



# Enabling Sustainable Performance

One Person at a time | One Team at a time | One Business at a time

“Developing  
leaders and  
management  
teams to run  
sustainable  
businesses”

[enrichyou.co.uk](http://enrichyou.co.uk)

## Introduction

Welcome to Enrichyou. Helping companies choose the most relevant and appropriate form of development for their business and the people in it has sustained at the heart of everything we do since 2001.

The level of management skills, learning, development and business coaching/consultancy required will vary from business to business; and vary again within each organisation depending on where they are in their business situation or era of development.

This brochure sets out six major areas of development that can be applied in any order, or as a blend of services relevant to your organisational needs. We are here to help you navigate the most strategic, cost-effective and long-lasting solutions to people and organisational development, that will bring you profitable and optimal performance now and into the future. Our collaborative and partnership-style of working ensures that we will be available for as long as you need; but ultimately, our role is to enable your managers and leaders to sustain their own development into the long-term and at the right level for their role.



# RANGE OF SERVICES

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Skills Training

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& Consultancy Interventions

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“When the job of leadership is done, the people say ‘we did it ourselves’”



## Our Mission: Your Success What we do...

- Develop teams and individuals for profitable & optimal performance in the here and now
- Improve decision-making and organisational culture through happy, fulfilled and engaged teams behaving as a working family
- Train people to be leaders in their own field
- Teach leaders how to think and create strategic value into the long-term
- Consult and coach on establishing stable management and long-term sustainable business strategy
- Implement highly practical management and leadership development processes

## An enviable track record...

- ✓ £350+ Million of client recorded value-add
- ✓ 100% of client requested outcomes achieved
- ✓ Businesses of all sizes transformed towards a systemic culture of integrity and long-term business sustainability
- ✓ 100s of directors and leaders developed to deliver sustainable economic value
- ✓ 1000s of managers transformed into leaders and equipped with career-long business skills

## Over 15 years of transformational business outcomes

In conversations with the big four management consultancies and leading venture capital houses, we are constantly being told that they would 'give their right arm' for a track record like ours. The reality is that these large practices are simply not equipped to enable such lasting and transformational outcomes, and don't understand how we do what we do.

Without giving away our delivery secrets, the methodology is simple: focus on developing resilient and sustainable businesses through an excellent leadership culture, whilst instilling the virtues of personal integrity and wholesale wellbeing across the organisation.

Our 'enabling' interventions promise to leave lasting development and positive change in the people and the business. We offer your management and leadership team the opportunity to become the very best of human resourcefulness and to achieve sustainable business excellence now and into the future.

## Leaders Of The Future

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



## ROLE DEVELOPMENT:

Role development and vocational skill enhancement programmes are designed to round-off and formalise competency, capacity and capability at every level of management. The essence of management training is to provide the right combination of business skills, coaching and professional development at every stage of a team or individuals' stairway of learning.

From shop-floor to board, every employee's responsibility requires them to be part of an economic system that assures customer outcomes through a process of experience, expertise and business value-add. Squaring the circle between all stakeholders in any supply/ value-chain can be seen as a near-impossible challenge. Without the right balance of skills, capacity and development in every function, sustainable trading is at risk, productivity is reduced, commercial opportunity is squandered, and recurring potential is lost.

Ensuring that teams and individuals are 'on top of role' at every level and in every part of the business, our management and leadership skills development programmes can provide your organisation with professional development, training and coaching 'as required' and as part of your ongoing Learning & Development (L&D) strategy.

FOR FULL DETAILS OF EACH PROGRAMME OR WORKSHOP, ASK FOR OUR 'LEADERS OF THE FUTURE' BROCHURE

# MANAGEMENT & LEADERSHIP SKILLS TRAINING

## FUNDAMENTAL SKILLS TRAINING

### 1-DAY PROGRAMMES

An 'on demand' series of up to 12 x individual one-day certificated skills development workshops delivered in-house within your organisation and covering the primary areas of People Management, Business Process Management, Leadership Development and Sustainable Business.

**Don't have 6 people in your team? No problem – ask about our flagship open-programme series from £495 per person. For further details go to: [www.enrichyou.co.uk/events](http://www.enrichyou.co.uk/events)**

### WHO

All levels of management & leadership

### PRICE

£333/person  
(min 6 people)

Additional places at £333/person (max 12 people per group)

## VOCATIONAL SKILLS DEVELOPMENT

### 3-DAY PROGRAMMES

A series of 3-day certificated development programmes (typically taken over 3 months) designed to bring role-alignment and skills development to leave each person fully 'rounded' and 'on top of role' for the management era ahead.

These phased learning and development programmes are available for First Line Managers, Middle/Process Managers, Senior-level Managers and Directors. They can be delivered in groups or 1-to-1, depending on the level of seniority.

### WHO

All levels of management & leadership

### PRICE

£995/person  
(min 6 people)

Additional places at £995/person (max 12 people per group)

## CAREER-LEVEL DEVELOPMENT

### 9-DAY PROGRAMMES

Career-level role formation and skills development ahead of, or at the beginning of a new era of management (typically taken as 9 x full-day sessions over 12 months) and available for all levels of management in groups or 1-to-1, depending on seniority.

This level of development is often coupled with a significant business improvement project, so that the learning and development becomes self-funding and applied across a real-life business project with measured commercial outcomes.

### WHO

'Soon to be' or 'New to role' managers & leaders at every level

### FROM

£2,995/person  
(min 6 people)

Additional places from £1,995/person (max 12 people per group)

1-to-1 and senior-level development available, ask for details. Prices exclude VAT. Ts&Cs apply.

# LEADERSHIP DEVELOPMENT:

## Leadership Academy

“The function of leadership is to create more leaders, not more followers”



With employee engagement levels in the UK often below 50% and productivity levels as much as 15% lower than our European counterparts (Source: CBI 'Ostriches & Magpies' Report), it is not surprising that, on average, a business only ever manages to harness about 30% of the capacity and potential in its people. The root cause is often down to poor management practices and lack of leadership skills, resulting in a dependency mindset with low morale, poor employee relations, conflict, stress, anxiety, reduced productivity, absenteeism, sickness and (possibly worst of all), presenteeism... expensive symptoms and distractions that no business wants or needs!

We believe that every leader and manager needs to be trained to lead, trained to manage and be expected to run their part of the economy in a sustainable and accountable way, with a common set of integrity values which bring wellbeing to the people and high efficacy to all business functions. Leadership Academy is a system of modular leadership development programmes that can be delivered over time to ensure a skilled, productive, proactive, happy and healthy workforce, with everyone on top of their role and behaving as a working family.

Only when a fully engaged workforce are aligned to the common purpose of delivering excellence for their customers, can market-share be maintained and increased in a sustainable way. An organisation-wide leadership culture will quickly begin to unlock the hidden capacity that brings innovation and resourcefulness from the core of sustainable thinking.



# ORGANISATION-WIDE LEADERSHIP & CULTURE

## ENABLING A CULTURE OF ACCOUNTABLE LEADERSHIP

- Cultural & Team Development
- Enabling Cultural Leadership
- Preparing For Business Growth

Tailored development for organisations who recognise that to succeed through the next era of business, they need to create an ethos of organisation-wide leadership and evolve existing 'top-down' management to one of distributed and accountable leadership.

We describe this phase of Leadership Academy as 'Managers to Leaders', where communication and accountable decision-making is distributed across the management population and where levels of authority and responsibility are trusted to deliver on results at every level. This phase of development (up to 9 modules over 12-24 months), will bring improved business outcomes and a cultural shift from 'reactive to proactive', with communication and performance levels to match.

### PRICE

£1,995 per person per 3 standard modules (min 6 people).  
Additional places at £995 per person (max 12 people)

## EMPOWERING MANAGEMENT & LEADERSHIP

- Senior/Middle Management Teams
- Cross-functional First Line Managers
- Business Trading or Service Functions

For where an evolving culture of organisational leadership already exists, but where 'real' teamwork and shared responsibility remains frustratingly elusive, this phase of development is designed to produce highly capable managers who are fully resourced within their role and function, and in the context of 'industry best'.

This phase of Leadership Academy is described as 'Leaders to Enabling Leaders', where existing managers or cross-functional teams will update their skills as part of a cultural approach to collaborative learning and development. This phase of 3-6 modules can be taken as half-day or full-day segments over an agreed timescale and can be coupled with a business improvement project to help assure commercial outcomes.

## MAINTAINING ON TOP OF ROLE OUTCOMES

- Performance Coaching
- Career Coaching & Transition
- Stress & Wellbeing Coaching
- Managing Extreme Behaviour In The Workplace

This coaching-based support service exists to help individuals or teams to transform anything that is getting in the way of peak performance and cultural excellence.

Provided 'on demand' or as a pre-booked regular 'surgery' to top-up learning and maintain cultural standards, the purpose is to support your managers and leaders at the right frequency to deal with anything that is bringing performance down in themselves or their team. This level of interaction can also underpin long-term support for mental health and wellbeing in the workplace.

### PRICE

On Application

Prices include all pre-phase 1-to-1 interviews. VAT will be added at the prevailing rate. Ts&Cs apply.

## Sustainable Business Leadership

“Sustainability is about meeting the needs of today without impairing the resources needed for tomorrow”



## DIRECTOR-LEVEL DEVELOPMENT:

Directors, Boards and Governing Bodies have a unique responsibility for the legal, commercial and functional success of their company or organisation.

Whether as individual directors, board-level or group of trustees, a major tenet of organisational leadership is to be an 'architect of the future' – to know the way and show the way through good times and bad. Qualities of knowledge, patience, wisdom and insight are as equally important as drive, persistence, teamwork, innovation and commercial know-how.

We develop each person in a director or board-level role to understand the principles of economic sustainability – which is about avoiding the pitfalls of short-term thinking, and then learning how to manage and direct every aspect of the organisation with joined-up, long-term, sustainable intent.

Regardless of commercial pressures and shareholder value, the board of directors ultimately need to decide what type of company they want to run. So often in business, we see the plumbline of integrity ignored for short-term gain – with the resulting consequence of higher long-term cost and loss of brand reputation.

Enrichyou provide fundamental development, formalisation and enhanced competencies for anyone required to operate at board-level; to be able to run their part of the business function with director-level integrity and lead their organisation in a commercially sustainable way.

# DIRECTORS, BOARDS & SUCCESSION

## DIRECTORS & BUSINESS LEADERS

Individual Directors, Senior Leaders or Heir-apparents.

As a director or senior leader in an independent trading business or group company, levels of knowledge, rounded leadership and business skills need to be particularly high. Whether there is a requirement for more formalisation within an existing role, or to step up knowledge and experience as part of succession planning, director-level development will help your business assure that ongoing skill-levels, knowledge and performance are not left to chance.

Director Of A Sustainable Business (DOSB) development programmes provide the very best of practical, vocational and experiential learning for anyone in a business leadership role. Ask one of our team for details.

## BOARD-LEVEL DEVELOPMENT

Board members as individuals, or as a Senior Leadership Team

Boards and board members will inevitably find themselves with difficult situations and decisions to collectively navigate on behalf of their company. A board of directors is, after all, wholly accountable for everything that goes on in an organisation.

Using the framework of our Sustainable Business Management System™ (SBMS), this high-impact development trains directors as a collective and in the context of their part in the system. Board-level formation programmes involve Personal Effectiveness, Board Dynamics, Legal Duties & Responsibilities, as well as being clear on the mission and purpose of the organisation.

Board Mediation & Facilitation services are also available. Ask for details.

## TRUSTEES & GOVERNANCE

Trustees, Chairman or Legal Directors, as individuals or as a group

Governing Bodies are no different from other functions or entities in the economic system, in that they must evolve and adapt to change, model it and lead it.

Our Integrity Governance programmes provide a support structure and process for enabling an organisation's governing body to clarify its purpose and update itself to become fit for purpose for the era or task ahead.

At the end of this process there will be constitutional clarity, an updated governance framework, plus appropriate policies and procedures to define clear decision-making and organisation-wide accountability.

## PRICE

Director/Board development packages available from £2,995

Ask for more details. Prices exclude VAT. Ts&Cs apply.

## Sustainable Business Growth

“No matter  
how competitive  
the market, there  
is always room  
for the best”



## ANOTHER LEVEL BUSINESS:

At some stage in organisational growth and development, most businesses (and sometimes the people in them) become stuck in their capacity or capability to take the organisation to the next level and/or at the pace required. Whether you are a growing SME or trading division of a larger organisation, directors and those in functional management positions need a complex blend of skills, behaviours and confidence to face the challenges of running a commercial enterprise in the 21st century.

Designed specifically for growing business entities with an evolving management and leadership team, we will support the business through a process of development for 'sustainable business growth' in which the design and implementation of objectives for business improvement and team development falls out of the learning process. We often describe this as 'running rugby'... energetic, active, agile, evolving, learn as you go... during which, identifying the next stage of the business improvement journey and business era can be understood and prepared for by all.

Enrichyou can support your business and your management team through an agreed phase of bespoke, joined-up, outcome-focused development where there isn't time to pause and take stock, or the resources to take people out of the business. Using tried and tested toolkits, modular development and accelerated learning techniques, we will walk alongside you and your team over an agreed period of time to deliver the highest efficacy relevant to your business phase, aspiration and implicit organisational needs.

# NAVIGATING SUSTAINABLE GROWTH

## TEAM DEVELOPMENT & BUSINESS SCALE-UP

Like many growing businesses, if you're at the "we plan to double in size" stage, you are embarking on a phase of business growth and development that is fraught with risk and often described as 'riding on the back of a tiger'!

Building a team and resourcing them with the resilience and skills to manage day-to-day trading whilst delivering on ambitious growth targets at the same time, makes this a critical time for any organisation.

Enrichyou can help you develop your team 'on the job' to assure capacity, capability and on-top-of-role outcomes at this exciting and strategically important time for your business.

## INNOVATION & CREATION

Whether new or established in business; product, service and systems innovation are an essential part of any sustainable growth strategy. The cash-cow products and services of today can quickly become the liabilities of tomorrow unless the management team have a constant eye on the future.

Learning how to assure the value-chain (working back from the customer) and staying ahead of the competition is core to business sustainability. Enrichyou will help your team to understand and engage in the innovation process and to constantly reimagine how products and services can be delivered into the future, in order to assure value along the road ahead.

## SUSTAINABLE BUSINESS GROWTH

Long-term intent and systemic thinking around business ownership, governance, leadership, people development, innovation, sustainable trade, integrity systems and wellbeing are just some of the things that make up a sustainable business.

Our Sustainable Business Management System™ has been designed and developed over 20+ years to offer every business a roadmap and template to their own commercial sustainability and can help your business avoid the cycles of feast and famine we see in so many other businesses today.

Ask one of our directors about a free business sustainability report.

## PRICE

Business support packages available from £2,995

Ask for more details. Prices exclude VAT. Ts&Cs apply.

## Business Improvement

“We had tried everyone else and then Enrichyou came along”



## CHANGE MANAGEMENT:

Change is inevitable. Transformational Business Management is a tailored suite of 'on-demand' consultancy services that boards, directors and senior managers can call upon when a business or organisation is under-resourced or under-prepared for the next era of growth or development. The business entity will be facing a commercially important situation where, without the right level of insight, knowledge and/or decisive action, the future could result in significant loss or missed commercial opportunity.

Typical business situations where consultancy might be involved include: assisting businesses in planning for scale-up/growth, navigating a business transformation or turnaround, and managing a business retirement or exit.

Enrichyou can support your organisation through each project by providing a range of stand-alone menu-driven services, or appointing an enabling and experienced consultant/team that will become 'the difference that makes the difference' to help secure the maximum economic value and sustainable future for the business.

# PRIORITY-LED BUSINESS CONSULTANCY

## EMPLOYEE ENGAGEMENT & INNOVATION

- Talent Assessment and Development
- Personality Profiling and Psychometric Testing
- Employee Engagement Surveys
- Mental Health & Wellbeing
- Product and/or Service Innovation & Development

### PRICE

On Application

## SUCCESSION PLANNING & EXITS

- Releasing Yourself
- Building A Team
- Business Systems, Policies and Processes
- Exit Strategy, Sale and Succession

### PRICE

On Application

## BUSINESS TRANSITION & TURNAROUND

- Strategic Turnaround
- Operational Turnaround
- Cultural Transformation
- Business-cycle Transitions
- Board Dynamics and Facilitation
- Board Mediation and Dispute Resolution

### PRICE

On Application

## GOVERNANCE & BUSINESS MANAGEMENT

- Governance Frameworks and Development
- Strategic Planning and Development
- Business-case and Viability Planning
- Interim/Project-based Management
- Trustee Roles
- Non-Executive Roles

### PRICE

On Application

Ask for more details. Ts&Cs Apply.

## Professional & Executive Coaching

“If you want  
to go fast, go  
alone. If you  
want to go far,  
go together”



## PERFORMANCE COACHING:

Performance-based coaching is both a service in its own right, and the methodology which underpins many of our other products and programmes. However long or short the intervention, business and performance-based coaching is grounded in a process of personal development which we call ‘the journey’.

This consultative-based coaching solution is for directors and senior executives who want to get clarity, develop, grow and improve themselves to achieve lasting change within a business or career context.

**Privacy:** Your Enrichyou coach/consultant will act as a confidential soundboard to help you manage challenges, order priorities and set goals. Having someone who you can confide in and share ideas with will give you the headspace needed to make the best business decisions.

**Competence:** Your qualified and experienced coach/consultant will help you mitigate any blind spots in your thinking and act as another set of eyes on your business and decision-making processes.

**Problem-solving:** Enrichyou will help you find solutions to the challenges and obstacles that you face as your organisation evolves and grows towards new opportunities.

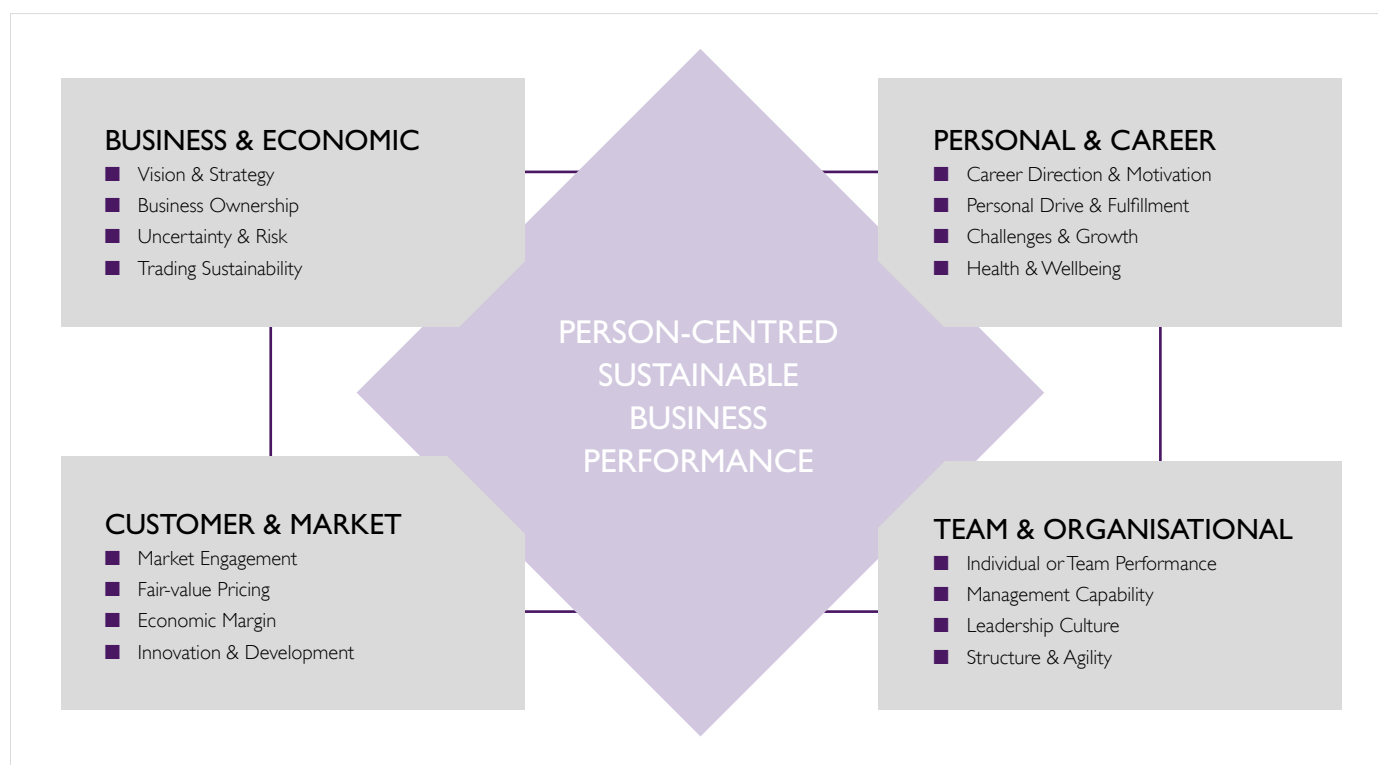
**Confidence:** Your coach/consultant will help you unlock your full inner capacity and capability, which in turn, will help you unlock it in others too.

**Action & Accountability:** You will be working with someone you can rely on to challenge you, and with whom you can be accountable to for actions, responsibilities and for ‘getting things done’.



# CLARITY, PERSPECTIVE & RESOURCEFULNESS

Below is a typical framework of issues that directors & senior managers might bring to a one-off session in order to get some clarity and vision on an issue. Under a higher and longer-term intention, they might use frequent coaching/consultancy sessions to work on achieving and maintaining 'on top of role' outcomes for themselves and their business unit.



## PRICE

On Application (tailored programme) or ask about our £695 risk-reversed coaching/consultancy offer

Ask for more details. Prices exclude VAT. Ts&Cs apply.

# THE ONGOING JOURNEY OF ...

## Getting the basics right

- Train your managers, leaders & directors with the skills and knowledge to operate from 'professional best'
- Implement an organisation-wide culture of leadership thinking and action
- Make sure that the Board maintains strong governance and has a sustainable business strategy
- Protect and nurture the business as market-leading for long-term presence and value
- Assure individual performance and progress with development, coaching & consultancy sessions for anyone who gets personally or professionally stuck

## When change or challenge comes

- Ask us to help you go up to the next level of business performance
- Ask us to help you navigate the difficulties and unknowns
- Ask us to bring additional expertise and resource to assure the road



... BUSINESS SUSTAINABILITY >>>

## Working In Partnership

“Wanting is not enough ...to achieve, we must do”



## RETAINED SERVICES & SUPPORT:

Our low-cost retained packages allow you to call upon Enrichyou services at a level and pace suited to your budget and at the level of 'partnership' required to underpin the highest levels of trust.

There are three levels of retained service available:

1. Decision Maker / point of contact, decision-making
2. Senior Team / team facilitation, development
3. Sustainable Business / consultancy support

This relationship-based consultative approach is not about 'borrowing your watch to tell you the time', but to come alongside to support your decision-making and help you achieve the best commercial outcomes for your business and the highest learning outcomes for your management and leadership team.

Speak with one of our directors about which level of retained support would best suit your current business situation and needs.

# FACILITATING DECISION-MAKING

## LEADER'S PACKAGE

### WHO

CEO/MD or HR/L&D  
Decision Maker

### WHAT

#### DECISION MAKING

- Up to 3 x half-day one-to-one strategy/consultancy meetings (or 9 x one-hour Phone/Skype meetings) across the year to define and clarify management development and business outcome requirements (what next, where next)

#### Decision Making

- Ad-hoc Telephone/Email support (business hours only)

#### Admin & Travel

- All reasonable admin & travel costs

### PRICE

£195 per month

## TEAM PACKAGE

### WHO

CEO/MD or HR/L&D  
Decision Maker

### WHAT

#### LEADER'S PACKAGE plus

#### Team Coaching & Facilitation

- 2 x Full-day or 4 x Half-day facilitation of team visioning/strategy days across the year as a mix of 1-to-1 or team to suit business priorities

#### Consultancy

- Initial/ongoing strategic management and leadership L&D assessment with priority development reporting

### PRICE

£495 per month

## BUSINESS PACKAGE

### WHO

Chairman  
or CEO/MD

### WHAT

#### TEAM PACKAGE plus

#### Sustainable Business Assessment

Initial/rolling targeted consultancy to provide decision making assessment, judgement and recommendations on the risks and priorities to assuring future sustainability of the business

- Initial/annual one-to-one assessment and consultancy sessions (approx. 2hrs each) for up to 6 people in the leadership team
- Access to other key stakeholders with permissions where necessary
- Produce and maintain an annual Business Sustainability report

### PRICE

£995 per month

Retained services are subject to an initial 6-month period. Alternative bespoke packages available on request. Prices exclude VAT. Ts&Cs apply.

## Clients past & present...



ASTON MARTIN

**AGA** RANGEmaster



HILLARYS



## Outcome Guarantee

All Enrichyou programmes and interventions are designed to add economic commercial value at every stage and come with a 100% money-back guarantee on client-agreed outcomes.

“It’s about making decisions today that will add value to the business tomorrow”

## What to do next

We're here to help you choose the most cost-effective and appropriate form of sustainable development for your organisation and the people in it.

Contact us for an informal discussion about any immediate development challenges facing the business, or to arrange a confidential, no-obligation meeting with one of our directors.

### INITIAL CONSULTATION

Your first two consultation meetings are free, where we will help you get clarity on your business vision and leadership development strategy. After the initial meeting, we will produce a discussion document and proposal with recommended steps, which you can either implement yourself or appoint Enrichyou to deliver at the pace and budget to suit your situation – whether that's a low-cost retained/consultancy start of 'what next, where next', or a faster-paced implementation programme of development, growth and measured improvement across the business.

We look forward to working with you.

## Contact us

Telephone:

01733 645001

Email:

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