Performance management
- Leadership and management role development programmes
- Director-level development
- Board formation programmes



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