

enrich
you®

BUSINESS
ACADEMY

DIRECTOR-LEVEL ROLE FORMATION

For 'New-To-Role' or 'Soon-To-Be'
Senior Leaders stepping up to
Board-level responsibility

3-DAY PROGRAMME



**BUSINESS
ACADEMY UK®**
BUSINESS WITH INTEGRITY

An Enrichyou UK group company

DIRECTOR ROLE FORMATION

(3-day Programme)

- Various UK locations and dates available
See website for details

www.enrichyou.co.uk/events

Purpose of the Programme:

This 3-day certificated programme is designed to 'form' Director-designates/Heir-apparent & New-To-Role senior leaders (less than a year away or a year into role) as a first step skills-journey; to experience and understand the levels of responsibility required at director/board-level. The programme orientates delegates with the foundation stone of director-level obligations, along with organisation-wide thinking: individual role and responsibilities (obligations/duty), 'whole entity' business leadership (protection & nurturing of trade), plus statutory & legal (UK Company Law); each wrapped in the holistic context and sustainable view of business best practice. The programme also aims to condition the thinking and behaviours required to avoid the pitfalls that can potentially lead to legal action against an individual, a company and its directors for wrongful trading.



“This isn't what they teach you at business school.”

What this development programme will enable delegates to do

- **It will support** your informed choice and readiness to lead at director/board-level and help you understand the duties and responsibilities of taking on the role
- **It will form you** to step into a director role with the right knowledge & mindsets needed to protect the business and conduct yourself in the right way for the business
- **It will ground you** in the backstop of both role-level and legal-level responsibilities that cannot be escaped; and give you the roots from which to lead safely & successfully
- **It will help you** in 'how to be' in managing your role as a director/senior-leader; and what you need to attend to throughout a continuous cycle of short, medium and long term sustainable thinking and actions
- **It will ensure** that you have the primary know-how to set vision and shape the business future to serve customers with products, services and/or expertise in an authentic and sustainable way

What is covered

This programme is structured to deliver the skills and confidence required to operate safely and competently at director/board-level. Maximum 8 places available.

- DAY 1 - Director Role-level Responsibilities & Duties
- DAY 2 - Statutory & Legal Duties Of Directors/Boards
- DAY 3 - Whole Entity Business Leadership & Trade

Investment

All Business Academy programmes are backed by our **100% Outcome Guarantee** on both learning outcomes and return-on-investment

- 3 consecutive days at a top city location, including lunches, refreshments & all course materials
- **£2,995 + VAT per person**
In-house options available. Ask for details.
Book at: www.enrichyou.co.uk/events

Who should attend?

- **Heir-apparent or 'soon-to-be' directors** needing role-formation and 'whole entity understanding' ahead of time, before stepping up to board-level and/or leading the business
- **New-to-role directors/board-members** looking to understand and formalise their role duties & responsibilities to assure confidence and competence
- **Existing directors/business-owners** who are unsure of their official duty and legal responsibilities under UK Company Law and feel that there is a potential trap-door waiting to open
- **Trustees & Custodians** of charities and social enterprises that need to govern legally and understand the foundation of employment and trading legislation within UK Company Law

What you will learn as repeatable director/board-level skills

Day One: Director Role-level Responsibilities & Duties

- Learn to approach and calibrate your readiness to direct and lead, relative to key role reference points
- Understand the role of director as that of a business architect; to create business form, function & future
- Learn how to approach organisation and culture from a systemic view and board-level responsibility
- Learn to view your organisation as a part of a bigger economic system with many (internal & external) interfaces and interplays that need to be managed by design

Day Two: Statutory & Legal Responsibilities Of Directors/Boards

- Learn the legal context regarding the existence of a business entity and the minimum requirements for trade
- Understanding the law regarding the role of directorship; its nature, powers, risks and liabilities
- Learn the legal principles and frameworks that govern trade in both Business-to-Business (B2B) and Business-to-Consumer (B2C) environments
- Learn the legal principles and frameworks that govern employment law and workplace legislation

Day Three: Whole Entity Business Leadership & Trade

- How to define the integrity foundations of the business DNA, Brand and Raison D'etre
- How to manage and think about commercial sustainability in terms of your market offer(s), business-wide expertise and economic value-in-exchange
- Understand the impact of authentic leadership, skills and culture being expressed across the workplace
- Learn the importance in the health & wellbeing of your people as the root cause to happy customers

Case Studies

Earlsdon Technology | Business Succession Planning

Ahead of a planned management buy-out, the MD-designate already had some board experience but wanted to formalise his training ahead of taking up post as Managing Director. The 3-day programme instilled the knowledge, confidence, skills and practical know-how to operate at MD level in the context of the whole business and not just through his previous lens as Head Of Production.

At the end of the programme, he was able to hold the responsibility and framework of the business in both trading and legal contexts; and understand the relationship between these in leading and growing the business for long-term economic success.

Scott Bader | Board-level Tenure

The employee-owned company had a board-tenure policy of 2-3 years. Over a period of seven years, 30+ 'new-to-role' directors attended the client-adapted in-house version of this programme. Each newly formed director completed a 'confidence in their competence' process at the end of each programme, ensuring that each newly-appointed board member could approach their role equipped with the knowledge and skills required to succeed.



Quotes & Testimonials

"Game changing..."

"I couldn't have started my role effectively without this programme!"

"Perfect for leaders who stand for integrity and an ethical approach to business."

"My confidence came from the experience and development received on this programme."

"Inspirational... a really enlightening few days!"

Academy Director & Workshop Leader

Richard Uglow started his early career working in some of the largest companies in the UK. He was heading a production unit within Cadbury by the time he was 23 and achieved the role



of Commercial Director at Geest UK by his early-30s. Richard is a qualified accountant, holds a BSc. Hons and is an NLP Master Coach with hands-on experience in finance, production and commercial management.

In 2001, Richard founded Enrichyou UK and The Business Academy in order to pass on the practical skills and knowledge that he observed were often missing in traditional theory-driven management & leadership development courses.

About the Enrichyou Business Academy

Enrichyou Business Academy has been delivering individual career-level development for over 20 years. 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 business leadership – delivered in a style that will resource every director and senior-leader for the entirety of their working life.

Our workshops and development programmes are designed to equip Directors, Heir-apparents and Senior Trading-unit Managers with vocationally universal leadership skills that can be quickly translated into learned and repeatable behaviours back in the workplace. Our aim is to develop business leaders to think and behave with integrity and long-term sustainable 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.

Ask for details.

Outcome Guarantee

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

After completing each stage of development, if a delegate is unable to confidently assimilate their 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.



AGA RANGEmaster



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For Complete Security



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TO BOOK THIS PROGRAMME:

Call us directly on 01733 645001 or
go to www.enrichyou.co.uk/events