

# THE SUSTAINABLE BUSINESS BOARD

A practical set of one-day workshops to develop business performance and board-level dynamics, through shared leadership, vision and a commercially sustainable business strategy

I-DAY BOARD DEVELOPMENT SERIES



**BUSINESS  
ACADEMY UK®**  
BUSINESS WITH INTEGRITY

# THE SUSTAINABLE BUSINESS BOARD

(Board Development Workshops)

## Purpose of these workshops:

This series of 1-day workshops is designed to develop a business board (operations or trading) towards high levels of aligned vision, intent and quality of board/business function; along with both collective and independent decision-making to assure business growth – including plans to implement a commercially sustainable future and avoid the root causes of cultural and commercial erosion. Whether an existing board looking to improve and better-organise collective responsibility, structure and decision-making; or a newly formed ops/trading-board establishing its methodology and working protocols; or a struggling board looking to navigate an era of business difficulty and dysfunction. The Sustainable Business Board programme will equip all directors and senior-leaders with the right mindsets and skills to function as a fully effective team with high standards, aspirations and ideals.



“Our board simply didn't function properly before these workshops”

## What these board development workshops will enable you to do

- To work on the four primary dimensions of running a business from the foundation of 'whole-entity leadership & trade' using real and/or experiential perspective
- To make informed choices as an effective board member from a place of knowledge and legal/statutory reference points; and to offer independent judgement and thought
- To learn the skills needed to be part of a board and to make decisions through the dynamics of wisdom and issue-focused debate
- To approach the directorship of business/function from the intention of navigating high-level business performance along a commercially sustainable growth path
- To learn together as a board, the templates of repeatable processes that create business strategies, business plans and business cases that will illuminate and quantify the road ahead for board decision-making purposes

## What is covered

These workshops are structured to deliver the skills required to function effectively as a board, with independent thinking and responsibility along with renewed 'whole entity' vision and collective purpose.

- Whole Entity Business Leadership & Trade
- Shaping A Commercially Sustainable Future
- Board Membership, Roles & Dynamics

## Investment

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

- Each workshop is delivered in a relaxed away-day style and includes all materials and toolkits
- **£2,980 + VAT per workshop\***

\*includes up to 4 delegates.

Each additional delegate @ £495 + VAT. Ts&Cs apply.

## Bespoke Options

Standard delivery is for a collective board delivered in-house. However, the programme can be adapted to run in different context and ways.

- As an in-house programme for individuals joining an existing trading/operating board through a rotation of tenure.
- In a completely new operating/trading-board formation situation, where a business owner or founder is releasing control and setting up a management structure and/or succession. In this situation, we recommend an additional one-day module called 'Role Of A Director'. Ask for details.

## What you will take away as repeatable director & board-level skills

### Workshop One: Whole Entity Business Leadership & Trade

- Define the integrity foundations of the business DNA, Brand and Raison D'etre
- Learn 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
- Discover the importance in the health & wellbeing of your people as the root cause to happy customers

### Workshop Two: Shaping A Commercially Sustainable Future

- Engage with business 'mission & vision' in such a way that illuminates the right path
- Learn about the 'customer view' and 'market view' for defining strategy and business targets
- How to design the business 'value-chain' and 'supply-chain' formats for long-term sustainability
- Learn how to build repeatable business-cases/business-plans/business-strategy tools and templates in order to navigate sustainable growth, along with good all-round business judgement and collective buy-in

### Workshop Three: Board Membership, Roles & Dynamics

- What it means to be an effective board member and how to work to the right level of intention
- The importance of structuring the business so that board-level decisions can be implemented safely
- How to have board-level conversations that produce decisions from the wisdom of experience
- Learn what is needed to calibrate long-term success in terms of sustainable performance and outcomes



## Case Study Interfoam | New Board Formation

The founder and owner of the business had been making all board-level decisions. Due to age, retirement horizons and succession planning, the decision to train director-level leaders for a 'trading board' was taken.

The 6 delegates started with the optional module, enabling them to differentiate between the role of a senior manager and that of a director. It also enabled them to start the programme in the right way by actively choosing to lead with director-level intent. The overall formation process got the group working through three main issues;

1. market engagement, strategy and 10-year vision;
2. the evolution of a higher value-add market offer (not commodity pricing); and
3. the design of how to improve the business management culture.



## Quotes & Testimonials

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

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

"This development has done much to help us identify growth opportunities and ensure that our business can be sustainable..."

"We've doubled profitability by applying these principles."

# 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.



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Enrichyou UK  
Future Business Centre  
London Road  
Peterborough PE2 8AN

Call +44 (0)1733 645001  
enquiries@enrichyou.co.uk

TO BOOK A WORKSHOP OR  
DISCUSS IN MORE DETAIL:

Call us directly on 01733 645001 or  
email enquiries@enrichyou.co.uk